WELFARE TO WORK DIVISION
CALFRESH BRANCH

Nutrition Education Unit
Staff Services Manager I

Position Number: 252-4800-005
Location: Sacramento

Under the general guidance of the CalFresh Management Operations Section Chief (SSM III), the Staff Services Manager I (SSM I) performs as a unit supervisor with responsibility for supervising staff engaged in activities necessary to provide administrative oversight over the statewide nutrition education services for CalFresh recipients and potentially eligible Californians, the development and implementation of strategies/projects for program promotion, and the development and implementation of directives/projects to improve the nutrition and participation of low-income households.

A. Specific Job Assignment

20% Supervise the analysis, review of the annual CalFresh Nutrition Education (CNE) State Plan, plan and coordinate the participation in program compliance reviews, assist with the development and implementation of program promotion activities, review and approve invoices, provide contract management, oversee the provision of technical assistance, and provide direction to staff and review/approve their work.

20% Supervise the analysis, review of the annual CalFresh Nutrition Education State Plan, plan and coordinate the participation in program compliance reviews, assist with the development and implementation of program promotion activities, review and approve invoices, provide contract management, oversee the provision of technical assistance, and provide direction to staff and review/approve their work.

15% Plan and control unit workload and make assignments to staff.

15% Oversee special projects directed at improving program effectiveness.

8% Provide assistance with collaboration efforts with the federal government, other state departments, county welfare departments, nutrition education contractors, and community organizations.

8% Supervise a group of analysts; complete performance evaluations for subordinate staff, identify training and development needs and assist in the identification of training programs or other ways to meet those needs.

8% Act for the Bureau Chief in his/her absence; participate in the recruitment and

hiring of staff, and complete administrative and other assignments as required.

6% Represent the Bureau, Branch, and the Department in meetings with representatives from other state departments, federal government, counties, and other groups concerned with nutrition education.

B. Supervision Received

The SSM I receives direction from and reports to the CalFresh Management Operations Section Chief.

C. Supervision Exercised

The SSM I supervises approximately four Associate Governmental Program Analysts/Staff Services Analysts.

D. Administrative Responsibility

The SSM I is responsible for all administrative functions associated with supervision of staff.

E. Personal Contacts

The SSM I has regular contact with CNE contractors and managers in other branches and bureaus in the department and with other state departments and agencies or organizations, the federal government, county welfare departments, and nutrition education contractors. The SSM I may also have contact with program staff from other states, community organizations, Health and Human Services Agency staff, and legislative staff.

F. Actions and Consequences

The SSM I makes decisions affecting the Bureau and Branch, the Department, his or her unit, the CNE contractors and county welfare departments. Lack of knowledge or skill in critical areas and/or poor judgment can adversely impact Bureau and unit integrity and productivity and the success of the projects that the unit oversees.

G. Other Information

While experience working with nutrition programs is desirable, effective interpersonal and communication skills are critical to success. Occasional travel will be required.

FFY 2013
California Department of Food & Agriculture
CDFA SNAP-Ed Nutrition Promotion Program

Budget Cover Sheet

October 1, 2012-September 30, 2013*

*FFY 13 budget has spending authority through September 30, 2014

Department Name:

California Department of Food & Agriculture

Federal Share Budget	FFY 2013	
Personnel Salaries	$ 129,857.40	
Fringe Benefits	$ 49,346.31	
Operating	$ 2,000.00	
Equipment & Other Capital	$ 4,500.00	
Travel	$ 21,125.00	
Subcontractors		
Other Costs	$ -	
Indirect Costs	$ 34,258	
Subtotal Federal	$ 241,086.71	
Total Federal		$ 241,086.71

Revised: September 20, 2012

FFY SNAP-Ed 2013
CDFA SNAP-Ed Nutrition Promotion Program
Budget Justification October 1, 2012-September 30, 2014

Department: California Department of Food and Agriculture
Contact: Natalie Krout

A PERSONNEL SALARIES:

FFY 2013 1. Name and Position Title	2. Annual Salary FFY 12/13	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Natalie Krout Title: Special Assistant (Program Administrator)	$ 91,836	0.05	5.0%	0.0%	$ 4,592
2. Name: to be determined Title: Special Assistant (Project Manager)	$ 91,836	1.0000	20.0%	80.0%	$ 91,836
3. Name: to be determined Title: Associate Governmental Program Analyst (Support)	$ 64,176	0.4000	40.0%	0.0%	$ 25,670
4. Name: Jarrett Heather Title: Staff Programmer Analyst (IT support)	$ 77,592	0.1000	0.0%	100.0%	$ 7,759
Subtotal		**1.5500**	**65%**	**180%**	**$ 129,857**
				SUBTOTAL:	**$ 129,857**

FFY SNAP-Ed 2013
CDFA SNAP-Ed Nutrition Promotion Program
Budget Justification October 1, 2012-September 30, 2014

POSITION DESCRIPTIONS:

1	**Program Administrator**	Develops program plan and provides program oversight. Coordinates with other department-wide initiatives, reporting to executive staff in insure that the department's strategic goals are being supported. Represents the project to the department, the fair industry, Department of Education and other public agencies.
2	**Project Manager**	Conducts the request for proposal and project selection process. Provides project oversight and conducts site inspections to monitor and confirm project progress. Monitors project budgets and prepares project status reports.
3	**Associate Governmental Program Analyst (Admin/contract support)**	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Manages the contract including budgets, invoices, State Share Documentation reports, time studies, fiscal reporting and adherence to funding requirements. prepares Budget Adjustment Requests (BAR) as necessary. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.
4	**Staff Programmer Analyst**	Develops a webpage for the CDFA website to promote the project and to provide ongoing status updates and information for the general public. Assists with social media marketing of individual projects.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 38% of salaries

FFY 2013

1	Special Assistant (Program Administrator)	$ 1,745	
2	Special Assistant (Project Manager)	$ 34,898	
3	Associate Governmental Program Manager (Admin Support)	$ 9,755	
4	Staff Programmer Analyst	$ 2,948	
		$ 49,346	
			SUBTOTAL: $ 49,346

C. OPERATING EXPENSES:

FFY 2013

1	General office supplies	$ 2,000	
			SUBTOTAL: $ 2,000

D. EQUIPMENT EXPENSES::

FFY 2013

1	Mobile telecommunication device for Project Manager (1.0 FTE)	$ 250	
2	Laptop mobile device for Project Manager field work (1.0 FTE)	$ 1,800	
3	Desktop computers for Project Manager (1.0 FTE) and AGPA (0.4 FTE)	$ 2,450	
			SUBTOTAL: $ 4,500

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

FFY 2013

1 Project monitoring and oversight: Statewide program travel by the CDFA Project Manager or other CDFA representative to 24 project sites two times during the year to confirm project status. Estimated number of trips: 48. Estimating that half of the trips will be day trips totalling 24 trips and half will be overnight travel totalling 24 trips.

Travel:
24 day trips: Average of 386 miles round trip @ $.555/mile x 24 = $5,141
24 overnight trips: Airfare @ $250 round trip x 24 = $6,000. Vehicle rental @ $200 x 24 = $4,800.
Miscellaneous travel expense (parking, tolls) @ $34/trip x 48 = $1,632 — $ 17,573

Lodging:
24 overnight trips: Lodging @ $84/day x 24 = $2,016 — $ 2,016

Per Diem:
24 Day trips: Per diem @ $24/day x 24 = $576
24 overnight trips: Per diem @ $40/day x 24 = $960 — $ 1,536

2013 Subtotal: $ 21,125

1

SUBTOTAL: $ 21,125

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL: $ -

FFY SNAP-Ed 2013
CDFA SNAP-Ed Nutrition Promotion Program
Budget Justification October 1, 2012-September 30, 2014

G. OTHER COSTS:					
Type of Costs					
1 Description of other costs associated with this project.			$ -		
			$ -		
				SUBTOTAL:	$ -
H. INDIRECT COSTS: Indirect cost rate.					
% of Total Salaries or % Total Direct Costs					
or ___% of Modified Directs (provide what costs to be included)					
1 Departmental Indirect Cost Assessment = 14.5% of Personal Services costs:			$ 25,984		
2 State pro-rata assessment = 4% of budget:			$ 8,273		
				SUBTOTAL:	$ 34,258
TOTAL	$ -	1.5500			**$ 241,086**

FFY 2013 SNAP-Ed
California Department of Food and Agriculture (CDFA)
CDFA SNAP-Ed Nutrition Promotion Program

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FFY 2013 SNAP-Ed
California Department of Food and Agriculture (CDFA)
CDFA SNAP-Ed Nutrition Promotion Project

1. Description of projects/interventions.

Project Title: CDFA SNAP-Ed Nutrition Promotion Project

a. Related State Objectives.

This project supports State objectives 1, 2, 3 and 4.

b. Audience.

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American and Latino communities and selected material available in Asian languages.

Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese and/or Hmong.

Ages: Adults 18+, primarily women with children, children 5 – 17 years and seniors

Needs Assessment Methodology

CDFA has conducted preliminary research on the demographics and nutrition education needs of the local Supplemental Nutrition Assistance Program (SNAP) participants by assessing current reports and data to establish the following target criteria:

- California fairs serving geographic constituencies that include a low percentage of CalFresh participants.
- California fairs serving geographic constituencies that include census tracts where at least 50% of the population lives in households at or below 185% of the Federal Poverty Level.
- California fairs serving geographic constituencies that include a high percentage of overweight and obese adults

1. CDPH Network for a Healthy California http://www.cnngis.org/
2. USDA Food Desert Locator http://www.ers.usda.gov/data-products/food-desert-locator/go-to-the-locator.aspx
3. USDA Food and Nutrition Services FY2012 SNAP-Ed Guidance

4. California Food Policy Advocates. Lost Dollars, Empty Plates: the Impact of CalFresh Participation on State and Local Economies. http://cfpa.net/lost-dollars-empty-plates-2012 http://cfpa.net/CalFresh/CFPAPublications/PAI-FullReport-2012.pdf. February 2012
5. California Food Policy Advocates. Measuring County CalFresh Performance in 2010. http://cfpa.net/CalFresh/CFPAPublications/PAI-FullReport-2012.pdf February 2012
6. Public Policy Institute of California. Poverty in California. http://www.ppic.org/content/pubs/jtf/jtf_povertyjtf.pdf December 2011
7. Centers for Disease Control: County Level Estimates of Obesity http://apps.nccd.cdc.gov/DDT_STRS2/CountyPrevalenceData.aspx?mode=OBS

Needs Assessment Findings

Refer to Attachment A for data summary

Low CalFresh participation:

CalFresh participation was found to be below the 53% state average in thirty-five (35) counties.

Poverty levels:

Poverty rates were found to exceed 20% in fifteen (15) counties. Our research indicates that every fair constituency, with the exception of Modoc County, includes census tracts where at least 50% of the population lives in households at or below 185% of the Federal Poverty Level.

High percentage of overweight and obese adults:

There are nineteen (19) counties designated with a high percentage of adults that are obese (greater than 26.3% of the population).

c. Focus on SNAP Target Audience

This project will enable the Department of Food and Agriculture to implement programs at California fairs:

- Increase nutrition education services in counties where CalFresh is underutilized and counties that have a high percentage of overweight and obese adults.
- Establish new collaborations between the Department of Food and Agriculture and local agencies by mobilizing California's fairs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budgets.
- Establish successful and long-lasting partnerships between the Department of Food and Agriculture, California fairs, local social services agencies and community non-profits such as food banks, community garden coalitions and neighborhood organizations to promote the Dietary Guidelines.

d. Project Description

The Department of Food and Agriculture provides oversight of the network of California fairs comprised of 78 fair organizations located throughout the state. Each fair serves a constituency based on a geographic district that may be comprised of a single county, more than one county or a portion of a county, resulting in at least one public fair facility located in almost every one of California's 58 counties, and more than one fair in 13 counties.

California fairs host a wide variety of year-round events and are well-known community resources with a focus on ethnically diverse family, youth and senior oriented services. California fairs offer a unique statewide network that can be utilized to reach a broad spectrum of SNAP-Ed eligible populations.

Working in partnership with the network of California fairs, this project has three components that will be developed over at two year span October 1, 2012 – September 30 2014:

1. **Enhance and expand existing nutrition education programs at California fairs.**
   Narrative Summary: All of California's fairs provide educational programs focusing on health and nutrition in conjunction with their annual fair events. In addition, many fairs have developed permanent ongoing agriculture and nutrition education programs that have evolved around fair garden and demonstration farm projects that have established school tour programs.
   Example major regional project: Cal Expo "The Farm" Demonstration Programs. "The Farm" was established in 1984 to showcase California's number one industry – Agriculture. It was the first demonstration farm in North America. "The Farm" features a number of educational, environmental, interactive programs and events including spring and fall School Tours. The "Dirt to Dish" outdoor kitchen at The Farm showcases agricultural products grown right on The Farm as well as products from throughout the state. The Kitchen, located in the heart of The Farm, features cooking demonstrations, product displays and food sampling. Agriculture experts and chefs are on hand to answer questions. Annually 8,000 students have been attending the School Tours. In addition, this year The Farm donated about 1,400 pounds of produce grown at the 3.5 acre garden to a local food bank.
   Key Strategies: Establish new SNAP-Ed elements at up to six existing major regional programs and up to eight smaller scale local programs offered by fairs to include and enhance SNAP-Ed promotional elements. Collaborate with schools and other organizations to host programs at fairs for schools within fair geographic constituencies; host programs with child care and school programs already located on fair sites including HeadStart, day care and charter schools. Fairs have established marketing programs in place that employ a variety of mass media resources to promote public awareness of events and services at fairs. These resources will be utilized to target SNAP eligible participants.
   Key Educational Messages: increased fruit and vegetable consumption; physical activity promotion (integrated with nutrition education); and chronic disease and obesity prevention, including messages from the 2010 Dietary Guidelines of Americans (i.e., Make half your plate fruits and vegetables) and reducing consumption of sugar-

sweetened beverages; CalFresh promotion.
Intervention Sites: California fairs. The Department of Food and Agriculture will develop specific program criteria with CDSS, solicit project proposals from California fairs and select proposals for development.

2. **Develop community gardens and food prep teaching programs at California fairs.**
Narrative Summary: California's fairs have land available for community gardens to grow food and to establish new kitchen facilities or utilize existing certified commercial kitchens to teach healthy ways to prepare food. Participants will help build and cultivate the gardens, harvest and learn how to prepare healthy food in the fair kitchens.
Key Strategies: Establish one major community garden project and up to eight smaller-scale local community gardens and initiate three new food preparation education programs at fairs that serve SNAP eligible constituencies. Collaborate with school districts and other organizations to host programs for school programs located within fair geographic constituencies; host programs with child care and school programs already located on fair sites including HeadStart, day care and charter schools. Fairs have established marketing programs in place that employ a variety of mass media resources to promote public awareness of events and services at fairs. These resources will be utilized to target SNAP eligible participants.
Key Educational Messages: Physical activity promotion (integrated with building of the gardens and cultivating food); healthier eating; food safety; cooking skills; and CalFresh promotion.
Intervention Sites: California fairs. The Department of Food and Agriculture will develop specific program criteria with CDSS, solicit project proposals from California fairs and select proposals for development.

3. **Develop Health Ambassadors in conjunction with each fair program.**
Narrative Summary: Identify natural leaders in low-income communities and train them to deliver nutrition education and promote the SNAP-Ed projects at fairs.
Key Strategies: Expand the existing Health Ambassador program in coordination with the California Association of Food Banks. This program would identify and recruit neighborhood leaders and train them to promote nutrition education (train the trainer modeled approach). Training will be provided by registered dieticians who have conducted advanced nutrition courses, instructional field trips to farmers' markets and supermarkets, and cooking demonstrations to strengthen the program message. Fairs have established marketing programs in place that employ a variety of mass media resources to promote public awareness of events and services at fairs. These resources will be utilized to target SNAP eligible participants.
Key Educational Messages: Physical activity promotion (integrated with building of the gardens and cultivating food); healthier eating; food safety; cooking skills; and CalFresh promotion.
Intervention Sites: Health Ambassador for each of the major fair projects.

e. Summary of Research.

California fairs are positioned to provide a coordinated effort targeting SNAP-eligible participants that will result in statewide impact.

Low CalFresh participation:

CalFresh participation was found to be below the 53% state average in thirty-five (35) counties. Fifty-one (51) fairs serve these geographic constituencies, with more than one fair facility serving many of the underserved districts or counties.

Poverty levels:

Poverty rates were found to exceed 20% in fifteen (15) counties. These counties are within the geographic constituency for twenty-two California fairs, with more than one fair facility serving many of the districts or counties. Our research indicates that every fair constituency, with the exception of Modoc County, includes census tracts where at least 50% of the population lives in households at or below 185% of the Federal Poverty Level. Fourteen (14) California fairs are located themselves within census tracts where at least 50% of the population lives in households at or below 185% of the Federal Poverty Level.

High percentage of overweight and obese adults:

There are nineteen (19) counties designated with a high percentage of adults that are obese (greater than 26.3% of the population). Twenty-eight (28) fairs serve these geographic constituencies, with more than one fair facility serving many of the districts or counties.

f. Modification of Project Methods/Strategies.

None

g. Use of Existing Educational Materials.

The project will utilize materials and curricula from the FFY 2012 USDA Approved Nutrition Education Materials.

h. Development of New Educational Materials.

N/A

i. Key Performance Measures/Indicators.

Process evaluation measures will include the following:

- Record participation levels with sign-in sheets, agendas, and track numbers of events and classes, numbers of participants at events
- Education materials distributed will be documented
- Student data including – number of students participating; number of adult participants and schools participating
- Curriculum utilized and actual lessons learned

- The Food Behavior Checklist will be utilized to demonstrate changes in knowledge as a result of participation in classes
- Post evaluation assessments of teachers participating in Health Ambassador trainings will be conducted.

2. Evaluation Plans.

Summary documentation of key performance measures using USDA evaluation components will be provided. See Statewide Evaluation for full explanation of plans.

3. Coordination Efforts.

CDFA resources that can be applied to this project:

- Initiatives already under way at CDFA
  - Farm to Fork Office: The Farm to Fork office is a multi-agency collaborative effort to improve the structure for the development and implementation of recommendations to promote access to healthy and affordable food. Priority recommendations have been identified by Department of Education, Department of Public Health and Department of Food and Agriculture. Identified recommendations will encourage and expand the availability of affordable and locally grown produce through Farm-to-Fork policies and programs over the next two years.
  - Healthy Food Access Advisory Group: In response to Assembly Bill 581, the California Healthy Food Financing Initiative, CDFA convened and consulted the Food Access Advisory Group, comprised of members representing various stakeholder groups to develop recommendations to increase access to healthy food in underserved communities.
  - Speciality Crop Block Grant:
    - Phase 1: Production of educational materials to be used in classroom style workshops during Phase II. Materials produced include a 10 page booklet published in seven languages (including English) in addition to a simple food safety pamphlet that is currently being used by field staff.
    - Phase 2: Food Safety Workshops, emphasizing putting a small farm food safety plan into place, to be held statewide beginning in October 2012. The workshops will be available in Spanish or Hmong (using translators). This phase also has a Cost-Share reimbursement program to reimburse small specialty crop farmers, up to $200, for specific food safety related activities. Both phases include(d) an exam phase to ensure that food safety knowledge was being learned by the participants.
  - CDFA Inspection Services Division
    Oversees the state's organic certification and certified farmer's market programs. Provides services for a safe, abundant, quality food supply; environmentally sound agricultural practices; and an equitable marketplace for California agriculture
  - CDFA Marketing Division
    Oversees the marketing of agricultural products including commodity promotion, research and maintenance of quality standards. Each marketing board is made up of industry members. Some boards also have public members.

- <u>CDFA Division of Fairs & Expositions:</u>
  Provides oversight of the Network of California Fairs implementing statewide strategic initiatives to benefit the people of California and preserving California's agricultural heritage providing community benefits through fairs.

- CDFA has ongoing established relationships with private and public sector food industry partners including the following:

  - USDA Agricultural Marketing Service
  - The California grocers' industry
  - 812 Farmers' Markets and market Associations
  - 3,200 certified organic producers
  - Over 50 agricultural commodity boards, commissions and councils
  - Food Banks
  - California Farm Bureau Federation
  - Small Farm Conference
  - Organic certifiers
  - Regional Council of Rural Counties
  - The California Endowment
  - The Network of California's 78 fairs
  - Western Fairs Association
  - UC Davis Small Farm Program

California Department of Food and Agriculture

Supplemental Nutrition Assistance Program Education (SNAP-Ed)

CDFA SNAP-Ed Nutrition Promotion Project FFY 2013

Attachment A

Fair Geographic Constituency (Statutory District or County)	Fair Name	Location	Does county have census tracts with 50% at or below 185% of FPL? (1)	Fairground census tract 50% at or below 185% of FPL (1)	County or District Poverty Rate (6)	Adult Obesity Rates (7)	% CalFresh Participation (5) (Statewide Avg = 53%)
Alameda County	Alameda County Fair	Pleasanton	Yes	18.3	13.30%	20.1%	45%
Alpine County	Eastern Sierra Tri-County Fair	Bishop	Yes		12.60%	24.9%	74%
Amador County	Amador County Fair	Plymouth	Yes	16.5	12.60%	24.8%	52%
Butte County	Butte County Fair	Gridley	Yes	49.1	20.90%	24.8%	48%
Butte County	Silver Dollar Fair	Chico	Yes	69.6	20.90%	24.8%	47%
Calaveras County	Calaveras County Fair	Angels Camp	Yes	40.1	12.60%	25.6%	70%
Colusa County	Colusa County Fair	Colusa	Yes	35.7	17.30%	24.4%	30%
Contra Costa County	Contra Costa County Fair	Antioch	Yes	50.1	9.40%	24.2%	44%
Del Norte County	Del Norte County Fair	Crescent City	Yes	32.9	21.90%	27.2%	87%
El Dorado County	El Dorado County Fair	Placerville	Yes	25.6	9.80%	20.4%	46%
Fresno County	Big Fresno Fair	Fresno	Yes	72.1	27.10%	29.2%	71%
Glenn County	Glenn County Fair	Orland	Yes	44.3	17.30%	26.9%	44%
Humboldt County	Humboldt County Fair	Ferndale	Yes	26.4	15.00%	25.9%	44%
Humboldt County	Redwood Acres Fair	Eureka	Yes	23.1	15.00%	25.9%	44%
Imperial County	Imperial Valley Expo	Imperial	Yes	40.6	20.80%	24.6%	64%
Inyo County	Eastern Sierra Tri-County Fair	Bishop	Yes		12.60%	23.1%	52%
Kern County - western portion	Kern County Fair	Bakersfield	Yes	48.5	21.40%	28.6%	53%
Kern County - eastern portion	Desert Empire Fair	Ridgecrest	Yes	25.4	21.40%	28.6%	53%
Kings County	Kings Fair	Hanford	Yes	63.8	21.70%	27.5%	52%
Lake County	Lake County Fair	Lakeport	Yes	41.5	20.20%	26.5%	49%
Lassen County	Lassen County Fair	Susanville	Yes	23.1	21.90%	26.4%	66%
Los Angeles City	The Valley Fair		Yes		17.30%	21.4%	48%
Los Angeles County	Los Angeles County Fair	Pomona	Yes	30.5	17.30%	21.4%	41%
Los Angeles County	Schools' Nutrition and Education Fair	Walnut	Yes		17.30%	21.4%	41%
Los Angeles County Antelope Valley	Antelope Valley Fair	Lancaster	Yes	14.5		21.4%	48%
Madera County	Chowchilla-Madera County Fair	Chowchilla	Yes	54.3	19.50%	29.9%	54%
Madera County	Madera District Fair	Madera	Yes	22.5	19.50%	29.9%	54%
Marin County	Marin County Fair	San Rafael	Yes		9.60%	15.0%	30%
Marin County	Sonoma-Marin Fair	Petaluma	Yes	16.3	9.60%	15.0%	30%
Mariposa County	Mariposa County Fair	Mariposa	Yes	22.3	12.60%	24.1%	41%
Mendocino County	Mendocino County Fair	Boonville	Yes		20.20%	22.6%	61%
Mendocino County	Redwood Empire Fair	Ukiah	Yes	44.5	21.90%	22.6%	61%
Merced County	Merced County Fair	Merced	Yes	88.4	24.30%	31.8%	59%
Merced County	Merced County Spring Fair	Los Banos	Yes	66.6	24.30%	31.8%	59%
Modoc County	Modoc District Fair	Cedarville	No	42.1	21.90%	24.7%	42%
Modoc County - northwestern portion	Tulelake-Butte Valley Fair	Tulelake	Yes	53.7	21.90%	24.7%	42%
Mono County	Eastern Sierra Tri-County Fair	Bishop	Yes	37.5	12.60%	20.3%	16%
Monterey County	Monterey County Fair	Monterey	Yes	33.0	16.50%	22.3%	36%
Monterey County	Salinas Valley Fair	King City	Yes	45.4	16.50%	22.3%	36%
Napa County	Napa County Fair	Calistoga	Yes	28.2	11.10%	22.1%	28%
Napa County	Napa Valley Expo	Napa	Yes	37.6	11.10%	22.1%	28%
Nevada County	Nevada County Fair	Grass Valley	Yes	41.7	13.40%	20.1%	38%
Orange County	Orange County Fair	Costa Mesa	Yes	34.8	12.00%	20.5%	35%

Notes: Refer to Needs Assessment Methodology Page 2:

1. CDPH Network of a Healthy California
5. California Food Policy Advocates
6. Public Policy Institute of California
7. Centers for Disease Control

draft: 7/31/12

California Department of Food and Agriculture

Supplemental Nutrition Assistance Program Education (SNAP-Ed)

CDFA SNAP-Ed Nutrition Promotion Project FFY 2013

Attachment A

Fair Geographic Constituency (Statutory District or County)	Fair Name	Location	Does county have census tracts with 50% at or below 185% of FPL? (1)	Fairground census tract 50% at or below 185% of FPL (1)	County or District Poverty Rate (6)	Adult Obesity Rates (7)	% CalFresh Participation (5) (Statewide Avg = 53%)
Placer County	Gold Country Fair	Auburn	Yes	28.6	9.40%	20.3%	43%
Placer County	Placer County Fair	Roseville	Yes	33.5	9.40%	20.3%	43%
Plumas County	Plumas-Sierra County Fair	Quincy	Yes	27.6	13.40%	23.9%	31%
Riverside County	Riverside County Fair	Indio	Yes		16.60%	27.5%	48%
Riverside County - western portion	Southern California Fair	Perris	Yes	18.3	16.60%	27.5%	48%
Riverside County - eastern portion	Colorado River Fair, Blythe	Blythe	Yes	37.4	21.40%	28.6%	53%
Sacramento County	California State Fair and Exposition	Sacramento	Yes		17.30%	28.0%	69%
Sacramento County	Sacramento County Fair	Sacramento	Yes		17.30%	28.0%	69%
San Benito County	San Benito County Fair	Tres Pinos	Yes		16.50%	23.9%	54%
San Bernardino County	National Orange Show	San Bernardino	Yes	53.8	17.80%	27.8%	66%
San Bernardino County	San Bernardino County Fair	Victorville	Yes	44.4	17.80%	27.8%	66%
San Diego County	San Diego County Fair	Del Mar	Yes	5.1	14.70%	22.8%	34%
San Francisco County	Cow Palace	Daly City	Yes		12.60%	17.2%	38%
San Joaquin County	Lodi Grape Festival	Lodi	Yes	29.1	20.10%	29.6%	58%
San Joaquin County	San Joaquin County Fair	Stockton	Yes	65.1	20.10%	29.6%	58%
San Luis Obispo County	Mid-State Fair	Paso Robles	Yes	46.3	14.60%	21.5%	32%
San Mateo County	Cow Palace	Daly City	Yes	24.8	6.70%	19.8%	25%
San Mateo County	San Mateo County County Fair	San Mateo	Yes	15.0	6.70%	19.8%	25%
Santa Barbara County - north and eastern portions	Santa Maria Fairpark	Santa Maria	Yes	73.9	19.00%	19.9%	31%
Santa Barbara County - southern coastal portion	Santa Barbara Fair & Exposition	Santa Barbara	Yes	18.4	19.00%	19.9%	31%
Santa Clara County	Santa Clara County Fair	San Jose	Yes	41.5	10.40%	21.1%	44%
Santa Cruz County	Santa Cruz County Fair	Watsonville	Yes	35.9	14.00%	19.5%	37%
Shasta County	Inter-Mountain Fair of Shasta County	McArthur	Yes	46.4	17.90%	28.0%	57%
Shasta County	Shasta District Fair	Anderson	Yes	42.4	17.90%	28.0%	57%
Sierra County	Plumas-Sierra County Fair	Quincy	Yes	27.6	13.40%	23.4%	57%
Siskiyou County	Siskiyou Golden Fair	Yreka	Yes	51.8	21.90%	25.0%	48%
Siskiyou County - northeastern portion	Tulelake-Butte Valley Fair	Tulelake	Yes		21.90%	25.0%	48%
Solano County	Dixon May Fair	Dixon	Yes	28.6	11.80%	26.7%	63%
Solano County	Solano County Fair	Vallejo	Yes	41.6	11.80%	26.7%	63%
Sonoma County	Cloverdale Citrus Fair	Cloverdale	Yes	17.8	13.50%	22.7%	35%
Sonoma County	Sonoma County Fair	Santa Rosa	Yes	42.5	13.50%	22.7%	35%
Sonoma County	Sonoma-Marin Fair	Petaluma	Yes	16.3	13.50%	22.7%	35%
Stanislaus County	Stanislaus County Fair	Turlock	Yes	53.2	19.80%	30.2%	62%
Sutter County	Yuba-Sutter Fair	Yuba City	Yes	50.8	18.30%	26.4%	50%
Tehama County	Tehama District Fair+B1	Red Bluff	Yes	43.8	17.30%		50%
Trinity County	Trinity County Fair	Hayfork	Yes		17.30%	23.6%	44%
Tulare County	Tulare County Fair	Tulare	Yes	70.4	23.50%	31.1%	68%
Tuolumne County	Mother Lode Fair	Sonora	Yes	43.1	12.60%	23.1%	59%
Ventura County	Ventura County Fair	Ventura	Yes	43.8	10.60%	22.9%	47%
Yolo County	Yolo County Fair	Woodland	Yes	48.8	17.90%	26.1%	34%
Yuba County	Yuba-Sutter Fair	Yuba City	Yes		18.30%	31.0%	66%

Notes: Refer to Needs Assessment Methodology Page 2:

1. CDPH Network of a Healthy California
5. California Food Policy Advocates
6. Public Policy Institute of California
7. Centers for Disease Control

draft: 7/31/12

Attachment B

CDSS FFY 2012-2013 SNAP-Ed Innovative Project

Please complete the Project Synopsis Form for the FFY 2012-2013 SNAP-Ed Innovative Projects. Please review the 2012 SNAP-Ed Guidance prior to completing this form.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: ***"Get Fresh, Stay Healthy!" Program***

FFY 2012–2013 Proposed Budget: $1,001,518

Project Contact Name, Title: Antoinette Burns, Program Specialist

Project Contact Phone Number and Email: (510) 259-3849, aburns@acgov.org

Additional Important Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc)* Email is usually the best communication method.
Alternate contact is: **Sheila Danehy-Oakes 510-259-3825, sdanehy@acgov.org**

For examples of project synopses that were submitted and approved by CSDS, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's Network for a Healthy California's website: ***http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx***

a. Related State Objectives.

See State-Level Objective 1,2,4,8, and 10

b. Audience.

Program will be targeted to four (4) service areas, with three focused population segments for CalFresh households. Segments are 1) youth (14-22 years of age), 2) general CalFresh recipients (between 23 and 59 years of age), and 3) seniors (age greater than 60 years) residing in:

1. East Oakland with 18,867 households.
2. West Oakland with 11,133 households
3. South Alameda County with 17,000 households in Hayward (includes unincorporated Cherryland and Ashland), Newark, San Lorenzo, Union City and Fremont.
4. East Alameda County with 2,100 households in Dublin, Pleasanton and Livermore targeted due to a lack of services.

c. Focus on CalFresh Recipients.

The "*Get Fresh, Stay Healthy!*" Program will bring awareness to the issue of healthy eating, which directly impacts an individual's ability to maintain a healthy life style. With the "*Get Fresh, Stay Healthy!*" program CalFresh participants will gain access to food nutrition education, as well as learn how to prepare healthy foods. CalFresh participants will receive:

- Information about where to purchase fresh fruits & vegetables and how to use them.
- Innovatively presented education on nutrition.

- Interactive opportunities to taste and prepare nutritious foods for their households

d. Project Description.

The "*Get Fresh, Stay Healthy!*" Program will utilize evidence-based models of peer education and "hands on", interactive learning opportunities. Multi-faceted nutrition education approaches and current nutrition education reinforcement of messages will be used.

The "*Get Fresh, Stay Healthy!*" Program will target the above four (4) areas with the focus on the following three populations:

- Youth (14-22 years of age).
- General CalFresh recipients (between 23 and 59 years of age).
- Seniors (age greater than 60 years).

These models were chosen because they have been shown to be "best practice" efforts, leading to sustainable ongoing community development and resulting in long term adoption of individual healthy behaviors. As per the research in nutrition education, multi-faceted layered nutrition education approaches will be used.

The program sequence will include

1. Promotion/Retention;
2. Interactive Nutrition Education; and,
3. Nutrition Message Reinforcement.

1. Promotion and Retention

Mass mailings will be sent to the general population between the ages of 22-49, seniors and youths to inform CalFresh households of the SNAP-Ed program. Promotion and retention efforts include:

1. Festivals: A kickoff nutrition education festival designed to present nutrition education information regarding all program components, recruit and promote participation in the "*Get Fresh, Stay Healthy!*" Program.
2. Media Campaign: Media buys promoting nutrition messages in sister USDA nutrition education programs (e.g., Harvest of the Month and WIC).
   - Radio messaging will focus on Network-approved radio stations in Alameda County.
   - Bill boards, Bus shelter/benches.
   - Communication with CalFresh participants, including notification of incentives offered at Farmer's Market locations, e-mail messages and telephone reminders.
3. Youths: Phone and email will be used to reach teachers and students in alternative high schools in designated low income areas.
4. Seniors: Sign-up at Senior Centers, Faith Based Organizations and Festivals that will be held at the Social Services offices.

2. Interactive Nutrition Education: Targeted CalFresh populations will participate in nutrition classes, food cooking demonstrations and taste testing's.

1. Healthy cooking demonstrations and taste testing's will be conducted at the festivals and in the County Welfare Office's waiting rooms.
2. A series of six (6) sequentially designed and stacked classes, differentiated for youth, general CalFresh participant and the senior population will be conducted in the four targeted areas.

- Professional educators and/or registered dietitians will conduct the initial set of classes.
  - A total of 72 classes will be initially conducted in the four (4) geographic areas; six (6) for youth, six (6) for the general CalFresh population and six (6) for seniors.
  - Classes will support and incorporate messages from USDA school meal Program and the WIC Program.

Nutrition Classes:

1) **Meal Planning; Quick Food, not Fast Food**

Key Educational Messages:
- A healthy, balanced meal based on My Plate concepts;
- Making a meal vs. "cooking" a meal;
- Planning on a budget; and,
- Food demonstration and taste tasting.

2) **Reading Labels; "Friends don't let Friends Eat Trans Fats"**

Key Educational Messages:
- Choose foods with lower numbers of sodium, fat, and sugar;
- Enjoy your foods, but eat less;
- Avoid oversized portions; and,
- Food demonstration and taste tasting.

3) **Grocery Store tour or Farmers' Market outing**

Key Educational Messages:
- Applying what we learned in class 1 and ; and
- Physical activity can be useful (seniors) and fun (youth).

4) **How to Avoid the Stress Café (open all night): Eating for stressful situations**

Key Educational Messages:
- Avoid oversized portions;
- Snack on fresh fruits and vegetables, limit sugary foods; and,
- Food demonstration and taste tasting.

5) **"FOOD 4 the Week"** targeting a phenomenon many CalFresh participants experience during the 4th week of the month of running out of money for food. This class focuses on nutritious foods that can be prepared easily during the scarcity of the 4th week famine.

Key Educational Messages:
- Plan and prepare nutritious, nutrient dense meals on a budget;
- Cook together. Eat together. Talk together. Make mealtime a family time;
- Coordinate with the Alameda County Community Food Bank's Mobile Pantry and produce delivery; and,
- Prepare meal with food from the food pantry.

6) **Nutrition Education Celebration**: Farmers Market comes to you.

Key Educational Messages:
- Cooking on a budget can be easy/fun/nutritious; and,
- Compare receipts of food purchases for fruit/vegetable buys.

3. Nutrition Message Reinforcement

Nutrition reinforcement messages will occur between each class session and will use various communication strategies.

1. **Media Campaign:** Media buys reinforcing nutrition messages in sister USDA nutrition education programs (e.g., Harvest of the Month and WIC). Media campaign will also include:
   - Radio communication.
   - Billboards including ads on bus shelters/benches notifications.
2. Nutrition videos in Welfare Department waiting rooms.
3. Information on the County CalFresh website and other partner websites, such as County CalWORKs, County WIC, Alameda County Community Food Bank.
4. Fliers in recertification packets.
5. Written materials as stuffers in mass mailings.

e. **Summary of Research.** DO NOT ENTER INFORMATION HERE. CDSS WILL COMPLETE ON BEHALF OF THE COUNTIES.

f. **Use of Existing Educational Materials.**

USDA Approved Nutrition Education Materials to be used in the "Get Fresh, Stay Healthy!" Program			
Title	**Sources**	**Languages**	**Description**
10 Tips Nutrition Education Series	ChooseMyPlate.gov	English	The Ten Tips Education Series provides consumers and professionals with high quality, easy-to-follow tips in a convenient, printable format. These are perfect for posting on a refrigerator.
Be Sugar Savvy Curriculum	Alameda County Public Health Department	English/ Spanish	Curriculums, posters, handouts, lesson plan, etc. @ www.acphd.org/nutritionservices/resources.htm
Community Health Teams Nutrition Resources & Curriculum	Alameda County Public Health Department	English	Series of six lessons promoting healthful eating, label reading, physical activity, and meal planning.
Cook Well Eat Better Curriculum	San Francisco Dept. of Public Health	English/ Spanish	Network approved curriculum designed to support work in helping families buy, prepare, and eat more fruits and vegetables
Cooking Matters	Fresh Approach	English	Curriculum designed to teach low income parents how to cook. The series provides lessons covering nutrition and healthy eating, food preparation, and budgeting and shopping.
Eat Right When Money Tight	USDA Material	English/ Spanish	Video: Helps eligibility workers and community partners understand how they can work together and utilize the outreach materials developed by FNS
Everyday Healthy Meals Cookbook; Healthy Latino Recipes made with Love and Soulful Cookbook	Network for a Healthy California	English/ Spanish	Cookbooks for adults that has recipes for healthy Latino, African American, and general cooking. Provides family favorites that use a variety of fruits and vegetables
Harvest of the Month Community Newsletters and Factsheets	Network for a Healthy California	English/ Spanish	Intended to compliment other HOTM activities and can be used in many settings in schools and community.

g. **Key Performance Measures/Indicators.**

The key performance measure/indicator that will be used to asses changes in the targeted CalFresh populations food behavior is the Network approved "Food Behavior Check List". The Food Behavior Check List will be administered prior to the start of and following each class. The checklist will be used to determine if there has been a change in eating behavior, consumption, the way food is thought about and if there has been an increase in fruit /vegetable intake over time.

2. Evaluation Plans

For information regarding evaluation, including types of evaluation, see p. 20 of the 2012 SNAP-Ed Guidance.

1. Festivals: Evaluation methods will include surveillance studies and quantitative and qualitative data.

1. Surveillance studies evaluation will be used to monitor the attitudes toward healthy eating or dietary intake of the targeted CalFresh audience attending.
2. Quantitative and qualitative data will be used to increase:
   - The number of CalFresh eligible's attending;
   - The understanding of nutrition education; and,
   - The intention to make changes.

In the initial festival evaluation we will collect data to identify the number of participants, who they are, and why they came. We will also collect data regarding what they learned from the festivals and what they intend to do with their new found knowledge.

Additionally, data will be collected on those who intend to participate in the subsequent nutritional classes. This will be done through surveys and collection of interview data from randomly selected participants. Essential questions include:

- What attracted you to the festival?
- What information surprised you?
- What do you think you will change about what you eat/how you exercise?

2. Media Campaign: Evaluation methods will include formative, process and impact.

1. Formative evaluations will be used to assist in the planning of the media campaign. Formative evaluations will include focus groups and in-depth interviews.
   - Information obtained from formative evaluations will help design an effective media campaign.
2. Process evaluation will be used to assess how effective the media campaign activities are/were in reaching CalFresh participants. Process evaluation will include questionnaires or surveys regarding whether or not the targeted CalFresh audience was reached by the media campaign messages.
   - Information obtained from process evaluations will be used identify possible barriers, and to describe the effects of efforts in terms of system, environmental, and/or policy changes that can influence behavior.
3. Impact evaluation will be used to assess immediate indicators of behavior changes in food resources management, food consumption, food safety, and dietary intake.

All information obtained from evaluations will be used to enhance, improve and/or modify future media campaign efforts.

3. Interactive Nutrition Education: Evaluation methods will include both process and impact.

1. Process evaluations will be used to answer questions regarding implementation,

describe barriers encountered, and offer guidance about strategies to address barriers. Information obtained from process evaluations will be used to inform and refine the classes.

- Pre test will be conducted at the start of all classes and post test will be conducted at the last scheduled class.

2. Impact evaluations will be used to assess immediate indicators of behavior, such as changes in food resources management, food consumption, food safety, and dietary intake.

The Public Health Department will provide all evaluations tools, as well as analyze the results for the senior, youth and the general population nutrition classes. This includes the youth educators.

All data will be recorded and the information obtained from evaluations/performance measures will influence changes and modifications to future class and process structures.

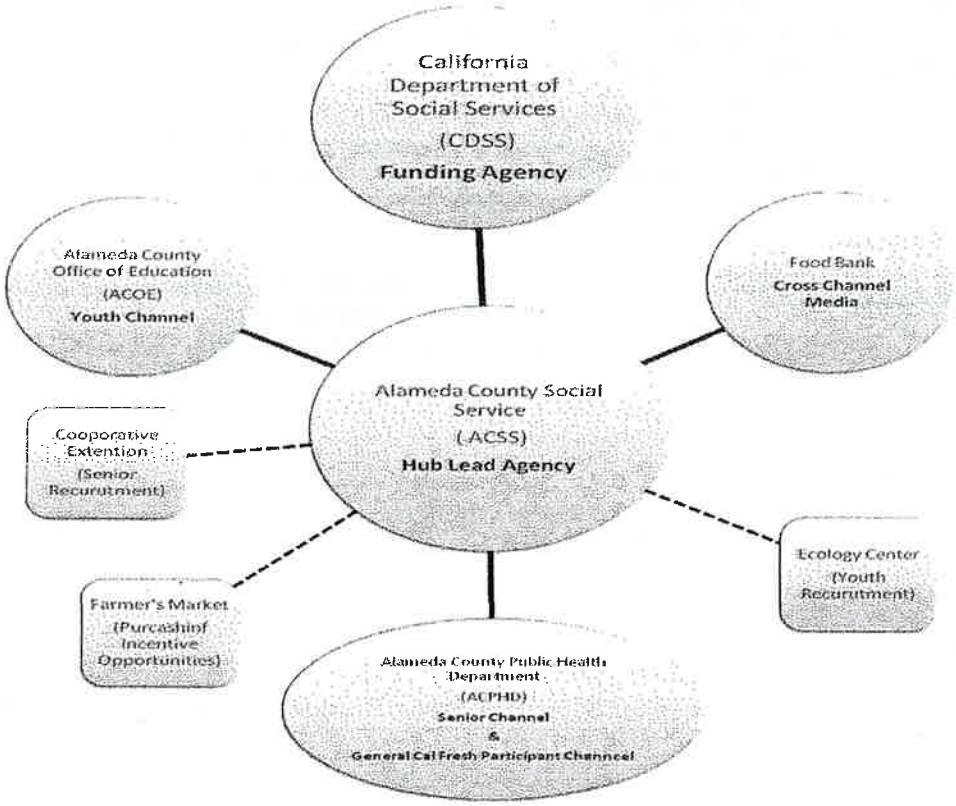
3. Coordination Efforts

As shown on the graphic below, the project will be supported through Memorandum of Understandings with key strategic partners currently providing nutrition education to the CalFresh eligible population. These key organizations are all active members of the Alameda County Nutrition Partnership (CNAP):

1. Alameda County Public Health Department (ACPHD).
2. Alameda County Office of Education (ACOE).
3. Alameda County Food Bank (ACFB).

The following additional partnerships will provide fresh fruit/vegetable education, leveraging of purchasing incentive opportunities and physical activity promotion:

4. University of California Cooperative Extension.
5. Fresh Approach (Pacific Coast Farmers' Market).
6. Ecology Center.



e. Estimated cost per participant

The cost per participant contact is $.8872. A total of 888,620 participant contacts will be made.

Nutrition Promotion and Retention:

Mass Media and other contacts:
49,100 CalFresh households x 3 persons/ household = 147,300 persons; 147,300 persons receiving nutrition education promotion via mass mailing media, including, but not limited to, Network approved radio air space,), poster and flyer reinforcements and information at recertification time and healthy cooking demonstrations in the County Welfare Office's waiting rooms in the 4 geographic areas x 7 times during contract period = 883,800 contacts.

Nutrition Education Reinforcement between and/or after each class in the series may include:), poster & flyer reinforcements, e-mail sharing, information at recertification time and favorite healthy food & recipe exchange.

- 180 persons/course x 3 courses = 540 persons
- 540 persons x 4 geographic areas = 2,160 persons

Kickoff Festival:
Attending the Kickoff Nutrition Education Festival in the 4 geographic areas = 125 persons x 4 geographic areas = 500 total participants

Interactive Nutrition Education Courses:

- Youth Channel (6 classes/course)
  - 30 persons attending each class = 180 persons/course
- General CalFresh population Channel (6 classes/course)
  - 30 persons attending each class = 180 persons/course
- Senior Channel (6 classes/course)
  - 30 persons attending each class = 180 persons/course
- 180 persons/course x 3 courses(youth, general, seniors) = 540 persons
  - 540 persons x 4 geographic areas = 2,160 persons

Summary:

Promotion/Retention:

Mass Media and other contacts	884,300 participant contacts
Nutrition Ed Reinforcement	2,160 participant contacts
Classes	2,160 participant contacts

FFY 2013 Alameda Census tract data

Type	Site Name	Address	City	Zip	Census Tract Block Group	Ethnicity	185% FPL	Notes
CalFresh Office	Alameda County Social Services	2000 San Pablo	Oakland	94610		---	--%	Proxy Site
CalFresh Office	Alameda County Social Services	24100 Amador	Hayward	94544	94541 thru 94546, 94552, 94557, 94577 thru 94580, 94587	---	--%	Proxy Site
1	Alameda County Social Services	8477 Enterprise Way	Oakland	94621	94501, 94502, 94601 thru 94605, 94613, 94619, 94621	---	--%	Proxy Site
CalFresh Office	Alameda County Social Services	39155 Liberty Ave.	Fremont	94536	94536 thru 94539, 94555, 94560, 94586	---	--%	Proxy Site
CalFresh Office	Alameda County Social Services	3311 Pacific Ave.	Livermore	94550	94550, 94551, 94566, 94568, 94588	---	--%	Proxy Site
Faith Based Organization	Allen Temple Church	8501 International Blvd.	Oakland	94621	06001409500	---	56%	All Races
2	Glad Tidings Church	27689 Tyrell Ave.	Hayward	94544	06001437700	---	51%	All Races
Senior Center	Oak Center Towers	1515 Market St.	Oakland	94607	06001402800	---	64%	All Races
Senior Center	West Oakland Senior Center	1724 Adeline St.	Oakland	94607	06001402400	---	64%	All Races
	St. Andrews	3250 San Pablo Ave.	Oakland	94608	06001401500	---	51%	All Races
3	Nate Miley Gardens	2520 Church St.	Oakland	94605	06001408600	---	59%	All Races
Senior Center	Newark Gardens	35300 Cedar Blvd.	Newark	94560	06001444100	---	61%	All Races
Senior Center	Palo Vista Gardens	6401 Fenham St.	Oakland	94621	06001408800	---	68%	All Races
Park & Recreation Center	Arroyo Viejo Park	7701 Krause St.	Oakland	94605	0600148500	---	60%	All Races
4	Drefremery Park	1651 Adeline St.	Oakland	94612	06001410500	---	64%	All Races
Park & Recreation Center	Weeks Park	27182 Patrick Ave,	Hayward	94544	---	---	--%	Proxy Site (Summer Lunch Program)
School (K - 8)	Junction Middle School	298 Junction Ave.	Livermore	94551	---	---	---	Free/Reduced Price Meals
High School	Tennyson High	27035 Whitman St.	Hayward	94544	---	---	---	Free/Reduced Price Meals
5	Marilyn Avenue Elementary School	800 Marilyn Ave.	Livermore	94551	---	---	---	Free/Reduced Price Meals
Radio Station	KMEL	340 Townsend St., Suite 5106	San Francisco	94107		---	--%	See asterix below
Radio Station	KBLX	55 Hawthorne St., Suite #900	San Francisco	94105		---	--%	See asterix below
Radio Station	KCBS	865 Battery St.	San Francisco	94111				See asterix below
6	KSOL	750 Battery St., Suite #200	San Francisco	94111		---	--%	See asterix below
Radio Station	KOIT	201 3rd St., Suite #1200	San Francisco	94103		---	--%	See asterix below
Radio Station	KYLD	340 Townsend St., 4th Floor	San Francisco	94107				See asterix below

FFY 2012-2013 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013

County: Alameda County

Federal Share Budget		FFY 2012		FFY 2012 Carry Over		TOTAL
Personnel Salaries	$	48,340		$12,070.50	$	60,411
Fringe Benefits	$	24,654.00	$	1,689.87	$	26,344
Operating	$0		$	23,000.00	$	23,000
Equipment & Other Capital	$0		$0		$	-
Travel	$0		$0		$	-
Subcontractors		$506,749.24		$260,754.36	$	767,504
Other Costs	$	22,050.00		$56,917.00	$	78,967
Indirect Costs	$	22,810.56	$	22,482.57	$	45,293
Total Federal	$	-			$	1,001,518.10
Total	**$**	**624,603.80**	**$**	**376,914.30**	$	1,001,518.10

Date: 08/09/2012

FFY 2012-2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Alameda County Social Services Agency
Contact: Antionette Burns, aburns@acgov.org

A. PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars	Expected Expenditures through FFY 2012	FFY 2012 Carryover
POSITIONS		Full Time Equivalency					
1. Name: Antionette Burns Title: Program Specialist	$ 83,345	0.580	35.0%	65.0%	$ 48,340	$48,340.00	
2. Name: TBD Title: Clerk II (No Clerk II was needed in this project)	$ 44,265	0.580	75.0%	25.0%	$ 25,674		
3. Name: TBD Title: Information Technology Specialist III (Salary and FTE has been modified)	$ 48,282	0.250	3.0%	18.0%	$ 28,004		$12,070.50
Subtotal		**1.4100**	**113%**	**108%**	**$ 102,018**	**$48,340.00**	**$12,070.50**

All salaries are prorated for 7 months.

Position Descriptions:

1	**Program Specialist**	Directs and coordinates program, including administering the nutrition education contract and budget, supervises nutrition education subcontractors, attend nutrition education and scope of work related meetings, develops program plan, coordinates overall
2	**Clerk II**	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies. (No Clerk II was needed in this project)
3	**Information Technology Specialist III**	Assist senior staff in developing, testing, implementing and/or maintaining systems in a production enterprise environment. Provide technical and informational support, develop documentation, data analysis, project assistance, gather requirements and spec

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

Program Specialist @ 51% = $24, 65 Clerk II @ 63% = $16,174 (No Clerk II was needed in this project) Information Technology Specialist III @ 14% = $1689.87

SUBTOTAL: $ 26,344 | $24,654.00 | $1,689.87

C. OPERATING EXPENSES:

Interactive Voice Response (IVR). The IVR system will allow for participants to call and hear recorded State and FNS approved SNAP-Ed nutrition reinforcement messages. The IVR system will also conduct outbound calls with recorded State and FNS approved SNAP-Ed nutrition reinforcement messages. It will also be used to conduct outbound calls to inform CalFresh recipients of SNAP-Ed events of all subcontractor

Moving To FFY 2012 Carry OVER

SUBTOTAL: $0 | $23,000.00

D. EQUIPMENT EXPENSES:

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location, (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
varies	1, 2	varies				2,450		

Clerk II: 100 miles per month x 7 months x .555 = $388.50 (Will provide support to the Program Specialist while out in the field) **(No mileage. Monies were reallocated)** ~~$388~~

Program Specialist: 250 miles per month x 7 months x .555 = $971 (Traveling to and from SNAP-Ed meetings and events by subcontractors) **(No mileage. Monies were reallocated)** ~~$971~~

SUBTOTAL: $1,360

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) Alameda County Public Health ~ nutrition education to general CalFresh population and senior	$203,930		$55,182.00	$148,748.00
2) Five other subcontractors included on Subcontractors tab	$563,574		$451,567.24	$112,006.36
	SUBTOTAL:	$767,504	$506,749.24	$260,754.36

G. OTHER COSTS:

Type of Costs

Flyer costs- participant data extraction set-up ($4000), 4 mass mailings ($500 each) + printing costs $180 per 1000 x 16 x 4 (16, 000 households will receive information re: the various SNAP-Ed events that will be take place throughout the 4 geographic areas. **(Will not be done. Monies were reallocated)**	~~$12,520~~			
Poster costs for Social Services agency to help promote SNAP-Ed events. (15 posters at $5) **(Will not be done. Monies were reallocated)**	~~$75~~			
Postage for a total of three (3) mass mailing. 49, 000 CalFresh recipients received information re: SNAP-Ed Get Fresh Stay Healthy festivals throughout the 4 geographic areas. (49,000 clients x $.45 per stamp = $22,050). (2) mass mailings will be sent to 49,000 CalFresh receipts will be sent State and FNS approved nutritional reinforcement messages. (2 mass mailings x 49,000 clients x $.45=$44,100.)		~~$66,150.00~~	$22,050.00	$44,100.00
Supplies with State and FnS approved nutritional reinforcement messages to be given to CalFresh recipients and eligible's at SNAP-Ed events and in the SSA waiting rooms. Supplies included but not limited to: pencils, pens, notepads binders, food thermometers, post cards and recipe cards		~~$12,817.00~~		~~$12,817.00~~
*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content				
		SUBTOTAL: ~~$17,595~~	~~$22,050.00~~	~~$56,917.00~~

H. INDIRECT COSTS: Indirect cost rate.

Includes material development, Planning, Training, Meeting Space, HR and contract administration support.

_____% of Total Salaries or __24_% Total Direct Costs	$116,159.94	**Total Direct Cost:** $ 147,317	$95,044.00	~~$93,677.37~~
or ___% of Modified Directs (provide what costs to be included)	$ -	**SUBTOTAL:** $ 35,356	$22,810.56	~~$22,182.57~~
TOTAL	$ - 1.4100	$ 950,177	**$624,603.80**	$376,914.30

Alameda Innovative Projects FFY 2013

F. SUBCONTRACTORS	Total	FFY 2013
1 **Alameda County Public Health** Nutrition Education for General Cal Fresh Population	203,930	$148,748.00
2 **Alameda County Food Bank** Nutrition education with general CalFresh population	$237,887	$97,251.00
3 **Alameda County Office of Education** Outreach and nutrition education with youth participants	$154,439	$9,632.00
4 **Alameda County Cooperative Extension** Nutrition education with senior population	$87,777	$0
5 **Farmers Market (Pacific Coast Farmers Market)** Nutrition education and promotion with general CalFresh population	$41,780	$5,123.44
6 **Ecology Center** Nutrition education and promotion with youth participants	$41,691	$0
Subcontractor Total	**$767,504**	**$260,754**

FFY 2012-2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Alameda County Public Health
Contact: Anaa Reese, (510) 208-5909 anaa.reese@acgov.org

A. PERSONNEL SALARIES:

	1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars	Projected Expenditures through FFY 2012	FFY 2012 Carryover
	POSITIONS		Full Time Equivalency					
1.	Name: Jodie Luidhardt Title: Registered Dietitian	$ 70,000	0.20	0.0%	100.0%	$ 14,000	$14,000	
1.	Name: Jodie Luidhardt Title: Registered Dietitian	$ 70,000	0.38	0.0%	100.0%	$ 26,600		$ 26,600
2.	Name: Yolanda Silva Title: Nutrition Assistant	$ 52,000	0.19	0.0%	100.0%	$ 10,000	$10,000	
2.	Name: Yolanda Silva Title: Nutrition Assistant	$ 52,000	0.58	0.0%	100.0%	$ 20,160		$ 20,160
3.	Name: Anaa Reese Title: Public Heanth/CNAP/Social Services Liaison	$ 102,357	0.25	100.0%	0.0%		In Kind	
4.	Name: Annette Laverty Title: Nutrition Assistant Program Specialist	$ 79,000	0.042	25.0%	0.0%	$ 24,960	3,318	$ 21,642
	Subtotal		**1.6443**	**125%**	**400%**	**$ 95,720**	**$27,318**	**$ 68,402**

~~*All salaries are prorated for 7 months.~~

POSITION DESCRIPTIONS:

1	**Registered Dietitian**	Deliver nutrition education to 30 people per class x 6 classes x 4 geographic areas.
2	**Nutrition Assistant**	Provide nutrition education support to Dietitian in delivery of classes to 4 geographic areas. Provide food demonstrations and provision of culturally competent and linguistically appropriate nutrition education materials. Weekly food demonstrations in County Social Service waiting rooms.
3	**Liaison**	Provide subcontractor nutrition education continuity and subcontractor content contact for nutrition education. Work closely with Co-Operative Extension and County Office of Education to provide evaluation continuity with direct feedback to youth, adult and senior subcontractors. Coordinate and facilitate quarterly updates to Directors of Social Services, Public Health, Farmers Market, Food Bank, Ecology Center and Alameda County Office of Education on progress of Innovative Project. Primary contact for evaluation of education sessions. Provide feedback on evaluation of nutrition education sessions to respective sectors and report on progress of each campaign at sessions meetings.
4	**Program Specialist**	Provide oversight of PHD program staff. Coordinate event location logistics. Program monitoring.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 46 % of salaries

SUBTOTAL:	$ 44,031	12,566	$ 31,465

C. OPERATING EXPENSES:

Telephone 40.52 p/month x 3 FTE's x 7 months	$851	20	$831
Duplicating and Printing $100. month x 7 months	$700	50	$650

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Office Supplies $257.14 month x 7 months			$1,800			90	$1,710
Office Space (81 sq ft x 2.40 x 7 months x 2.5 cubes)			$3,402			840	$2,562
				SUBTOTAL:	$6,753	1,000	$ 5,753
D. EQUIPMENT EXPENSES::							
Laptop Computer to be used to be used at each site to enter data for evaluation purposes.					$ 1,500	$ 1,500	0
Butane Stove for Demonstrations	4 @ $100 each				$ 400	100	$ 300
				SUBTOTAL:	$1,900	1,600	$ 300
E. TRAVEL AND PER DIEM: Travel is estimated							
Local Mileage for 2.7 people x 500 miles each x 7 months x $.55/mile					$5,245	600	$4,645
Local Mileage for temporary evaluation staff 408.83 miles x 7 weeks @ $.55/mile					$1,570	0	$1,570
				SUBTOTAL:	$6,815	600	$6,215
F. SUBCONTRACTORS:							
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.							
1) Temporary Employee @ $30 hr x 300 hrs to assist in evaluation of project including collection of data			$9,000				
				SUBTOTAL:	$9,000	0	$9,000
G. OTHER COSTS:							
Type of Costs							
Nutrition Education Class Materials @ $1.50 x 180 people x 4 geographic areas					$1,080	80	$1,000
Food Costs for Demonstrations and Taste Test @ $75/week x 4 geographic areas x 30 weeks ($2.50 per person x 30 people per day x 4 days a week x 30 weeks)					$9,000	4,000	$5,000
*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.							
				SUBTOTAL:	$10,080	4,080	$6,000
H. INDIRECT COSTS:	Indirect cost rate.						
___% of Total Salaries or _17__% Total Direct Costs				**Total Direct Cost:**	$ 174,299	47,164	$127,135
or ___% of Modified Directs (provide what costs to be included)				**SUBTOTAL:**	$ 29,631	8018	$21,613
TOTAL	$ -	1.6443			**$203,930**	**55,182**	**$148,748**

FFY 2012-2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Alameda County Community Food Bank
Contact: Elizabeth Gomez, egomez@accfb.org

A. PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (%	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars	Expected Expenditures through FFY 2012	FFY 2012 Carryover
POSITIONS		Full Time Equivalency					
1. Name: TBD Title: Bilingual CalFresh Recipient Nutrition Referral Line Associate	$ 33,150	0.5800	20.0%	80.0%	$ 19,227	8,750.00	$ 10,477.00
Subtotal		**0.5800**	**20%**	**80%**	**$ 19,227**		

*Salaries based on 7 pay periods estimated at $1250 per period from 6/29/2012 through 9/30/2012

All salaries are prorated for 7 months.

POSITION DESCRIPTIONS:

1	**Bilingual CalFresh Recipient Nutrition Referral Line Associate**	Operates phone line that receives incoming calls from CalFresh recipients inquiring about nutrition ed opportunities (calls driven by media). Provides referrals to CalFresh nutrition festivals and nutrition education classes. Bilingual in English/Spanish

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 20 % of salaries based on 20% of salaries		**SUBTOTAL:**	$ 3,845	1,750.00	$ 2,095.40

C. OPERATING EXPENSES:

	$181,408				
Hill & Company Communications (media consultant's professional fees)	$49,000				
Marketing items for Get Fresh Stay Healthy festivals and nutrition education classes: banners (8), posters (17), directional signs for posters (12), festival invitations (50,000), flyers (7,000) and registration cards (2,300)	$61,242.90				
Could focus on outdoor (billboards) with some targeted radio and print ads. Radio stations are KSOL 98.9 (FM), KCBS 740 (AM), KOIT 96.5 (FM), KMEL 106.1(FM), KYLD 94.9 (FM), KBLX 102.9 (FM). Print ads are El Mensajero, El Mundo, Vision Hispana, Yo Soy Ne	$71,164.60				
CalFresh recipient nutrition referral phone line ($35/month x 7 month)	$245	**SUBTOTAL:**	$181,653	110,487.90	$ 71,164.60

D. EQUIPMENT EXPENSES::

CalFresh recipient nutrition referral phone line ($250 activation fee and $100 deactivation fee)	$350		$350	$250	$100

FFY 2012-2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (1 Network Conference, 2 daylong Network trainings)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate. 16%

				Total Direct Cost:	$205,075	121,237.90	$ 83,837.00
or ___% of Modified Directs (provide what costs to be included)				**SUBTOTAL:**	$32,812	19,398.06	$ 13,413.92
TOTAL	$ -	0.5800			$237,887	140,635.96	$97,251

FFY 2012-2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Alameda County Office of Educatior Project Budget
Contact: Chris Boynton, cboynton@acoe.org

A. PERSONNEL SALARIES:

	1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars	PROJECTIONS/ ACTUALS through FFY 2012	FFY 2012 Carryover
	POSITIONS		Full Time Equivalency					
1	Name: Chris Boynton Title: *Director (Inkind)*	$ 138,000	0.20	50.0%	50.0%	$ 27,600		
2	Name: Vacant Title: *Youth Development Specialist*	$ 65,000	0.58	10.0%	90.0%	$ 37,700		
3	Name: Vacant Title: *Youth Development Specialist*	$ 65,000	0.58	10.0%	90.0%	$ 37,700		
	Subtotal		**1.1600**	**20%**	**180%**	**$ 75,400**	**$ 37,607**	$ 37,793

All salaries are prorated for 7 months.

POSITION DESCRIPTIONS:

1	**Project Coordinator**	Provides nutrition education to Youth Cal Fresh population. Specific duties include: delivery of 6 nutrition education classes in 4 geopgrahic areas. The first course of 6 classes is intended to be delivered by the County Office of Education Project E
2-3	**Youth Development Specialist**	Provides nutrition education to Youth Cal Fresh population. Specific duties include: delivery of 6 nutrition education classes in 4 geopgrahic areas. The first course of 6 classes is intended to be delivered by the County Office of Education Project E

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at _26__% of salaries

$ 75,400 x 26% $ 19,604.00

SUBTOTAL: $ 19,604 | $ 12,104 | $ 7,500

C. OPERATING EXPENSES:

Supplies for classes: Materials for 6 nutrition education classes @ $ 10 per person/class x 180 people (30 people per class x 6 classes) x 4 geographic areas. Materials include bus pans, butane burners, knives, spoons, other utentsils, aprons, pots, pans — $7,200

Festivatl costs : nutrition education consumable supplies, $ 250/ festival X 4 geographic area = $1000. — $1,000

Youth retention : Job/college fair tabling fee = $415 and flyers and applications = $200 for a total of $615. — $615

Miscellaneous office supplies including printing nutrition educaiton materials. — $250

SUBTOTAL: $9,065 | $ 9,065 | $ -

D. EQUIPMENT EXPENSES:

SUBTOTAL: $ -

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
	2					1750		1750

125 miles per month x 2 FTE x 7months x $.555/mile $971
Cities: Berkeley 40 miles RT;Livermore 50 miles RT; Oakland 30 miles RT; Hayward 5 miles RT

	$971	$ -	$907.00

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) Youth Educators $ 300/6 classes x 120 youth $36,000		36,000	
(The $300.00 is for the 120 students to attend the sessions and to gain the skills to do demonstrations of the classes for other youths. 6 classes $50.00 each x 12 youth = $36,000.)			
2) Nutrition Festival Entertainment/Vendors -			
(Entertainment for 4 festivals- Event Planner, Stage/Canopy Set-up, Band/Talent Performer, Hosts/DJ and videographer)		23,436	
(Festival Vendors for 4 festivals - Rentals(tables, bbq grill chairs signs/screening party rentals, (3) park reservations and containers/packaging		13,971	
CDSS is not Approving and is waiting for revisions and for line items. And will submit to FNS once it is received.			
SUBTOTAL:	$36,000	$ 73,407	$ (37,407)

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project. $0

SUBTOTAL:	$0	$ -	$ -

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or _9.5__% Total Direct Costs **Total Direct Cost:** $ 141,040 | $ 132,184 | $ 8,792

or ____% of Modified Directs (provide what costs to be included) **SUBTOTAL:** $ 13,399 | $ 12,624 | $ 840

TOTAL	$ -	1.1600		$ 154,439	$ 144,807	$ 9,632

FFY 2012-2013 Innovative Project
CDSS Subcontractor Budget Justification
October 1, 2012-September 30, 2013

County: Alameda Co-Operative Extension
Contact: Mary L. Blackburn, mlblackburn@ucdavis.edu

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Evely Tilson - replaced with Nicole Price Title: Nutrition Educator	$ 32,568	1.0000	0.0%	100.0%	$ 5,862
2. Name: Alicia Fraticelli Title: Program Assistant	$ 37,488	0.7500	0.0%	75.0%	9,304
3. Name: Yusef Herbert Title: Administrative Assistant	$ 37,488	0.1800	18.0%	0.0%	$ 2,233
4. Name: Zoya Khalaf-Kirkman Title: Contract Manager	$ 52,799	0.0000	25.0%	0.0%	$ -
5. Name: Mary Blackburn Title: Project Coordinator	in kind	0.1000	0.0%	100.0%	$ -
6. Name: PikSha Chew Title: Nutrition Educator	$ 32,568	1.0000	0.0%	100.0%	$ 5,367
7. Name: Charles Brown Title: Nutrition Educator	$ 32,568	1.0000	0.0%	100.0%	$ 2,621
Subtotal		**4.0300**	**43%**	**275%**	**$ 25,387**

All salaries are prorated for 7 months.

POSITION DESCRIPTIONS:

1, 6 & 7	**Nutrition Educator**	Under the guidance of the Project Coordinator, provides nutrition education to Senior Cal Fresh population. Specific duties include: delivery of 6 nutrition education classes in 4 geographic areas and follow up
2	**Program Assistant**	Under the guidance of the Project Coordinator assists with nutrition education to the Seniors. Assists the Nutrition Educator in deliver of classes, scheduling and organizing classes. Maintains nutrition class records and nutrition materials.
3	**Admin Asst**	Under the guidance of the Project Coordinator, provides general clerical support to the Project. Assists the nutrition educators with reproduction of materials, order supplies. Arranges meetings and trainings with Farmers Market staff, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.
4	**Contract Manager**	Manages the nutrition education contract including maintaining tracking of staff time and expenditures.
5	**Project Coordinator**	Plan, administer and coordinate program staff and nutrition education activities; organizing nutrition education sessions to Senior Cal Fresh population and assist with pre and post evaluation activities.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 0.188 (approximately 19%) of salaries

Fringe Benefits are calculated per individual. The rates vary between 6.4% to 59.9%. Rates change at the beginning of the University Fiscal Year that starts July and ends June of each year.

$25,387 * 33% = $8,378

SUBTOTAL: $ 8,373

C. OPERATING EXPENSES:			
Curriculum materials reproduction 30 x 60 pages x $.39 per page x 4 geographic areas **(30 seniors in each of the 4 target areas will receive a series of 6 nutrition education interventions with pre/post test, and 1 followup assessment = 100 seniors)**	$4,808		
Nutrition Education supplies including paper, pens, Network approved incentives, etc. 200 people x 4 geographic areas x $2.50/person. NO incentives.	$2,130		
Office Supplies including: ink cartridges, toner, binders, poster papers, poster ink cartridges, folders, etc.	$5,564		
		SUBTOTAL:	$12,502
D. EQUIPMENT EXPENSES:			
		SUBTOTAL:	$0
E. TRAVEL AND PER DIEM: Travel is estimated			
Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.			
Local travel for delivery of nutrition education sessions: 303 miles per month x 4 months x 4.28 FTEs x .555/mile = $2879	$2,879		
		SUBTOTAL:	$2,879
F. SUBCONTRACTORS:			
* Include subcontractor(s) information. Can attach Subcontractor Budget Justification			
		SUBTOTAL:	
G. OTHER COSTS:			
Type of Costs			
Supplies needed to prepare the food cooking demonstrations such as utensils, cups, plates, napkins, cooking utensils, bins, for 30 demonstrations at 4 sites.	$1,000		
Food for 30 demonstrations @ $33.50 per demonstration	$1,005		
Senior Educators $100 x 200 seniors = $20,000 (The $100.00 is for the 200 seniors to attend the 6 nutrition education classes and to gain the skills to do demonstrations of the classes for other seniors. $100.00 each x 200 seniors = $20,000.)	$20,000		
*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content			
		SUBTOTAL:	$22,005
H. INDIRECT COSTS: Indirect cost rate.		TOTAL DIRECT COSTS	$ 71,146
___% of Total Salaries or **23%** of Total Direct Costs for June, 2012 and 23.5% for July - September, 2012			
or ___% of Modified Directs (provide what costs to be included)	$ -	**SUBTOTAL:**	$ 16,631
TOTAL	$ -	4.0300	$ 87,777

FFY 2012-2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Alameda County Framers' Market
Contact: Katie Gronsky, (925) 825-9090

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars	Estimated Expenses through FFY 2012	FFY 2012 Carryover
POSITIONS		Full Time Equivalency					
1. Name: *Katie Gronsky* Title: *Project Coordinator*	$ 38,584	0.2000	30.0%	70.0%	$ 7,717	$7,717.00	$0.00
2. Name: *Laura Salcido* Title: *Project Coordinator*	$ 38,584	0.1500	10.0%	90.0%	$ 5,788	$5,788.00	$0.00
3. Name: *Mario Hernandez* Title: *Cooking Coordinator*	$ 39,520	0.0500	5.0%	95.0%	$ 1,976	$1,301.00	$675.00
4. Name: *James Cochran* Title: *Farmer Market Resource staff*	$ 33,280	0.0800	8.0%	92.0%	$ 2,662	$2,662.00	$0.00
5. Name: *Sarah Trent* Title: *Farmer Market resource educator*	$ 35,776	0.1500	20.0%	80.0%	$ 3,462	$894.00	$2,568.00
Subtotal	**$ 185,744**	**0.6300**	**53%**	**347%**	$ 21,605	**$18,362.00**	$3,243.00

All salaries are prorated for 7 months.

POSITION DESCRIPTIONS:

1	**Project Coordinator**	Coordinate and deliver nutrition education activities; work with Co-Operative Extension to deliver farmer market activities during their 6 class course to Seniors in 4 geographic areas.
2	**Cooking Coordinator**	Deliver cooking demonstrations for Seniors at specific sites throughout the county at the sixth class of the series. Demonstrations will relate specifically to the lesson presented.
3	**Farmer Market Resource staff**	Identify fruit and vegetable favorites of seniors via survey. Include favorites and other fruits/vegetables at subsequent "farmer market" stands available for senior purchase following Senior Nutrition Education Classes.
4-5	**Farmer Market Resource Educator**	Selecting Network approved materials for seniors to accompany nutrition education sessions and for use at the farmer market.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 25% of salaries
23,509 x 25% = $5,877
Benefits are pro-rated to salaries.

SUBTOTAL:	$ 5,101	$4,591.00	$810.00

FFY 2012-2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

C. OPERATING EXPENSES:

Rent $1,312

Utilities $44

Operating Expenses are pro-rated to salaries

SUBTOTAL: $ 1,356 | $1,152.00 | $204.00

D. EQUIPMENT EXPENSES:

SUBTOTAL: $ -

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Local Travel to Alameda for meetings and events.

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
15	1, 2	28	0	0	0	32	0	896.00
4	3	4	0	0	0	32	0	128.00
17	4	17	0	0	0	32	0	544.00

1568 x .555 = 1,030

Project coordinators will support nutrition education activities at four sites. Farmers Market Resource staff will operate mini-farmers' markets on four dates at three sites and on five dates at one site.

SUBTOTAL: $ 1,030 | $870.24 | $159.76

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1)

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

•Cooking demonstration materials, including, but not limited to, cutting boards, utensils, food, reinforcement items approved by the Network, handouts, plates and cups

1.) 2 classes per Senior Intervention x 4 geograhpic areas @ $80.57/class = $645 (Food: At $2.50 per person for average of 39 people = $97.50 Sampling supplies: $0.60 per person for average of 39 people= $23.40. Printing: .1 times 50 printed materials = $

2.) Average of 39 seniors x 4 geographic areas x $2.50 food item x 12 farmer market visits = $4,680

3) Supplies for Farm Stand, $753

SUBTOTAL: $ 6,625 | $6,625.00 | $0.00

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or _16__% Total Direct Costs **Total Direct Cost:** $ 36,018 | $31,600.24 | $4,416.76

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ 5,763 | $5,056.04 | $706.68

TOTAL	$ 185,744.00	0.6300			$ 41,780	$36,656.28	$5,123.44

FFY 2012-2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Alameda Ecology Center
Contact: Martin Bourque, Executive Director, martin@ecologycenter.org, (510) 548-2220 ext 234

A. PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *HuNia Bradley* Title: *Manager, Farm Fresh Choice Program*	$ 45,000	0.1337	30.0%	70.0%	$ 6,014
2. Name: *Nakia Dillard* Title: *Youth Intern Level 3, Farm Fresh Choice*	$ 15,340	0.1865	0.0%	100.0%	$ 2,861
3. Name: *Dijonnae Hopkins* Title: *Youth Intern Level 2, Farm Fresh Choice*	$ 8,299	0.3270	0.0%	100.0%	$ 2,714
4. Name: *Kad Smith* Title: *Youth Intern Level 2, Farm Fresh Choice*	$ 8,299	0.2330	0.0%	100.0%	$ 1,934
5. Name: *David McClellan* Title: *Youth Intern Level 1, Farm Fresh Choice*	$ 6,224	0.2330	0.0%	100.0%	$ 1,450
6. Name: *Terricka Franklin* Title: *Youth Intern level 1, Farm Fresh Choice*	$ 6,224	0.2330	0.0%	100.0%	$ 1,450
7. Name: *Raheem Hill* Title: *Youth Intern level 1, Farm Fresh Choice*	$ 6,224	0.2330	0.0%	100.0%	$ 1,450
8. Name: *Johnathan Hill* Title: *Youth Intern level 1, Farm Fresh Choice*	$ 6,224	0.2330	0.0%	100.0%	$ 1,450
Subtotal		**1.8122**	**30%**	**770%**	**$ 19,323**

All salaries are prorated for 7 months.

POSITION DESCRIPTIONS:

1	**Farm Fresh Choice Manager**	Provides support for the project staff. Oversees all Youth. Coordinates with ACOE for the planning and execution of 4 "Get Fresh, Stay Healthy" SNAP-Ed youth recruitment & reinforcement festivals. Prepares and delivers all cooking demonstrations and sampl
2	**Youth Interns Level 3**	Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract; Plans and administers onsite, peer-to-peer nutrition education to youth at Alame
3-4	**Youth Interns Level 2**	Plan and administer onsite, peer-to-peer nutrition education to youth at Alameda County "Get Fresh, Stay Healthy" SNAP-Ed youth recruitment & reinforcement festivals. Assist in the preparation and delivery of the cooking demonstrations. Presents and distr
5-8	**Youth Interns Level 1**	Administer onsite, peer-to-peer nutrition education to youth at Alameda County "Get Fresh, Stay Healthy" SNAP-Ed youth recruitment & reinforcement festivals. Presents and distributes Harvest of the Month and other FNS approved SNAP-Ed materials for youth

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 23% of salaries

SUBTOTAL: $ 4,444

C. OPERATING EXPENSES:

$0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
16	1,2,3,4,5,6,7, 8	16				600 miles x .555=$333	$240	$573

Mileage to and from 4 Kick-Off Festivals and 2 classes in 4 areas =8 Classes; parking each day.

$573

SUBTOTAL: $573

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) $0

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

Harvest of the Month copies and other FNS approved SNAP-Ed materials for Festival & class participants. Assumes .05 cents per copy, 3 different materials for 500 people or 1500 copies per festival x 4 festivals = $300; plus .05 per copy, 20 pages of mate $540

Consumable materials for Harvest of the Month "Veggie Herb Combo" recipe for cooking demonstration and samples at four Festivals. $1,250 for consumable materials to execute cooking demonstration and samples for 500 people x 4 festivals =$5,000. $5,000

Incentive items for youth class participants @ 2.50 per item x box of 15 items x 30 youth per class x 4 geographic area =$4,500. $4,500

Propane for cooking demonstrations at festivals @ 4 festivals x $18.75 per tank = $75. $75

SUBTOTAL: $10,115

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or 21% Total Direct Costs **Total Direct Cost:** $ 34,456

or ___% of Modified Directs (provide what costs to be included) $ 7,371 **SUBTOTAL:** $ 7,236

TOTAL	$ -	1.8122			$ 41,691

FFY 2013 Alameda Census tract data

Type	Site Name	Address	City	Zip	Census Tract Block Group	Ethnicity	185% FPL	Notes
CalFresh Office	Alameda County Social Services	2000 San Pablo	Oakland	94610		—	–%	Proxy Site
CalFresh Office	Alameda County Social Services	24100 Amador	Hayward	94544	94541 thru 94546, 94552, 94557, 94577 thru 94580, 94587	—	–%	Proxy Site
1	Alameda County Social Services	8477 Enterprise Way	Oakland	94621	94501, 94502, 94601 thru 94605, 94613, 94619, 94621	—	–%	Proxy Site
CalFresh Office	Alameda County Social Services	39155 Liberty Ave.	Fremont	94536	94536 thru 94539, 94555, 94560, 94586	—	–%	Proxy Site
CalFresh Office	Alameda County Social Services	3311 Pacific Ave.	Livermore	94550	94550, 94551, 94566, 94568, 94588	—	–%	Proxy Site
Faith Based Organization	Allen Temple Church	8501 International Blvd.	Oakland	94621	06001409500	—	56%	All Races
2	Glad Tidings Church	27689 Tyrell Ave.	Hayward	94544	06001437700	—	51%	All Races
Senior Center	Oak Center Towers	1515 Market St.	Oakland	94607	06001402800	—	64%	All Races
Senior Center	West Oakland Senior Center	1724 Adeline St.	Oakland	94607	06001402400	—	64%	All Races
	St. Andrews	3250 San Pablo Ave.	Oakland	94608	06001401500	—	51%	All Races
3	Nate Miley Gardens	2520 Church St.	Oakland	94605	06001406600	—	59%	All Races
Senior Center	Newark Gardens	35300 Cedar Blvd.	Newark	94560	06001444100	—	61%	All Races
Senior Center	Palo Vista Gardens	6401 Fenham St.	Oakland	94621	06001408800	—	68%	All Races
Park & Recreation Center	Arroyo Viejo Park	7701 Krause St.	Oakland	94605	06001406500	—	60%	All Races
4	Drefiemory Park	1651 Adeline St.	Oakland	94612	06001410500	—	64%	All Races
Park & Recreation Center	Weeks Park	27182 Patrick Ave.	Hayward	94544	—	—	–%	Proxy Site (Summer Lunch Program)
School (K - 8)	Junction Middle School	298 Junction Ave	Livermore	94551	—	—	—	Free/Reduced Price Meals
High School	Tennyson High	27035 Whitman St.	Hayward	94544	—	—	—	Free/Reduced Price Meals
5	Marilyn Avenue Elementary School	800 Marilyn Ave.	Livermore	94551	—	—	—	Free/Reduced Price Meals
Radio Station	KMEL	340 Townsend St., Suite 5106	San Francisco	94107		—	–%	See asterix below
Radio Station	KBLX	55 Hawthorne St., Suite #900	San Francisco	94105		—	–%	See asterix below
Radio Station	KCBS	865 Battery St.	San Francisco	94111				See asterix below
6	KSOL	750 Battery St., Suite #200	San Francisco	94111		—	–%	See asterix below
Radio Station	KOIT	201 3rd St., Suite #1200	San Francisco	94103		—	–%	See asterix below
Radio Station	KYLD	340 Townsend St., 4th Floor	San Francisco	94107				See asterix below

FFY 2013 SNAP-Ed County Welfare Department (CWD) Innovative Pilot Project

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Colusa County CalFresh Nutrition Education-Innovative Project

FFY 2013 Award Amount $236,147

Project Contact Name, Title: Bonnie Davies, PHN

Project Contact Phone Number and Email: 530-458-0380/bdavies@colusadhhs.org

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)*_____

*For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2013 based on the CDPH's Network for a Healthy California's website. (**http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx**)*

a. Related State Objectives

See State Level Objective.

Audience

Gender: Female and Male

Ethnicity: All Ethnic Groups

Language: English and Spanish

Ages: Children, Adults 18+, Adults 60 years and older

b. Focus on CalFresh Recipients.

The nutrition education activities will target CalFresh participating and/or eligible adults, with a special interest in reaching the senior and homeless population through county programs, as well as in partnership with the Center for Nutrition & Activity Promotion (CNAP). In addition to the direct education, the project will also provide training and technical assistance to staff and community partners throughout the county already working with CalFresh recipients, building their capacity for sustaining the nutrition education activities.

c. Project Description.

The key educational messages will include choosing healthy foods, increasing physical activity, and decreasing sugar-sweetened beverages.

The SNAP-Ed allowable nutrition education activities will be provided at various community sites targeting adults, with a special interest in reaching the senior and homeless population and are specifically listed below.

Provide at least 24 nutrition education lessons in a community setting with an average of 6-10 adults per lesson reaching a total of at least 140-240 adults in a minimum of 4 to 5 SNAP-Ed eligible community sites. Lessons may include the use of books with nutrition education messages, physical activity demonstrations, garden-focused nutrition education, cooking demonstrations and tastings. FNS approved materials used for these lessons may include Harvest of the Month, MyPlate, Decreasing Sugar Sweetened Beverages, Eat Right When Money's Tight, Cooking Matters, Shape of Yoga and other materials as listed on the FNS approved materials list.

Provide at least 1 nutrition education/physical activity promotions and/or promotional events with an average of 50 adults per community site. The nutrition education/physical activity promotion and/or promotional events will be provided at health fairs and/or other community events. Appropriate nutrition education materials will be displayed and distributed at both events.

Provide at least 4 provider trainings and/or in-services with an average of 2-5 partnering staff per training reaching a total of at least 8-20 staff from a minimum of 3 SNAP-Ed eligible sites. Trainings for partnering staff will focus on the implementation of nutrition education and/or physical activity programs, and key nutrition education and/or physical activity topics/messages.

Provide at least 10-12 on-going technical assistance activities to an average of 1-3 partnering staff from a minimum of 3 SNAP-Ed eligible sites. Assist staff with the promotion of nutrition and physical activity related policies (e.g. wellness policies) in an effort to encourage SNAP-Ed eligible persons to pursue positive nutrition systems, environment, and policy changes (e.g. *Let's Move* model). Trained staff may function as a liaison between agencies and provide interagency coordination. Technical assistance may be provided via:

a. Community Coalitions
b. Wellness Committees
c. Other community groups with an emphasis in creating healthier sites and/or program offerings.

d. Summary of Research.

See Section A.

e. Use of Existing Educational Materials.

Title	Author	Description	Language Available
Harvest of the Month (HOTM) Educator Newsletter, Family Newsletter, Community Newsletter, Menu Slicks, Toolkit	Network for a Healthy California	Four key elements of HOTM. Intended for implementation in areas where nutrition education can make the biggest impact - home and community. Assists educators in offering the latest science based Nutrition and physical activity recommended. Provide resources to help promote good nutrition and healthy eating.	English, Spanish
My Plate	USDA	Personalized eating plans and interactive tools to help plan/ assess food choices	English, Spanish
Decreasing Sugar Sweetened Beverages	Network for a Healthy California	Offers practical advice to cutting calories by making healthier drink choices.	English
Eat Right When the Money is Tight	USDA material	Eat Right When Money is Tight, helps eligibility workers and community partners understand how they can work together and utilize the outreach materials developed by FNS.	English, Spanish
Cooking Matters	Share our Strength	*Cooking Matters for Adults* teaches low-income adults (primarily adults with children) how to prepare and shop sensibly for healthy meals on a limited budget	English, Spanish
Shape of Yoga	Network for a Healthy California	Offers simple ideas to teach others how to perform basic yoga and learn about healthy food choices.	English, Spanish
Potentially other FNS approved existing educational materials as requested.			

f. Key Performance Measures/Indicators.

An example of a key performance measure would be fruit and vegetable consumption (behavioral change) through process evaluation, outcome evaluation, or collecting pre and post surveys from at training, summaries of trainings, classes, etc. This information collected from surveys will help support the Education and Administrative Reporting System (EARS) data in

the future. The SNAP-Ed guidance provides more information regarding the EARS data reporting requirements for SNAP-Ed activities.

Key performance measures/indicators:
Goal 1: SNAP-Ed eligible adults will consume the recommended daily amounts of colorful fruits and vegetables and participate in daily physical activity through nutrition education lessons, promotions/promotional events.

Goal 2: SNAP-Ed eligible adult providers will promote the consumption of the recommended daily amounts of colorful fruits and vegetables and participation in daily physical activity as a result of the trainings and technical assistance received.

Key performance measures/indicators will be collected through a variety of tools including pre/post surveys for the series nutrition lessons, provider surveys for all trainings and in-services, activity tracking forms and participant data cards as required for all activities. The activity tracking information will be administered and summarized within the Education and Administrative Reporting System (EARS) data reporting requirements. Survey information will be summarized and reported to the research and evaluation unit.

2. Evaluation Plans

For information regarding evaluation, including types of evaluation, see p. 20 of the 2012 SNAP-Ed Guidance. ***To help you, included in this packet are evaluation materials used by the Network. Please use these evaluation tools when you are describing your evaluation. There will be further information regarding evaluation(s) provided in future correspondence.***

1) Evaluate the outcomes of the SNAP-Ed activities utilizing self-reported fruit and vegetable consumption and fruit and vegetable preferences (using USDA-approved survey) with at least 30 SNAP-Ed eligible adults at a minimum of three SNAP-Ed eligible sites over the course of the Innovative Project.
2) A minimum of 30 matched pre and post-surveys (USDA- approved surveys) with adults will be administered and collected to measure self-reported consumption, knowledge, self-efficacy, and preferences for at least five fruits and vegetables and/or other healthy foods featured in the cooking demonstrations and nutrition lessons described in the Project Description.
3) Based on the outcome evaluation of adults and input from *Department of Social Services* evaluation staff, increase rigor and develop an evaluation plan for 2014-2015 if funding continues. Results from outcome evaluation in these three SNAP-Ed-eligible sites may initiate the inclusion of these SNAP-Ed activities in additional SNAP-Ed eligible sites in the region after the 2012-2014 period.
4) Analyze data and submit written evaluation report to the *Department of Social Services* using the USDA-approved Impact Evaluation Final Report.

3. Coordination Efforts

The SNAP-Ed allowable nutrition education activities will be provided at various community sites targeting adults, with a special interest in reaching the senior and homeless population.

SCNAC coordinates with Colusa Unified School District, Colusa County Office of Education and Colusa County Indian Council to provide nutrition education in efforts to increase fruit and vegetable intake in preschoolers and K-6th grade students through the implementation of the Harvest of the Month Program, healthy cooking demos in the classroom, and Garden Enhanced Nutrition Education (GENE). Cooking demos and nutrition classes are provided for parents regularly.

SCNAC coordinates with the Colusa County Prevention Coalition and has been part of the strategic planning process for the upcoming year. The 3 areas of focus for the upcoming year will include "Nutrition and Activity Promotion" with objectives to increase access of healthy foods to low-income populations, increase physical activity and obesity prevention strategies. The action plan for meeting these objectives has yet to be determined.

SCNAC coordinates with the Colusa Health Collaborative which is a meeting where professionals seeking to support the health of the community come together to share and support one another's endeavors.

***Colusa County Prevention Coalition and the Colusa Health Collaborative members/agencies may include (but not limited to): CAPC representatives (Community Advocates for Parenting Children), WIC representatives, First 5, Colusa County Behavioral Health, Librarian, School Nurses and Principals, Colusa County Health and Human Services, Colusa County Indian Council, Family Action Centers, etc.

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Resource Center	Williams Family Action Center	602 12th Street	Williams	95987	06011000300	Latino/Hispanic	53.8%	Qualify; Percentage HISPANIC/LATINO <185%FPL= 53.8%
Other; Indian Community Council	Colusa Indian Community Council	3730 Hwy 45	Colusa	95932	06011000200	American Indian	80%	Qualify; Other - Food Distribution Program on Indian Reservations (FDPIR)
Resource Center-USDA Food Distribution Site	Arbuckle Family Action Center	812 King St.	Arbuckle	95912				Qualify: Commodity Distribution Site
Senior Congregate Meal Site	Boy Scout Cabin	901 Parkhill Street	Colusa	95932	06011000500	Asian	58.7%	Qualify; Percentage Asian <185%FPL= 53.8%
Non-profit affordable housing	Mercy Housing	700 Pinewood Court	Williams	95987	06011000300	Latino/Hispanic	53.8%	Qualify; Percentage HISPANIC/LATINO <185%FPL= 53.8%

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: Colusa

Federal Share Budget		FFY 2012 (Carry-in)		FFY 2013
Personnel Salaries	$	40,138	$	-
Fringe Benefits	$	25,067	$	-
Operating	$	-	$	-
Equipment & Other Capital	$	-	$	-
Travel	$	-	$	-
Subcontractors (CSU, CHICO)	$	154,988	$	-
Other Costs	$	-	$	-
Indirect Costs	$	16,953	$	-
Total Federal	$	-	$	-
Total	$	237,146	$	237,146.00

County: Colusa
Contact: Christine Fusaro

A. PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: TBD Title: Arbuckle Screener (.10 FTE over 12 months)	$ 28,956	0.10	10.0%	0.0%	$ 2,896
2. Name: TBD Title: Williams Screener (.10 FTE over 12 months)	$ 28,956	0.10	10.0%	0.0%	$ 2,896
3. Name: TBD Title: Colusa Eligibility Worker II (.12 FTE over 12 months)	$ 30,372	0.12	12.0%	0.0%	$ 3,645
4. Name: Pang Vang Title: Public Health Assistant/Project Coordinator (.60FTE over 12 months)	$ 34,464	0.6000	60.0%	0.0%	$ 20,678
5. Name: Estella Kittle Title: Vocational Assistant/Program Assistant (.20FTE over 12 months)	$ 29,652	0.2000	20.0%	0.0%	$ 5,930
6. Name: Bonnie Davies Title: Director of Nursing/Administratior (.05 FTE over 12 months)	$ 81,864	0.0500	5.0%	0.0%	$ 4,093
Subtotal		**1.1700**	**117.0%**	**0%**	**$ 40,138**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Screener**	Screens clients in target population for potential program eligibility and informs of educational opportunities.
2	**Screener**	Screens clients in target population for potential program eligibility and informs of educational opportunities.
	Eligibility Worker	Enrolls eligible clients into program and informs of educational opportunities.
4	**Administrator (e.g., Director of Programs)**	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program planand participates in the Regional collaborative. Coordinate contract reporting requirements.
5	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
7	**Program Assistant**	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, works directly with individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 62% of salaries 62%

SUBTOTAL: $ 25,067

C. OPERATING EXPENSES:

$0
$0
$0
$0
$0
$0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

$0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) CSU, Chico Research Foundation (Center for Nutrition and Activity Promotion) $154,988

SUBTOTAL: $154,988

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

$0
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

26% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ 16,953 SUBTOTAL: $ 16,953

TOTAL	$ -	1.1700			$ 237,146

County: Colusa
Contact: Bonnie Davies

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS					
1. Name: TBD Title: Project Coordinator/Nutrition Education Specialist (1.0 FTE over 12 months)	52,645	1.0000	0.0%	100.0%	$ 52,645
2. Name: TBD Title: Nutrition Aide/Student Community Nutrition Assistant (.50 FTE over 6 months) (n=2)	41,600	0.5000	0.0%	100.0%	$ 20,800
3. Name: TBD Title: Nutrition Aide/Student Administraive Staff (.5 FTE over 6 months)	20,800	0.5000	0.0%	100.0%	$ 10,400
SUBTOTAL	115,045	2.0000	0%	300%	$ 83,845

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

Project Coordinator	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
Nutritionist/Nutrition Educator/Nutrition Assistant	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

B. FRINGE BENEFITS:
Includes payroll taxes and medical/dental benefits at approx. 38% of salaries on average. 38.00% $ 31,861
$ 31,861

C. OPERATING EXPENSES:
Phones (line @ $30 per month avg. based on FY 11-12) and computer ethernet connection (line @ $5.30 per month) annual charges $ 424
Office supplies $ 576
Print/Copy costs $ 600

SUBTOTAL: $ 1,600

D. EQUIPMENT EXPENSES: To be used exclusively for allowable *Network* activities

E. TRAVEL AND PER DIEM: SUBTOTAL: $ -

1. Event, Description, Location. (I.e., Coordinator meeting, DSS Conference, local travel, etc.)*

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
60	1,2	60				8640		$ 4,795
2	1	2				360		$ 200

*Local Travel: Local travel by the Project Coordinator and Community Nutrition Asst. to conduct nutrition education lessons/trainings:

	Roundtrips	Miles	@ .555 / mi.	
Arbuckle	36	3600	$ 1,998	$ 1,998
Williams	36	2880	$ 1,598	$ 1,598
Colusa	36	2160	$ 1,199	$ 1,199
Attendance at 2 trainings				$ 200

SUBTOTAL: $ 4,995

F. SUBCONTRACTORS: SUBTOTAL: $ -

G. OTHER COSTS: $ -
Food and paper products for tastings at Nutrition Education classes (28 classes over 12 mos. x 10 participants @ an avg. of $3.50/tasting) $ 980
Food and paper products for tastings for provider trainings (5 trainings over 12 mos. x avg 5 participants) and promotional events (1 events x avg 100 participants) = 125 total participants x $2.50 $ 375
Curriculum materials (For example: Eat Right When Money's Tight and Get Cookin') $ 150
Educational materials (For Example: MyPlate, Shape of Yoga) $ 667
Cooking Kits (bowls, utensils, blender,table cloth, etc.) $ 1,534
*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $ 3,706

Total Direct Costs $ 126,006

H. INDIRECT COSTS:
23% of Total Direct Costs 23% $28,981

TOTAL $ 115,044.84 2.0000 $154,988

CDSS FFY 2013 SNAP-Ed Innovative Project

1. Project Synopsis

Contra Costa

Project Title: #1. Neighborhood Mobile Produce Program
#2. Expand Nutrition Education Messaging

Funding Amount Request: $151,501

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's* Network for a Healthy California's *website.
(http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx)

a. Related State Objectives

See State Level Objectives

b. Audience

Gender: Female and Male As of 2/29/12; 55.7% female; 44.3% male active individuals
Ethnicity: All Ethnic Groups the largest groups represented are 34% Hispanic, 29% African American and 23% White.
Language: English and Spanish
Ages:
Children 52.9%
Adults 18+ 43.5%
Adults 60 years and older 3.6%.

c. Focus on CalFresh Recipients.

There are dramatic differences between the communities in Contra Costa, leaving many households with less access to food sources and information about healthy eating. While the project will impact all CalFresh recipients concentration will be on the largest population of low income families. These include Richmond, San Pablo, Concord and Pittsburg respectively.

d. Project Description.

The CalFresh recipients in this project will receive nutrition and physical activity messages that encourage healthy eating and food assistance with fresh produce delivered in areas where there is a lack of food sources. Poor diet and lack of physical activity are significant risk factors for developing chronic diseases and obesity. This project will target low income recipients and provide information on healthful nutrition and physical activity practices to reduce risk for chronic disease.

Nutrition materials including My Plate materials and recipes incorporating the produce that is being distributed will be provided to CalFresh participants. Cooking demonstrations showing how to prepare the produce in new and creative ways would also be available on site. Consultative advice by the food bank nutritionist will be given when request by clients, and a 15 – 30 minute education presentation based on balanced diets, healthy eating and fitness, benefits of incorporating produce into diets, and child and senior nutrition. During the initial phase this will take place at three sites per day, five days a week for a total of 15 sites per week. Depending upon the findings it is anticipated that the sites be increased to four per day, five days a week for 20 sites per week.

Community Wellness and Prevention Program (CW&PP) will also utilize the materials created by the Network for a Healthy California as these are USDA approved. These messages will be the primary focus for the quarterly flyer as one page with one side printed in English and the other Spanish. The topics could include: (1) Bring on Breakfast; (2) Enjoy more Fruits and Vegetables; (3) EBT use at Farmers Markets and the locations county wide; (4) Rethink Your Drink; (5) Food Safety.

Each flyer created will cover one quarter and will be issued monthly in order to capture all QR households. This is an average of 10,333 monthly flyers printed each month (avg monthly caseload is 31,000 / 3 months for QR cycle printing = 10,333). The project period will cover a total of six quarters, for a total of 186,000 flyers distributed). An additional 10,000 flyers will be distributed through food bank outreach and nutrition education activities each month during the project period.

The CalFresh Program Analyst will be the contact person for sharing the nutrition education message between all parties involved in this project. Once the CW&PP staff create the messages (one page flyer) it will be sent to the CalFresh Program Analyst who will have it inserted into the EHSD client correspondence each month, print and provide the flyer to the Food Bank of Contra Costa (FBCCS) for distribution.

Summary of Research.

See Summary of Research

e. Modifications of Project Methods/Strategies

Not applicable.

f. Use of Existing Educational Materials.

Both the Food Bank of Contra Costa County (FBCC) and the Community Wellness and Prevention Program (CW&PP) will utilize material available by USDA, FNS Center for Nutrition Policy and Promotion including: (1) Dietary Guidelines for Americans and (2) "My Plate" which includes the 10 tips Nutrition Education series. These will be distributed in English and when other languages are available.

USDA material to be presented to families are the English and Spanish brochures or booklets are: (1) Eat Right when Money's tight; (2) Eat Smart Play Hard; (3) How Many Cups of Fruits and Vegetables Do I Need?; (4) Loving your family, Feeding their Future; (5) My Plate; (6) Parents Get Straight A's with a healthy Breakfast.

g. **Key Performance Measures/Indicators.**

FBCC:

The FBCC will evaluate the program by utilizing measures related to food distribution, nutrition education components and CalFresh promotion.

- Nutrition: Metrics will include the number of seminars given, consultations provided, nutrition education materials distributed to clients, and cooking demonstrations conducted.

CW&PP

- Flyers: The number of flyers distributed through mass mailing each month will identify the number of households receiving a particular nutrition education message for the quarter.
- Use of distribution logs to identify the number of nutrition education posters and brochures distributed, and where and how they have been distributed.

2. Evaluation Plans

Both projects will apply the process and outcome evaluation to this project. Projects will evaluate the pre/post knowledge of participants in the nutrition education classes. There will be a variety of questions that we will ask participants after nutrition education services such as how will this benefit you and your household(Adults), Will you prepare some of the food items demonstrated , etc.

3. Coordination Efforts

The Contra Costa County Employment and Human Services Department (EHSD) will be collaborating with Contra Costa County Health Services Community Wellness and Prevention Program (CW&PP) and the Food Bank of Contra Costa County (FBCC). This effort will expand the already successful relationship between the departments. The focus is to provide an avenue for EHSD the FBCC and CW&PP to partner together and coordinate efforts to provide nutrition education to CalFresh recipients. The goal is to provide information to our shared recipients on making healthier choices within their limited budget, establish long lasting partnerships that promote dietary guidelines, increase fruit and vegetable consumption and increase physical activity.

While the project will impact all CalFresh recipients concentration will be on the largest population of low income families in Contra Costa County. These areas include Richmond, San Pablo, Concord and Pittsburg respectively.

FFY 2013 County Welfare Department Innovative Project

Budget Cover Sheet

October 1 , 2012 - September 30, 2013*

*FFY 12 budget has spending authority through September 30, 2013

County: Contra Costa

Federal Share Budget		FFY 2012 Carry-in
Personnel Salaries	$	3,960.00
Fringe Benefits	$	2,257.00
Operating	$	12,400.00
Equipment & Other Capital	$	-
Travel	$	-
Subcontractors	$	96,884.00
Other Costs	$	-
Indirect Costs	$	-
Total Federal	$	-
Total	$	115,501.00

FFY 2012 CDSS
SNAP-Ed Innovative Project
October 1, 2012-September 30, 2013

County: Contra Costa
Contact: Kathi Kelly kkelly@ehsd.cccounty.us (925) 313-1641

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Kathi Kelly Title: CalFresh Program Analyst	$ 79,200	0.0500	95.0%	5.0%	$ 3,960
Subtotal		**0.0500**	**95%**	**5%**	**$ 3,960**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positio

POSITION DESCRIPTIONS:

CalFresh Program Analyst	The analyst will coordinate the receipt of flyers and inserts to publications for printing and distributing to existing CalFresh recipients. Also coordinate MOU, and contracts between all parities involved including media component. Administers the nutrition education contract and budget, and coordinat contract reporting requirements. CF program analyst yearly salary and benefits = $79,200 x 5% time to SNAP ED = $3,960

B. FRINGE BENEFITS:

CF program analyst 57% of 3960= 2257

SUBTOTAL: $ 2,257

C. OPERATING EXPENSES:

Printing Costs = $12,400

Each flyer printed is $.010 and there will be an average of 10,333 monthly flyers printed each month at a cost of $1,033. (avg monthly caseload is 31,000 / 3 months for QR cycle printing = 10,333). Project period is October 2012 thru Sept 2013. 31,000 x 4 qtrs = $12,400

SUBTOTAL: $12,400

D. EQUIPMENT EXPENSES:

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

SUBTOTAL: $0

F. SUBCONTRACTORS:

1 Clear Channel Outdoor Media company will display billboards and Bus Shelter Displays throughout the low income areas / cities in. 10 Billboards will be displayed each month. The cost of one billboard is $450. 10 x $450 = $4,500 per month. $4,500 x 12 months = $54,000. Bus Shelter displays are $315 each. 5 displays each month = $1,575 x 12 months = $18,900.
Grand total for media campaign = $54,000 + $18,900= $72,900 — $72,900

2 CW & PP-Staff will create USDA approved nutrition education messaging for the the billboards that are going to be placed in low income areas. All nutrition messages will be USDA approved. — $4,034

3 Food bank- Nutritionist will provide nutrition education with the Food Bank Mobile unit. Nutritionist will provide nutrition education to low income families that receive free groceries from mobile the Food Bank.USDA approved materials. — $19,950

SUBTOTAL: $96,884

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project. — $0

FFY 2012 CDSS
SNAP-Ed Innovative Project
October 1, 2012-September 30, 2013

$0

$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

Total:	$ -				$ 115,501

FFY 2012 CDSS
SNAP-Ed Innovative Project
October 1, 2012-September 30, 2013

County: Contra Costa (Food Bank)
Contact:

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
2. Name: Food Bank Staff Title: Nutritionist	$ 60,000	0.2500	100.0%	0.0%	$ 15,000
2. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**0.2500**	**100%**	**0%**	**$ 15,000**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positio

POSITION DESCRIPTIONS:

3	**Food Bank Nutritionist**	Provides nutrition education at each mobile nutrition site. Nutrition materials including My Plate and recipes incorporating the produce that is being distributed. Cooking demonstrations showing how to prepare the produce in new and creative ways will be available on site. Consultative advice will be given when requested by clients and a 15 - 30 minute education presentation based on balanced diets, healthy eating and fitness, benefits of incorporating produce into diets, and child and senior nutrition. Salary and Benefits = $60,000. Max allowable 25% $ 60,000 x 25% = $15,000.
7		

FFY 2012 CDSS
SNAP-Ed Innovative Project
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 33 % of salaries

SUBTOTAL: $ 4,950

C. OPERATING EXPENSES:

$0

SUBTOTAL:

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

$0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) $0
2)

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

$0
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.2500			$ 19,950

FFY 2012 CDSS
SNAP-Ed Innovative Project
October 1, 2012-September 30, 2013

County: Contra Costa (CW & PP)
Contact:

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: CW & PP Staff Title: Staff and graphic design of flyer insert ($34.53hr		*0.04*	*100.0%*	*0.0%*	*$1,934*
2. Name: CW & PP Staff Title: Staff and graphic design of bill board	$ -	0.0400	100.0%	0.0%	$ 829
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**0.0750**	**200%**	**0%**	**$ 2,763**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positio

POSITION DESCRIPTIONS:

1	**CW & PP Staff (Position #1)**	The CW & PP staff will develop nutrition education messaging in both English and Spanish. The focus will be on nutrition education, physical activity, and using EBT at Farmer's markets. Staff will utilize material available by USDA, FNS Center for Nutrition Policy and Promotion including Dietary Guidelines for Americans and "My Plate" which includes the 10 Nutrition Education series. In addition, staff will utilize the materials created by the Network for a Healthy California as these are USDA approved. These messages will be the primary focus for the quarterly flyer as one page with one side printed in English and the Other Spanish. Salary determined as follows: Flyer- Salary and benefits = $34.53 per hour. Eight hours needed to create and develop each flyer 8 x $34.53 = $276.24 x 7 flyers (7 qtrs in project) = $1,933.68. Bus Shelter/Billboard - Salary and benefits = $34.53 per hour. Six hours to create and develop image 6 x $34.53 = $207.18 x minimum four images = $828.72

FFY 2012 CDSS
SNAP-Ed Innovative Project
October 1, 2012-September 30, 2013

CW & PP Staff (Position#2)	CW & PP staff will develop nutrition education material for other existing media sources that will provide nutrition education messages regarding healthy food choices and need for physical activity . Staff will utilize material available by USDA, FNS Center for Nutrition Policy and Promotion including Dietary Guidelines for Americans and "My Plate" which includes the 10 tips Nutrition Education series. Staff will also utilize the materials created by the Network for a Healthy California as these are USDA approved.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries
CW & PP staff 46%=

SUBTOTAL: $ 1,271

C. OPERATING EXPENSES:

$0
$0
$0
$0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

$0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) $0
2)

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

$0
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS:

Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.0750			$ 4,034

FFY 2013 SNAP-Ed County Welfare Department (CWD) Innovative Pilot Project

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Glenn County CalFresh Nutrition Education-Innovative Project

FFY 2013 Award Amount **$181,548**

Project Contact Name, Title: Robyn Krause, Chief Deputy Director

Project Contact Phone Number and Email: 530-934-1431; rkrasuse@hra.co.glenn.ca.us

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* Becky Hansen, Program Manager, 530-865-6104,bhansen@hra.co.glenn.ca.us

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2013 listed on the CDPH's Network for a Healthy California's website. ***http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx***

a. Related State Objectives

See State Level Objectives

b. Audience

Categories: 2 and 3
Ages: Children, Adults 18+, Adults 60 years and older
Gender: Female and Male
Ethnicity: All Ethnic Groups
Language: English and Spanish

c. Focus on CalFresh Recipients.

The nutrition education activities will target CalFresh participating and/or eligible adults, with a special interest in reaching the senior and homeless population through county welfare department programs, as well as in partnership with the Center for Nutrition & Activity Promotion (CNAP) and the Colusa-Glenn-Trinity Community Action Partnership both of whom provide CalFresh promotion.

d. Project Description.

The Glenn County Human Resource Agency, Social Services Division (HRA/SSD), in collaboration with the Center for Nutrition & Activity Promotion (CNAP) and the Colusa-Glenn-Trinity Community Action Partnership will implement a variety of nutrition education activities. The key educational messages will include choosing healthy foods,

increasing physical activity and decreasing sugar-sweetened beverages.

The SNAP-Ed allowable nutrition education activities will be provided at various community sites (senior nutrition sites, food pantries, soup kitchens, community centers, etc.) targeting adults, with a special interest in reaching the senior and homeless population and are specifically listed below.

Provide at least 24 nutrition education lessons in a community setting with an average of 6-10 adults per lesson reaching a total of at least 144-240 adults in a minimum of 3 SNAP-Ed eligible community sites. Lessons may include the use of books with nutrition education messages, physical activity demonstrations, garden-focused nutrition education, cooking demonstrations and tastings. FNS approved materials used for these lessons may include Harvest of the Month, MyPlate, Eat Right When Moneys Tight, Cooking Matters, Shape of Yoga and other materials as listed on the FNS approved materials list.

Provide at least 1 nutrition education/physical activity promotion and/or promotional event, a total of at least 50 adults at a minimum of 1 eligible SNAP-Ed community site. The nutrition education/physical activity promotion and/or promotional events will be provided at health fairs and/or other community events. Appropriate nutrition education materials will be displayed and distributed at both events.

Provide at least 5 provider trainings and/or in-services with an average of 6-10 partnering staff per training reaching a total of at least 30-50 staff from a minimum of 2 SNAP-Ed eligible sites. Trainings for partnering staff will focus on the implementation of nutrition education and/or physical activity programs, and key nutrition education and/or physical activity topics/messages.

Through a 4 week train the trainer session provided at the eligible sites, train up to 10 parents/community leaders to teach and lead nutrition education with opportunities to engage in addressing and promoting a nutrition education and/or physical activity issue/topic in their community. The trained parent/community leader is then acknowledged for their effort with a stipend. Nutrition education activities may include involvement in formative research or focus groups, development of nutrition education and physical activity promotions/activities and engagement in nutrition education activities at school and/or at community events. Outcomes will be captured through pre and post surveys.

In addition to the direct education, the project will also provide technical assistance to staff and community partners throughout the county that work with CalFresh recipients to build their capacity for sustaining the nutrition education activities. Provide at least 6-8 on-going technical assistance activities to an average of 6-10 individuals, including staff members from a minimum of 2 SNAP-Ed eligible sites. Assist staff with the promotion of nutrition and physical activity related policies (e.g. wellness policies) in an effort to

encourage SNAP-Ed eligible persons to pursue positive nutrition systems, environment, and policy changes (e.g. *Let's Move* model). Trained staff may function as a liaison between agencies and provide interagency coordination. Technical assistance may be provided via:

a. Community Coalitions
b. Wellness Committees
c. Other community groups with an emphasis in creating healthier sites and/or program offerings.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Give the title, author and description of existing educational materials that will be used in the delivery of the project/intervention. Specify the language(s) in which the materials will be used including English. Indicate whether the materials will be purchased and justify the need and cost. Please utilize only Food and Nutrition Service (FNS) approved existing educational materials. To view a list of the most frequently used and acceptable curricula by the Network, please see attached Resource List.

Title	Author	Description	Language Available
Harvest of the Month (HOTM) Educator Newsletter, Family Newsletter, Community Newsletter, Menu Slicks, Toolkit	Network for a Healthy California	Four key elements of HOTM. Intended for implementation in areas where nutrition education can make the biggest impact - home and community. Assists educators in offering the latest science based Nutrition and physical activity recommended. Provide resources to help promote good nutrition and healthy eating.	English, Spanish
My Plate	USDA	Personalized eating plans and interactive tools to help plan/ assess food choices	English, Spanish
Eat Right When the Money is Tight	USDA material	Eat Right When Money is Tight, helps eligibility workers and community	English, Spanish

		partners understand how they can work together and utilize the outreach materials developed by FNS.	
Cooking Matters	Share our Strength	*Cooking Matters for Adults* teaches low-income adults (primarily adults with children) how to prepare and shop sensibly for healthy meals on a limited budget	English, Spanish
Shape of Yoga	Network for a Healthy California	Offers simple ideas to teach others how to perform basic yoga and learn about healthy food choices.	English, Spanish
Potentially other FNS approved existing educational materials as requested.			

g. Key Performance Measures/Indicators.

Key performance measures/indicators:
Goal 1: SNAP-Ed eligible adults will consume the recommended daily amounts of colorful fruits and vegetables and participate in daily physical activity through nutrition education lessons, promotions/promotional events.

Goal 2: SNAP-Ed eligible adult providers will promote the consumption of the recommended daily amounts of colorful fruits and vegetables and participation in daily physical activity as a result of the trainings and technical assistance received.

Key performance measures/indicators will be collected through a variety of tools including pre/post surveys for the series nutrition lessons, provider surveys for all trainings and in-services, activity tracking forms and participant data cards as required for all activities. The activity tracking information will be administered and summarized within the Education and Administrative Reporting System (EARS) data reporting requirements. Survey information will be summarized and reported to the research and evaluation unit.

2. Evaluation Plans

For information regarding evaluation, including types of evaluations, see p. 38 of the 2012 SNAP-Ed Guidance. To help you, included in this packet are evaluation materials used by the Network. Please use these evaluation tools when you are describing your evaluation. There will be further information regarding evaluation(s) provided in future

correspondence.

Describe any evaluation planned. For each evaluation, please indicate:

Evaluate the outcomes of the SNAP-Ed activities utilizing self-reported fruit and vegetable consumption and fruit and vegetable preferences (using USDA-approved survey) with at least 30 SNAP-Ed eligible adults at a minimum of 2 SNAP-Ed eligible sites over the course of 12 months.

October 1,2012 – September 31, 2013, a minimum of 30 matched pre and post-surveys (USDA approved surveys) with adults will be administered and collected to measure self-reported consumption, knowledge, self-efficacy, and preferences for at least five fruits and vegetables and/or other healthy foods featured in the cooking demonstrations and nutrition lessons described in the Project Description.

3) Based on the outcome evaluation of adults and input from *Department of Social Services* evaluation staff, increase rigor and develop an evaluation plan for 2013-2014 if funding continues. Results from outcome evaluation in these three SNAP-Ed-eligible sites may initiate the inclusion of these SNAP-Ed activities in additional SNAP-Ed eligible sites in the region after the 2012-2013 periods.

4) Analyze data and submit written evaluation ~~final~~ report to the *Department of Social Services*.

3. Coordination Efforts

Describe efforts to coordinate, complement and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions.

The SNAP-Ed allowable nutrition education activities will be provided at various community sites (senior nutrition sites, food pantries, soup kitchens, community centers, etc.) targeting adults, with a special interest in reaching the senior and homeless population.

In addition, SCNAC coordinates with Willows Unified School District, Hamilton City Unified School District, Orland Unified School District, and Glenn County Office of Education, to provide nutrition education in efforts to increase fruit and vegetable intake and physical activity for pre-K through 12th grade students through the implementation of the Harvest of the Month Program, healthy cooking demos in the classroom, and Garden Enhanced Nutrition Education (GENE), after school nutrition activity club, and classroom physical activity visits.

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Resource Center	Orland Senior Center	19 E. Walker Street	Orland	95963	06021010100	Hispanic/ Latino	52.7	Qualifying Census Race and Ethnicity
Resource Center	Willows Senior Center	556 E. Sycamore	Willows	95988	06021010400	Black, Asian	91.0, 61.4	Qualifying Census Race and Ethnicity
Resource Center	Willows Food Bank	420 E. Laurel Street	Willows	95988	06021010400	Black, Asian	91.0, 61.4	Qualifying Census Race and Ethnicity Qualifying Food Distribution Site
Resource Center	Orland Pantry	19 Colusa Street	Orland	95963	06021010200			Qualifying Food Distribution Site
CalFresh Office	Glenn County Human Resource Agency	604 E. Walker Street	Orland	95963	06021010100			Qualifying SNAP office
Community Center	Harmony House	343 Yolo Street	Orland	95963	06021010100	Hispanic/ Latino	52.7	Qualifying Census Race and Ethnicity
Community Center	Hamilton City Family Resource Center	160 2nd Street	Hamilton City	95951	06021010501	All races	50.6	Qualifying Census race and Ethnicity
Community Center	Hamilton City Literacy Center	190 Broadway	Hamilton City	95951	06021010501	All races	50.6	Qualifying Census Race and Ethnicity

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: Glenn

Federal Share Budget		FFY 2013 (Carry-in)
Personnel Salaries	$	108,222
Fringe Benefits	$	33,549
Operating	$	1,406
Equipment & Other Capital	$	-
Travel	$	1,848
Subcontractors	$	-
Other Costs	$	3,785
Indirect Costs	$	32,737
Total Federal	$	-
Total	$	181,548

FFY 2013
$ -
$ -
$ -
$ -
$ -
$ -
$ -
$ -
$ -
$ 181,548.11

FFY SNAP-Ed 2C)13 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Glenn
Contact: Robyn Krause

A PERSONNEL SALARIES: $ -

1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS					
1. Name: TBD Title: Project Coordinator/Nutrition Education Specialist (1.0 FTE over 12 months)	50,232	1.0000	0.0%	100.0%	$ 50,232
2. Name: TBD Title: Nutrition Aide/Student Community Nutrition Assistant (.75 FTE over 12 months) (n=2)	42,640	0.8000	0.0%	100.0%	$ 34,112
3. Name: TBD Title: Nutrition Aide/Administrative staff (n=2)	42,640	0.5600	0.0%	100.0%	$ 23,878
SUBTOTAL	**135,512**	**2.3600**	**0%**	**300%**	**$ 108,222**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

Project Coordinator	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
Nutritionist/Nutrition Educator/Nutrition Aide	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

B. FRINGE BENEFITS: $ 33,549

Includes payroll taxes and medical/dental benefits at approx. 31% of salaries on average. 31.00%

$ 33,549

C. OPERATING EXPENSES:

Phones (line @ $30 per month avg. based on FY 10-11) and computer ethernet connection (line @ $5.30 per month) annual charges	$ 508
Office supplies	$ 398
Print/Copy costs	$ 500

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

SUBTOTAL: $ 1,406

D. EQUIPMENT EXPENSES:

SUBTOTAL: $ -

E. TRAVEL AND PER DIEM:

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)*

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
60	1,2	60				2970		$ 1,648
2	1	2				180		$ 200

*Local Travel: Local travel by the Project Coordinator and Community Nutrition Asst. to conduct nutrition education lessons/trainings:

	Roundtrips	Miles	@ .555 / mi.		
Hamilton City	12	240	$	133	$ 133
Willows	13	1690	$	938	$ 938
Orland	26	1040	$	577	$ 577
Attendance at 2 Network trainings (Sacto.)					$ 200

SUBTOTAL: $ 1,848

F. SUBCONTRACTORS:

SUBTOTAL: $ -

G. OTHER COSTS:

	$ -
Food and paper products for tastings at Nutrition Education classes	$ 980
Food and paper products for tastings for provider trainings and promotional events	$ 180
Community Leaders acknowledgements ($40/nutrition education class x 10 people)	$ 400
Curriculum materials (Eat Right When Money's Tight, Get Cookin', and/ or other approved FNS curricula)	$ 225
Educational materials (MyPlate, Shape of Yoga and/ or other FNS approved materials)	$ 1,000
Cooking Kits (bowls, utensils, blender, table cloth, etc.)	$ 1,000

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $ 3,785

Total Direct Costs $ 148,811

H. INDIRECT COSTS:

22% of Total Direct Costs 22% $32,737

TOTAL $ 135,512.00 2.3600 $181,548

$ 0.37

Project Title: ***Kern's Healthy Choices Campaign*** *(Innovative Project)*

Funding Amount Request: ***$634,875.00***

Project Contact Name: ***Pam Holiwell, Assistant Director***

Project Contact Phone Number and Email: ***(661) 631-6136*** ***holiwep@co.kern.ca.us***

a. Focus on CalFresh Recipients- Describe how the project will focus nutrition education on CalFresh recipients.

   Kern's Healthy Choices project will focus on providing nutrition and physical education to our CalFresh recipients by promoting our "Healthy Choices" campaign to the community at homeless shelters, food banks, senior centers, family resource centers, and public housing.

   Kern's Healthy Choices campaign will focus on two specific messages:

   Message #1: Provide Nutrition education classes with written (brochures, pamphlets, cookbooks, flyers) information to empower our CalFresh recipients to make healthy choices when shopping for food for their families using their CalFresh benefits, and

   Message #2: Provide Physical activity information to the adults and children which will focus on the benefits of getting enough physical activity to prevent obesity and promote overall good health.

b. Related State Objectives

   See State Level Objectives

c. Project Description- How you will implement the project, giving particular attention to: key educational messages, how and where it will be delivered, duration of project, the projected total number of individuals participating or reached, and the estimated number of contacts per person reached (the frequency of contacts (number of classes, mailings, billboards, etc.) Please include key purposes, key strategies, and a narrative summary.

Key Purpose: The key purpose of Kern's Healthy Choices campaign will be to educate our CalFresh recipients on nutrition and physical activity education. We will partner with two government agencies to provide this information to CalFresh eligibles. Kern County is considered a large county in terms of CalFresh recipients and is also considered one of the counties with a high rate of obsesity and chronic desease among adult and is increasinly affecting our youth. Kern County ranks 58/58 California counties in heart disease related death rates, and 56/58 California counties in diabetes related death rates, and ranks in the bottom 25% for six out of eight health indicators.

Kern County Public Health Services Department: The Kern County Public Health Services Department (KCPHSD) along with the social services agency will be conducting a series of educational opportunities throughout the county. Strategies will

include: nutrition education class series, one-time nutrition education sessions, community events, and community meetings. In addition, staff will be coordinating Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) trainings and surveys to be conducted with community partners and residents. CX3 is a community assessment that measures a low-income neighborhood's potential to become a healthy, safe place for residents. Data gleaned from this activity will be used, along with input from the County Nutrition Action Plan Task Force, to adopt and implement aspects of the existing County Nutrition Action Plan (CNAP).

Kern County Aging and Adult Services Department: The primary audience for the Kern County Aging and Adult Services Department (AASD) will be all CalFresh eligibles (at or below 185% FPL) residing within the County of Kern. Interventions will focus primarily on adults and seniors over the age of 60 that are CalFresh eligibles. Promoting healthy eating and physical activity will reduce the need for doctor visits, hospitalization, and improves the quality of life for these older adults. The secondary population targeted include children and grandchildren of these adults. Nutrition events and trainings will be held at locations where over 50% of the participants will be CalFresh recipients or potentially eligible. AASD will provide nutrition/physical activity education classes to AASD staff in order to promote nutrition education to CalFresh recipients and SNAP eligible community members at senior centers and community collaborative centers. Other efforts will include, but not be limited to, nutrition education/physical activity materials provided to CalFresh eligibles through information packets, targeted mailings, and posters in AASD lobbies and interview rooms. AASD will utilize a Health Education Assistant who will be responsible for presenting SNAP-approved nutrition/physical education information. It will be offered three times per month at each of nine senior nutrition centers, after the meals are served. Nutrition/physical education information and invitations to the presentations will be included in Meals on Wheels home-bound meal deliveries. In addition, AASD staff will be trained to answer basic nutrition questions and offer nutritional/physical education materials to seniors and grandparents caring for grandchildren.

Strengthen community nutrition/physical activity education resources by developing an infomercial for television targeted to the senior population. The infomercial will be 30 seconds in length, include FNS approved nutrition and exercise messages, and required SNAP disclosure statements, in English and Spanish. It will be broadcast on one English language station and one Spanish language station, at least 145 times each, and will be posted on the Aging & Adult Services public website. (Refer to Exhibit A & B).

Key Strategies: The projects strategies will consist of engaging our existing partners to provide our approved nutrition and physical activity message to CalFresh recipients. This targeted group will be reached through our partners whom already have regular contact with our CalFresh eligibles.

Key Educational Messages: These partners will provide CalFresh eligible's with approved education materials and follow up on the family's food consumption and physical activity choices. The key messages will be to promote the intake of fruits &

vegetables, limit added sugars or caloric; physical activity and promote healthy weight; food shopping and preparation.

Summary of Research:

See Section A.

Use of Existing Educational Materials- utilize only FNS approved existing educational materials.

Key Performance Measures/Indicators- List the key measures/indicators of implementation or performance that you will capture or collect. An example of a key performance measure would be fruit and vegetable consumption (behavioral change) through process evaluation, impact evaluation, or collecting pre and post surveys from training, summaries of trainings, classes, etc. This information collected from surveys will help support your Education and Administrative Reporting System (EARS) data in the future. The SNAP-Ed guidance provides more information regarding the EARS data reporting requirements for SNAP-Ed activities.

KCDHS will maintain documentation for each organization's nutrition/physical activity education activities (date, time, location, recruitment, and participant sign in, lesson implements (brochures, pamphlets, etc.), training assessment surveys, and quality assurance oversight summaries. In order to gauge the program's progress, a survey will be provided to participants to determine if the consumer has implemented the health education information presented and modified his or her dietary habits.

Process evaluation measures will indicate the number of people reached, participation levels in all activities performed, quality assurance of nutrition/physical activity education sessions.

We will utilize the Compendium of Surveys for Fruit and Vegetable Consumption and Physical Activity for all ages (as appropriate). The work will include coordinating all activities related to the development, implementation, and reporting of this program evaluation. The work will also include developing a plan to continue the evaluation in the future. Tentative Evaluation Plans include:

- Evaluation plan will be developed and expanded upon.
- Pre-intervention assessment surveys, administered at education activities.
- Orientation assessment surveys, administered after educational activities.
- Site visits/observations of educational activities conducted by community partners.
- Collection of FFY13 EARS Data Cards to serve as a learning tool throughout the year so our department will be prepared to enter data for the following fiscal years.

d. Coordination Efforts:

KCDHS, in partnership with KCDPHS will conduct countywide nutrition/physical activity education interventions, community events, and campaigns. Additionally,

KCDHS will partner with other community partners to complete a CX3 process and develop a County Nutrition Action Plan (CNAP). Partners may include FNS funded partners (e.g. SNAP-Ed programs, Health Education Center, Regional Network for a Healthy California, Food Bank) and unfunded interested partners (e.g., Community Activities, local Food banks, non-profits providing nutrition/physical activity education, shelters). Additionally, KCDHS will participate in the Network's Regional Collaborative Meetings and Kern County Call To Action.

As an organization dedicated to ensuring every child, individual, and family in Kern County is safe, healthy and self-sufficient, we are very much concerned with the health and well-being of our community. Along with a multiple number of community partners and stakeholders, we have begun addressing the complex contributing factors that lead to overweight/obesity and related chronic conditions by working to improve the nutritional environment and increase physical activity opportunities.

Kern County Department of Human Services (KCDHS) has partnered with the Kern County Public Health Services Department (KCPHDS) and the Community since November 2010 in the Call to Action: Chronic Disease and Obesity Action Plan. This plan seeks to improve nutrition education and promote active lifestyles. We believe that community health must be achieved collaboratively, and that's why we are actively participating in the Call to Action. The Call to Action is intended to have the most influence on developing environmental and policy change supporting healthy lifestyles, choices and behavior change by engaging residents, community organizations, local leaders and businesses.

The KCDHS will engage government agencies that already serve our CalFresh participants, low income (below 185% FPL) individuals and families in our communities to provide nutrition and physical education. These individuals and families are more likely to participate because these government agencies already provide our communities with specific services they are in need of and are located directly within the community it serves, which will increase participation as accessibility will not be a barrier. These service areas will be identified by census tracts and proxy sites to meet the income requirements, if the individuals or families being served are not currently receiving CalFresh benefits. Our department will coordinate our efforts with our county's government agencies who currently participate in state and locally funded activities to promote nutrition and physical activity education that the activities provided with this project will supplement the education and not duplicate efforts. Government agencies and KCDHS will provide the FNS approved nutrition messages consistently throughout Kern County. This effort will further emphasize the importance of 'Healthy Choices' and strengthen the message to our CalFresh participants and low-income individuals and families.

Kern County's, Call to Action Plan sets the foundation for a County Nutrition Action Plan (CNAP). The Call to Acton Plan's objective is broad-based and focused on nutrition and physical activity to reduce obesity and chronic disease and will allow the

support and foundation to develop a CNAP for Kern. The coordination of efforts are as follows:

1. ***Providing consistent nutrition messages.*** Efforts on one or two key behaviors would increase the potential for achieving outcomes. Kern plans to focus on increased consumption of fruits and vegetables and reduction of sugary drinks, with increased physical activity.

2. ***Leveraging resources more effectively.*** Coordination of efforts will help to maximize the investment in nutrition education and increase positive results.

3. ***Providing better information sharing among programs.*** Meetings facilitate information sharing among stakeholder and other nutrition education providers.

4. ***Creating new and innovative ideas.*** Collaboration across programs helps bring new and varied perspectives in addressing existing problems.

5. ***Increased potential for getting results.*** Collaboration results in more integrated and comprehensive nutrition education that reaches individuals, families, and communities with the greater intensity and duration needed to make behavior change more achievable.

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CDSS Budget Justification
October 1, 2012-September 30, 2013

County: KERN
Contact: Pam Holiwell (661) 631-6136 holiwep@co.kern.ca.us Tony Lopez (661) 868-8952 lopezt@co.kern.ca.us

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Tony Lopez Title: Program Director	$ 92,760	0.1000	100.0%	0.0%	$ 9,276
2. Name: County Extra Help - Marilynn Sanchez Title: Administrative Coordinator	$ 58,044	0.5000	5.0%	90.0%	$ 29,022
3. Name: Ana Carlson Title: Office Service Specialist	$ 41,888	0.1000	100.0%	0.0%	$ 4,189
4. Name: County Extra Help - To Be Determined Title: Health Education Assistant I	$ 39,007	0.5000	5.0%	95.0%	$ 19,504
Subtotal	**$ 231,699**	**1.2000**	**210%**	**185%**	**$ 61,991**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Program Director**	Oversight of work with departmental staff and government agencies in planning and follow through on outreach of educational events at health fairs, schools, and other promotional activities; work with schools, churches, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition/physical activity curriculum and education materials to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community nutrition outreach efforts to encompass nutritional/physical activity components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Supervises the Administrative Coordinator.

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2	**Administrative Coordinator (Extra Help)**	Assists the Program Director with the oversight of work with project staff and government agencies. Works with government agencies who works directly with the individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles. Assists with administering the nutrition/physical activity education contract and budget, attends nutrition/physical activity education and scope of work related meetings, develops program plans and participates in the community collaborative. Coordinates contract reporting requirements. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Assist wth administering the nutrition education contract and budget, assists with supervising nutrition education staff. Supervises the Health Education Assistant. Assists the Health Education Assistant in capturing and documenting educational events and with writing project reports and preparation of other reports as instructed by CDSS.
3	**Office Service Specialist**	Provides administrative and office support for the project staff and is responsible for preparing reporting requirements. Assists with the nutrition education contract; preparing budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition/physical education contract. Assists in development and maintenance of a data collection.

4	**Health Education Assistant I (Extra Help)**	Provides nutrition education to government agency trainers and assist with the development of FNS approved curriculum. Specific duties include: training on general nutrition education, observation of general nutrition education in a classroom or group setting, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 48 % of salaries

1. Includes payroll taxes and medical/dental benefits of personnel salaries. KCDHS's employee fringe benefit rate has been determined based on the budget proposed to the Kern County Board of Supervisors. Includes FICA, Retirement, Deferred Compensation, Group Medical/Dental/Vision, Retired Medical, Unemployment Insurance, and Workers' Compensation Insurance; 2. Includes County Extra Help employee fringe benefit rate has also been determined based on the budget proposed, and is solely for Social Security (FICA)

SUBTOTAL: $ 29,755

C. OPERATING EXPENSES:

1. Office supplies (such as, but not limited to, pens, pencils, postage, notepads, paper, chart paper, markers, name tags, binders, folders, dividers, file folders, CD discs and memory sticks) as needed for Project; staff positions 1-4	$7,000
2. Telephone lines used by project staff, positions 1-4 ($175 per month)	$2,100
3. Copier and printer costs for Project, such as posters, banners, print and/or scan materials in support of nutrition education activities; paper products for nutrition education materials such as brochures, pamphlets, etc., positions 1-4	$4,500

SUBTOTAL: $13,600

D. EQUIPMENT EXPENSES::

SUBTOTAL: $ -

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E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Annual Network Conference

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
1	2,4	2	160	0	400	200	30	790

.555 per mile

SEE TAB: Travel - Per Diem $1,731

SUBTOTAL: $6,449

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) See government agencies budgets 1-2.
   a. Kern County Public Health Services Department $324,829
   b. Kern County Aging and Adult Services Department $132,763

2) **Nutritional food demostrations at Kern County Aging and Adult Services Department Senior Center offices-Service agreement with Local Health Educators will provide food demonstrations. Includes costs for food, recipe cards, travel cost, utensils and food storage equipment. 22 Food demonstrations targeting 2,300 participants** $30,000

3) **Kern County Information Technology Department will provide services for the development and implementation of website improvements for the Kern County Department of Aging and Adult Services website: www.co.kern.ca.us/aas. To include functionality design and implementation of a new section of the website to contain FNS approved health education information, recipes and other related information.** $16,000

$503,592

G. OTHER COSTS:

Type of Costs

Nutrition/Physical Activity Education Materials and Resources for various project activities to include community activities and nutrition/physical activity staff training. Eat Smart, Live Strong promotion and materials, and other approved nutrition/physical activity materials. Not more than $4 per person -SNAP-Ed eligible participants. To be used in collaboration with government agencies. $8,000

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $8,000

H. INDIRECT COSTS: Indirect cost rate.

__17__% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ 10,538

TOTAL	$ 231,699.00	1.2000			$ 634,875

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SNAP-Ed Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: KERN
Contact: Lito Morillo, Interim Director (661) 868-1051

A

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Jeanette Downs Title: Business Manager	$ 73,326	0.0500	5.0%	0.0%	$ 3,666
2. Name: County Extra Help - To be determined Title: Health Education Assistant I	$ 23,459	1.0000	10.0%	90.0%	$ 23,459
3. Name: Martin Reynoso Title: Administrative Cordinator	$ 61,784	0.2000	5.0%	15.0%	$ 12,357
4. Name: Mark Johnson Title: Sr. Information Systems Specialist	$ 75,854	0.0500	0.0%	5.0%	$ 3,793
5 Name: Luanne Jones Title: Sr. Nutrition Program Coordinator	$ 61,784	0.0500	0.0%	5.0%	$ 3,089
6. Name: Donna Iannotti Title: Sr. Nutrition Program Coordinator	$ 58,233	0.0500	0.0%	5.0%	$ 2,912
Subtotal	**$ 354,440**	**$ 1.40**	**$ 0.20**	**$ 1.20**	**$ 49,276**

POSITION DESCRIPTIONS:

1	**Business Manager**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs and other promotional activities; work with departmental staff and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy lifestyles. Supervise required fiscal and performance reporting.
2	**Health Education Assistant I (Extra Help)**	Provide nutrition presentations to a variety of stakeholders to explain project, encourage participation, and utilize data; compile, organize, and report data to the department for analysis; Develop materials and facilitate health education in group settings. Teach general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition. Participate in nutrition eduction based trainings.
3	**Administrative Coordinator**	Assists the Business Manager with nutrition education program planning and development. Under the direction of Business Manager, works with the Project Staff who works directly with the individuals and small groups providing curriculum-based, prevention-oriented general nutrition education targeted to SNAP-Ed eligibles. Assists with administering the nutrition education contract and budget, attends nutrition education and scope of work related meetings, develops program plans and participates in the Regional collaborative. Coordinates contract reporting requirements. Assists in development and maintenance of a data collection system with emphasis on fiscal information.
4	**Senior Information Systems Specialist**	Assist in the design and particpates in the development, testing, and implementation of the AASD website, to promote local nutrition education.

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5 & 6	**Senior Nutrition Coordinators**	Assists the Project to plan and develop nutrition education activities. Works with departmental staff and community organizations in planning and promoting good health through dissemination of nutrition education materials at senior centers; to promote existing and/or new promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

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B.	**FRINGE BENEFITS:**			
	Federal Share:			
	1. Includes payroll taxes and medical/dental benefits of personnel salaries. KCAASD's employee fringe benefit rate has been determined based on the budget proposed to the Kern County Board of Supervisors. Includes FICA, Retirement, Deferred Compensation, Group Medical/Dental/Vision, Retired Medical, Unemployment Insurance, and Workers' Compensation Insurance; (Benefit percentage rates varies) staff positions: 1, 3, 4, 5, 6 .			$ 21,433
	2. County Extra Help employee fringe benefit rate has also been determined based on the budget proposed, and is solely for Social Security (FICA); staff position 2			$ 340
			SUBTOTAL:	**$ 21,773**

C.	**OPERATING EXPENSES:**			
	Federal Share:			
	1. Office supplies for Nutrition activities including supplies (such as, but not limited to, pens, pencils, postage, notepads, paper, chart paper, markers, name tags, binders, folders, dividers, file folders, CD discs and memory sticks) as needed for Nutrition Education and Promotion activities; staff positions 1-6.			$ 5,000
			SUBTOTAL:	**$5,000**

D.	**EQUIPMENT EXPENSES:**			
			SUBTOTAL:	$ - $0
E.	**TRAVEL AND PER DIEM: Travel is estimated**			
	Federal Share:			
	3. REGIONAL NETWORK-SPONSORED TRAININGS (Various Locations)			$ 128
	1 FTE(Health Education Assistant)			
	Travel/Mileage: Calculated at $0.555/mile x 230 miles			
	One-day meetings do not require lodging, meals, and incidentals			
	No registration fees for meetings			
	5. RETHINK YOUR DRINK TRAINING (Sacramento)			$ 528
	1 FTE(Health Education Assistant)			
	Travel/Mileage: Calculated at $0.555/mile x 600 miles roundtrip = $333			
	Lodging: $100 per night ($84 + tax) x 1 night = $100			
	Meals and Incidentals: $40/day x 2 days = $80			
	Parking: $15 per day x 1 day = $15			
	6. MILEAGE / FLEET / DHS VEHICLES - MISC (Various Locations)			$ 5,273
	Associated costs for project staff using personal or county fleet vehicles to travel to and from meetings, trainings, and/or activity sites. Staff Positions 1-6 ($0.555 x 9500)			
			SUBTOTAL	**$ 5,929**

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F.	**SUBCONTRACTORS:** Include subcontractor(s) information. Can attach Subcontractor Budget Justification. **1) Contract with a local television station for the development and production of a 30 second infomercial on FNS approved health education to improve overall health through healthy eating, regualr physical exercise, continued mental stimulation and restful sleep. This piece will be aired at least 290 times on the television station during time slots shown by their research to be predominately viewed by our target audience, seniors and SNAP eligible individuals. In addition, the piece will be posted on our website for viewing by the general public.** (Prior to production, the local television station will be asked to provide evidence-based targeting methodology. And the project will conduct focus group testing of the infomercial)	$	10,000
	SUBTOTAL:		**$10,000**
G.	**OTHER COSTS:** **Federal Share:** 1. FNS approved Nutrition Education Materials and Recources for various project activities to include community activities, nutrition education information brochures, and nutrition staff training. Eat Smart, Live Strong promotion and materials, and other approved nutrition materials, nutrition education community forums and/or local media activities. Printing/purchasing costs for up to 50,000 SNAP and income qualifying eligibles. Resources (English/Spanish) are class materials, evaluations and surveys, necessary to promote nutrition, improve participation in classes and measure effectiveness. In researching the approved resources, there are few if any that are available at no cost.	$	30,000
	2. Program participation reinforcement and incentives (calendars, magnets, recipe books, etc.). Not more than $4 per person for 2370 potentially SNAP-Ed eligible participants.	$	9,480
	SUBTOTAL	$	39,480
G.	*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.		
H.	**INDIRECT COSTS:** Federal Share: Indirect Cost: The indirect charges represent costs that cannot be directly attributed to project operations. These costs include, but are not limited to: Office of the Director staff (i.e., Administration, Accounting, Data Management, Supply), County Administrative Office, County Personnel, County Counsel, General Services, repairs and maintenance. (Percentage rates varies on each item)		
	SUBTOTAL	$	1,305
	TOTAL COST:	**$**	**132,763**

EXHIBIT A

Kern County Aging & Adult Services Department SNAP-Ed Innovative Project FFY 2013

Proposed Television Infomercial

Alzheimer's Disease and other forms of dementia effect many people in the second half of their lives.

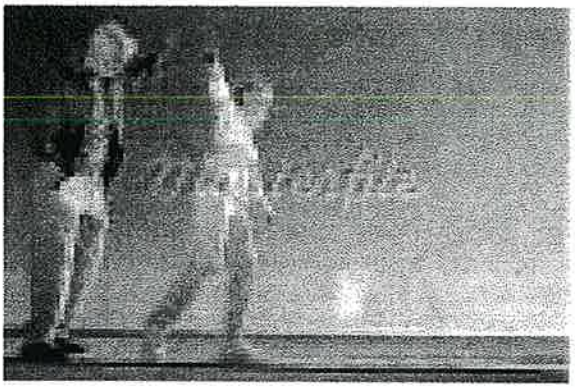
A decline in memory and thinking skills is not something anyone looks forward to in their Golden Years. How can this be prevented? Research has shown that a Brain-Healthy lifestyle can help to prevent or delay the onset of these debilitating conditions.

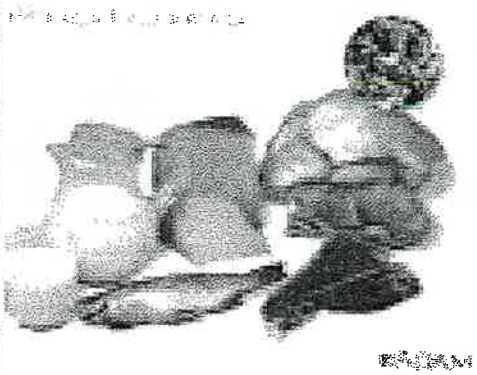
So, what is a Brain-Healthy lifestyle?

Exercise Regularly. Regular exercise has been found to be the most important thing you can do to keep your brain healthy and prevent or slow the onset of dementia. It increases the flow of blood to your brain and keeps

EXHIBIT A

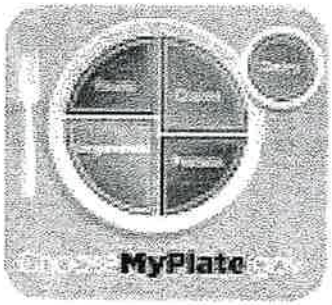
the brain supplied with energy and oxygen. Go for a walk around the block, go dancing, do some gardening, even cleaning the house all count in improving your level of fitness. The objective is to do anything that gets your heart beating faster than normal for 20 to 30 minutes each day, or a total of 150 minutes each week. Regular exercise also helps to control stress and work out frustration as you burn calories and build muscle tone and balance.

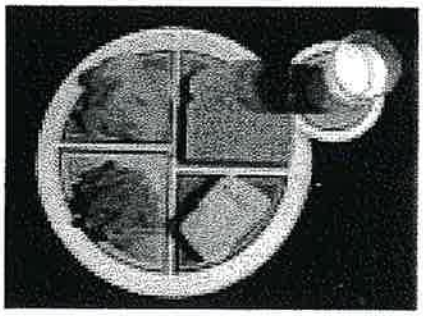




A balance between how much you exercise and how much you eat is also essential to brain health.

Eating a brain-healthy diet, one filled with a variety of fruits and vegetables, lean meats and dairy products and whole grains is also helpful in preventing or delaying the onset of dementia. The USDA My Plate program helps to visualize the amount of each food group that should be eaten.





The USDA recommends at least 5 servings of fruits and vegetables per day. Be adventurous and try something new. Your local Farmer's Market will have lots of different fruits and vegetables to try and helpful farmers to recommend ways to prepare them.

Project Title: Lake County Be Fresh!

Funding Amount Request: $176,619

October 1, 2012 – September 30, 2013

Project Contact Name, Title: Janice Hubbell
Staff Services Analyst

Project Contact Phone Number and Email: 707-262-4549
jhubbell@dss.co.lake.ca.us

a) Related State Objective-

See Objectives

a) Focus on CalFresh Recipients

Lake County Social Services will partner with Lake Family Resource Center to provide nutrition and physical activity education to CalFresh recipients, including new applicants. The program will provide community-based outreach and culturally appropriate follow-up home-based education for the home-bound and under-served CalFresh populations inclusive of Hispanic, Native American, Senior Citizens, Veterans, families with young children, and homeless individuals (including victims of domestic violence).

b) Project Description

In Lake County, the rural landscape of the community, coupled with a lack of available transportation (including a limited public transit system), can often lead to isolation and inactivity. In a County with a total population of about 65,000, there are almost 10,000 CalFresh participants and a potential of more than double that number who may be eligible. 32% of our County's children live in poverty; 43% of CalFresh participants are children. The Lake County Department of Social Services proposes to develop a public private partnership to outreach and educate CalFresh participants in our community who would benefit from one on one education, focused group presentations, and outreach and opportunities to participate in group physical activities.

Lake County Department of Social Services will partner with Lake Family Resource Center to implement key strategies that take our message to where eligible participants gather and/or where they live.

The key educational message and objective of the program will be to increase fruit, vegetable, and whole grains intake and daily physical activity for CalFresh participants. Lake Family Resource Center will hire a Nutritionist to develop the demos and train the educators. Key strategies include home visits, and physical activity workshops and food demonstrations at community events. Targeted populations include Cal Fresh recipients in the following categories; homebound seniors, Native Americans, Hispanics, families of young children, fathers, homeless – including veterans and victims displaced due to domestic violence, and developmentally disabled individuals. Sites of service will include Early Head Start, Head Start and Migrant Head Start programs, State Preschools, domestic violence shelter, farmer's markets,

festivals and health outreach events, neighborhood grocery stores, parks, private homes, and low income housing projects.

Lake FRC will partner with the Senior Centers and Meals on Wheels to identify CalFresh eligible, homebound seniors for enhanced services. Through training of volunteers and Senior Center staff, Lake FRC will partner to increase the frequency of Senior Center contact with homebound seniors from quarterly to 6 bi-weekly home visits. During the home visits, participants will learn techniques and practices that will enable them to shop appropriately within a limited budget, make healthy meals to supplement the food they receive from Meals on Wheels, and learn developmentally appropriate physical activity approaches that are within their ability to perform. We feel that partnering with the Senior Center that we will be able to reach a larger population in need of our services.

Cal Fresh participants who attend demonstrations either through DSS or at community-based venues will also be given the opportunity to participate in home visits at which they will receive instruction, recipes, nutritional information and ideas for increased family participation in physical activities. Participants will also be invited to special "day in the park" events where healthy, affordable snacks will be demonstrated and fun, family-friendly physical activities will be played. A benefit in addition to healthy eating and physical activity will be a reduction of isolation and an opportunity for families to get to know others in their community.

Lake FRC anticipates reaching at least 4,000 CalFresh participants/eligible individuals, through both community presentations and participation in the home visiting component. CalFresh recipients will be able to attend as many of the community presentations as they desire.

Participants receiving home visiting services will receive a minimum of 6 home visits.
Lake Family Resource Center's traveling Be Fresh "road show" will enable Cal Fresh recipients the ability to participate in the project whether or not they have access to transportation thus increasing the number of people who will benefit from the project.

c) Summary of Research

See Section A.

d) Use of Existing Educational Materials

Educational Materials

Title	Author	Description	Language
Activities to Promote Healthy Nutrition and Physical Activity Habits Among Children	North Dakota State University Extension Service	Activities & lessons to reinforce nutrition & fitness concepts for children in group settings.	English & Spanish
Family Guide to Physical Activity for Children (6-9 years of age)	Public Health Agency of Canada	Family-friendly, filled w/tips for parents & caregivers to help children learn about importance of physical activity and cincrease activity levels	English & Spanish

Family Guide to Physical Activity for Youth (10-14 years of age)	Public Health Agency of Canada	Tips to raise healthy youth & learn about importance of physical activity to achieve life-long health benefits. Ideas for family-based activities	English & Spanish
Energize Yourself and Your Family	DHHS. NIH. NIDDK. Weight-control Information Network	Includes info on making healthy meals, food labels & moving more as a family	English & Spanish
Healthy Kids Healthy Families	DHHS. Centers for Disease Control & Prevention. VERB Program	Benefits to physical activity and suggests enjoyable, age appropriate activities	English & Spanish
My Pyramid for Kids	USDA	Fun, interactive games to teach kids about nutrition & physical activity	English & Spanish
Tips for Families	USDA	2-sided MyPyramid for Kids mini-poster featuring graphic on one side & eating and physical activity tips on the other	English & Spanish
General Exercise Guidelines for People with Disabilities	University of Illinois. National Center on Physical Activity & Disability	Info on general exercise guidelines for a disabled person	English & Spanish
Active at Any Size	DHHS. NIH. NIDDK. Weight Control Information Network	Addresses challenges for very large people & assists in being more active & healthier, no matter size	English & Spanish
Be Active Your Way: It's So Easy	CA Dept of Health Services	Benefits & recommendations for physical activity. General tips & physical activity pyramid	English & Spanish
Fit and Fabulous as You Mature	DHHS. NIH. NIDDK. Weight-control Information network	Benefits of exercise, tips for moving more, food label information, healthy food preparation & serving sizes.	English & Spanish
10 Steps to help You Fill Your Grocery Bag Through SNAP	USDA. Food and Nutrition Service	Tools to help learn if you or someone you know might be eligible for SNAP	English & Spanish
Busy Families and Mealtime/Las comidas	Extension en Espanol	Helpful Hints for enjoyable family meals	English & Spanish

en familia			
Cheap and Healthy Shopping List	Communicating Food for Health	List of inexpensive, healthy items to purchase in grocery store & strategies for saving money. Also tips for meals on the go	English & Spanish
Rethink your Drink	Centers for Disease Control & Prevention	Practical advice to cutting calories by making healthier drink choices	English & Spanish
Food Stamp Office Resource Kit	Network for a Healthy California	Focuses on educating food stamp recipients and applicants about the choices that lead to good nutrition and healthy behavior	English & Spanish
My Plate	USDA	Educational material that bring the messages of My Plate	English & Spanish

e) Key Performance Measures/Indicators

Lake FRC will develop a pre/post test for participants to measure the following:

- CalFresh individuals and families participating in focused presentations and home visits will have increased knowledge regarding healthy dietary choices and importance of movement and physical activity.
- CalFresh individuals and families participating in focused presentations and home visits will have increased consumer understanding of diet-disease relationships.
- CalFresh individuals and families participating in focused presentations and home visits will have improved ability to make healthy food purchases within budget limitations.
- CalFresh individuals and families participating in home visits will choose and consume more fruits, vegetables, and grains after the 6-week intervention.
- CalFresh individuals and families participating in home visits will increase their frequency of physical activity
- Lake FRC will conduct a satisfaction survey of focused presentation and home visit participants to determine the degree to which the project met their needs and expectations.

f). Evaluation Plans:

Evaluation of the Lake Count Department of Social Services will collect pre/post test, surveys from those who participate in nutrition education activities.

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Early Head Start	Lake FRC Early Head Start	896 Lakeport Blvd	Lakeport	95453		*All Races*		*Eligible by Proxy Serving those that fall below the 185% federal poverty level*
Head Start	Upper Lake Head Start #1	629 2nd St.	Upper Lake	95485		*All Races*		*Eligible by Proxy Serving those that fall below the 185% federal poverty level*
Head Start	Upper Lake Head Start #2	675 Clover Valley Rd	Upper Lake	95458		*All Races*		*Eligible by Proxy Serving those that fall below the 185% federal poverty level*
Senior Center	Lakeport Senior Center	527 Konocti Ave.	Lake	95453		*All Races*	70%	*Per email from Staff that are below 185% Federal Poverty level*
Head Start	Meadowbrook Head Start	6958 Meadowbrook Drive	Clearlake	95422		*All Races*		*Eligible by Proxy Serving those that fall below the 185% federal poverty level*

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Migrant Head Start	Migrant E-Center	5081 Konocti Rd	Kelseyville	95451		*All Races*		*Eligible by Proxy Serving those that fall below the 185% federal poverty level*
Head Start	Pearl Head Start	14501 Pearl Ave	Kelseyville	95451		*All Races*		*Eligible by Proxy Serving those that fall below the 185% federal poverty level*
Head Start	Lakeport Head Start	2508 Howard Ave	Lakeport	95453		*All Races*		*Eligible by Proxy Serving those that fall below the 185% federal poverty level*
State Preschool	Kelseyville State Preschool	4410 Konocti Road	Kelseyville	95453		*All Races*		*Eligible by ProxServing those that fall below the 185% federal poverty level*
State Preschool	Burns Valley Preschool	3620 Pine St	Clearlake	95422		*All Races*		*Serving those that fall below the 185% federal poverty level*
State Preschool	East Lake	13050 High	Clearlake	95423				*Serving those that fall below the 185% federal*

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
	Preschool	Valley Road	Oaks			*All Races*		*poverty level*
State Preschool	Lakeport Preschool	2508 Howard Street	Lakeport	95453		*All Races*		*Serving those that fall below the 185% federal poverty level*
State Preschool	Lower Lake Preschool	9430 Lake Street	Lower Lake	95457		*All Races*		*Serving those that fall below the 185% federal poverty level*
State Preschool	Lucerne Preschool	3351 Country Club Drive	Lucerne	95458		*All Races*		*Serving those that fall below the 185% federal poverty level*
State Preschool	Middletown Preschool	20932 Big Canyon Road	Middletown	95461		*All Races*		*Serving those that fall below the 185% federal poverty level*
State Preschool	Pomo Preschool	3350 Acacia Street	Clearlake	95422		*All Races*		*Serving those that fall below the 185% federal poverty level*
Domestic Violence Shelter	Freedom House	5350 Main Street	Kelseyville	95451		*All Races*		*Serving those that fall below the 185% federal poverty level*

FFY 2013 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: Lake

Federal Share Budget		FFY 2012 CARRY-IN
Personnel Salaries	$	84,916.00
Fringe Benefits	$	29,721.00
Operating	$	22,950.00
Equipment & Other Capital	$	-
Travel	$	8,934.00
Subcontractors	$	6,213.00
Other Costs	$	-
Indirect Costs	$	17,195.00
Total Federal	$	169,929.00

FFY SNAP-Ed 20 J13 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Lake County
Contact: Janice Hubble

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Janice Hubble* Title: *Staff Service Analyst*	$ -	*0.10*	*100.0%*	*0.0%*	$ -
2. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**0.1000**	**100%**	**0%**	**$ -**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Staff Service Analyst**	Provides administrative and office support for the project staff and is responsible for the reporting requirements.
2		
3		

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

4	**Administrator (e.g., Director of Programs)**	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program planand participates in the Regional collaborative. Coordinate contract reporting requirements.
5	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
6	**Nutritionist/Nutrition Educator/Nutrition Aide**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
7	**Program Assistant**	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, works directly with individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $ -

C. OPERATING EXPENSES:

$0
$0
$0
$0
$0
$0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

FFY SNAP-Ed 20.. J13 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

$0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) Family Resource Center $169,929
2)

SUBTOTAL: $169,929

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

$0
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.1000			$ 169,929

FFY SNAP-Ed 20 J12 Innovative Project
CDSS Budget Justification
October 1, 2012- September 30, 2013

County: Lake (Family Resource Center
Contact: Janice Hubbell

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Director of Programs Title:	$ 62,400	0.15	100.0%	0.0%	$ 9,360
2. Name: TBD Title: Nutritionist	$ 41,600	0.5000	0.0%	100.0%	$ 20,800
3. Name: TBD Title: Nutrition Advocate	$ 35,360	1.0000	0.0%	100.0%	$ 35,360
4. Name: TBD Title: Nutrition Advocate	$ 27,040	0.5000	0.0%	100.0%	$ 13,520
5. Name: TBD Title: Accounting Staff	$ 29,640	0.1000	100.0%	0.0%	$ 2,964
6. Name: TBD Title: Clerical Staff	$ 29,120	0.1000	100.0%	0.0%	$ 2,912
Subtotal		**2.3500**	**100%**	**300%**	**$ 84,916**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Administrative Coordinator (e.g., Director or Programs)**	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program plan and participates in the Regional collaborative. Coordinate contract reporting

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
October 1, 2012- September 30, 2013

2	**Nutritionist**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy lifestyles.
3	**Nutrition Advocate**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

FFY SNAP-Ed 20 J12 Innovative Project
CDSS Budget Justification
October 1, 2012- September 30, 2013

4	**Accounting Staff**	Responsible for all payroll, accounts payable, and program invoicing functions. Supervised by the Director of Finance who is responsible for managing the nutrition education contract including budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Prepares Budget Adjustment Requests as necessary.
5	**Clerical Staff**	Provides administrative and office support for the project staff and is responsible for the reporting requirements. Provides general clerical support to the Program. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 35% % of salaries

SUBTOTAL: $ 29,721

C. OPERATING EXPENSES:

Operating Expenses =	$0
Office Supplies - Includes the cost of pens, paper, general office needs, desk supplies postage, etc. calculated at $100 per month x 7 months	$1,200
Food Supplies for demonstrations	$5,028
Building Rental $350/mo. X 7 months	$4,200
Utilities and Telephone	$3,600
Building Maintenance and Repair	$1,200
Printing and Copying	$2,700
Publication/Advertising	$2,000
Dues and Subscriptions	$202
Equipment & Computer Repair & Maintenance	$1,200
Equipment Rental (copiers & postage meter)	$1,200
Vehicle Rental $30 x 14 times	$420

SUBTOTAL: $22,950

D. EQUIPMENT EXPENSES::

SUBTOTAL: $ -

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
October 1, 2012- September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
1	2	2	$80		$120*2=$240	$122		$442
2	2,3	2	$160		120*2 staff*2 days=$480	$122	Registration $300	$1,062

In town travel to Senior Center and outside facilities 1115.5 miles per month x .555x 12 mos $7,430
For positions 1-6 $0
$0

SUBTOTAL: $8,934

F. SUBCONTRACTORS:

Include subcontractor's) information. Can attach Subcontractor Budget Justification.

1) Lakeport Senior Center- Nutrition Advocate = $263/mo x 12 = $3,156 , Mileage to Seniors Homes = $3056 $6,213

2)

SUBTOTAL: $6,213

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

$0
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

FFY SNAP-Ed 20x /12 Innovative Project
CDSS Budget Justification
October 1, 2012- September 30, 2013

H. INDIRECT COSTS: Indirect cost rate.						
15.00% **of total salaries** 114,637 =17,195						
or ___% of Modified Directs (provide what costs to be included)			$ -	**SUBTOTAL:**	$	17,195
TOTAL	$ -	2.3500			$	169,929

FFY 2013 SNAP-Ed County Welfare Department (CWD) Innovative Pilot Project

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **Lassen Best Food Forward**

FFY 2013 Award Amount **$147,090**

Project Contact Name, Title: **Bethany DuVarney, Project Coordinator**

Project Contact Phone Number and Email **(530) 251-2717, bduvarney@co.lassen.ca.us**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* Monday-Friday 8:00-5:00

a. Related State Objectives

See State Level Objectives

b. *Audience*

Specify the audience category as explained in Section A: Identifying and Understanding the Target Audience and other relevant characteristics of the proposed audience (e.g., age, gender, ethnicity, language.).

The targeted audience category for the Lassen Best Food Forward project will be CalFresh recipients and low-income individuals eligible to receive SNAP benefits. While some of the messages and activities will reach non-CalFresh participants by virtue of being displayed in public areas, all messages and activities will be designed for and delivered to CalFresh enrollees. We will be mindful of seniors and homeless CalFresh recipients when creating and funding projects. In addition, we will be targeting first women, then children, in households participating in SNAP-ED as women are the primary shoppers in households.

c. Focus on CalFresh Recipients. Site of one federal and two state prisons, Lassen County has approximately 22,000 nonincarcerated residents. Of these, more than 3,000 receive CalFresh benefits. There has been a 63% increase in CalFresh enrollees in the past four years. In the past year, the CWD has averaged 168 new CalFresh applicants per month and 114 new approvals. We know there are others who may be eligible for these services but who may not know about or do not take advantage of CalFresh. Typically 40% of Lassen County residents who are eligible for Medi-Cal are not enrolled. If the same is true for CalFresh eligible citizens, an additional 1,200 people could be enrolled. Free/reduced school lunch program enrollment ranges from 29 to 85%, depending upon the individual school district. The Lassen Modoc Food Bank serves 4,000 people (13% of population) in a two county region every month and gives away 20,000 pounds of food. They are one of several food distribution sites and all are seeing a rise in demand.

Hunger and food insecurity is a growing concern in our county. The recession has changed the face of those in need. Middle class families and individuals who have fallen on hard times or seniors whose social security and retirement doesn't stretch as far are the new "food insecure". These groups are not used to asking for help or relying on public assistance programs and tend to remain stoic. In the past, CalFresh funds generally supplemented a family's food budget, but since the recession it is now often their only source of income to purchase food. Rural areas have higher priced food, limited selection, and fewer grocery stores to choose from. High food prices and limited selection in stores located in the rural areas of our county restrict a family's ability to serve lean meats, high fiber/low fat foods, and fresh fruits and vegetables. Coupled with low nutrition knowledge, this often leads to a reliance on processed and fast foods. It is more important than ever for people to have nutrition knowledge, to be able to shop smart, and to know how to cook healthy meals using seasonal foods and sale items, as well as how to grow and preserve their own food.

The goals of our project are: 1) increase nutrition knowledge of CalFresh recipients; 2) increase access to healthy foods; and 3) boost the amount and types of nutritious foods being served at congregate meal sites – schools, senior centers, and the homeless shelter. The project will run from January 1, 2012 through September 30, 2013. All CalFresh recipients will receive multiple notices about the Best Food Forward project and of opportunities to participate in activities.

c. Project Description.

We plan to "kick off" the Best Food Forward project with a food summit in the fall of 2012. This will bring together CalFresh recipients, churches, schools, family resource centers. The USDA, Cooperative Extension agents, the local Cattlewomen's Association, community based organizations (Salvation Army, Aurora Network, Crossroads, Lassen Family Services, ect.), Tribal TANF, famers market leaders, community supported agriculture (CSA), grocery stores, restaurants, health care providers, local government, senior centers, master gardeners, and waste management companies. From this meeting we will piece together a directors of local resources and identify gaps.

After the Summit we will solicit innovative project activities focused on our goals. We anticipate being able to fund up to five local partners for a variety of projects during the grant period. Potential partners will be asked to present fresh ideas for project activities that will engage and benefit their local communities and CalFresh recipients. We will also provide guidance and support for those who plan to obtain and leverage their successful projects with additional grant funding. In addition, we will work closely with the Community Food Council in the neighboring Plumas County, a similar project that started some years ago and has been successful in developing mutually beneficial relationships between food consumers, vendors, and producers.

Goal 1: Increase Nutrition Knowledge of CalFresh Recipients

For a variety of reasons there is a lack of knowledge surrounding nutrition and proper diet, especially among lower socioeconomic groups. This is further exacerbated by a limited food budget and the higher cost of fresh and healthy foods vs. processed. Some of the innovative project activities funded will be for basic nutrition education focused on food

groups and My Plate, meal planning, reading labels, recipes with nutrition and cost per serving information, introducing healthy foods into your child's diet, healthy snacks, one pot meals, etc. Messages can be delivered through a variety of settings: periodic mailings, coupon clipping clubs, field trips to grocery stores, education on local food resources, home gardening and food preservation, and cooking classes particularly those geared toward working and single parent households. The Food Bank has agreed to provide recipe cards and nutrition information for the ingredients in the boxes of food they distribute. Healthy recipes and meal plans will be developed for the ingredients contained in each box. Local grocery stores can feature displays with sale items grouped together to feature a healthy meal. We will also make recipes for wild game and fresh water fish available since many of our families rely on this as a primary source of protein.

Nutrition education classes will be held in communities, schools, senior centers, and churches. People delivering nutrition education will be registered dieticians, health professionals, or individuals with extensive nutrition education experience. (Note: There are no registered dieticians in the county; the closest is 1½ hours away in Reno, Nevada.) Nutrition focused activities offer a prime opportunity to partner with local health centers, WIC, and Lassen County Health and Social Services to promote healthy eating as a tool for disease prevention and management for those with diabetes, heart disease, and hypertension.

Goal 2: Increase Access to Healthy Foods

We hope the Food Summit will create new partnerships that will increase the availability of healthy food choices, especially in the more remote areas of the county. Targeted access points will be congregate meal sites, grocery stores in isolated areas (Herlong, Westwood, and Bieber), food distribution sites, farmers markets, and CSAs. Most of our outlying communities have less than 1,000 people and are at least 45–90 minutes away from Susanville, the main shopping area in the county. Small stores do not have the ability to buy at discounted prices like Safeway or WalMart and the result is prices for fresh foods are substantially higher. Small stores also carry only what people will eat and pay for. Individuals with poor nutritional knowledge may not choose healthy foods and therefore stores do not stock them. We plan to work with stores and communities to break this cycle.

During the summer months there are weekly farmers markets in Susanville and Janesville (8 miles from Susanville), and occasionally one in Bieber. We would like to increase access to locally grown produce and meats through farmers markets and CSAs. The local farmers markets accept CalFresh EBT, and WIC. An innovative project activity would be to assist in the expansion of farmers markets and assure all farmers markets and CSAs are able to accept CalFresh EBT and WIC vouchers.

Gardens are one of the most cost effective methods of obtaining nutritious foods. The county is fortunate to have a number of local garden clubs, master gardeners, garden stores, a Cooperative Extension office, and adequate land and water. Innovative projects will be funded to hold classes on gardening and composting. Master gardeners can provide on-site technical assistance to CalFresh recipients who want to start gardens. Gardens will be

located in nontraditional areas such as senior centers and family resource centers. Currently the grocery stores send the old produce out of town to be composted. We will work with our new local waste management company, restaurants, schools, and grocery stores to create community compost centers. Being able to compost locally would save CalFresh recipients transportation money and improve local gardens. There is a master composter in the community who has volunteered to assist with the compost project. Extension agents and citizens knowledgeable in food preservation can teach classes on canning, freezing, dehydrating, etc. It may be difficult to establish school gardens because the growing season is during school vacation but the students could start the seedlings at school and bring them home to their families.

Goal 3: Boost the Amount and Types of Nutritious Foods Being Served at Congregate Meal Sites

The schools are an important venue for disseminating nutrition education information and providing healthy meals. As school budgets have declined, food budgets have been reduced and home economics and health classes have been reduced or eliminated in many of our schools. School breakfast and lunch are often the only food students who live in food insecure homes may have available to them. Some of our schools need to increase the nutritional value of the meals served. At Lassen High School in Susanville lunch service is limited and students leave campus to dine on fast food and grocery store items. Westwood High School does not have a cafeteria and students must travel to the elementary school to eat. Most are embarrassed to eat at the elementary school and opt not to eat or go to a local establishment. We would like to begin a dialogue with the school superintendents and food service managers to increase the use of local produce and meats, assure meals are healthy, and that all students are eating on campus. In the short term we may not be able to solve the issue of students eating on campus but an innovative project activity could be to create a voucher program that students could use at local restaurants and grocery store deli counters. We could work with local restaurants to create a healthy menu that students could use their vouchers for. We will be looking to Oregon and Washington as examples of states that have developed creative ways of sourcing local food products and revamping school food programs.

Other congregate meal sites include senior centers and Crossroads, the soup kitchen located in Susanville. The senior centers' meals are approved by a nutritionist but the cost of preparing the meals and the government and diner funding they receive leaves them with a deficit. Meals at Crossroads are based on food available at the time. Innovative project activities could be to work with these agencies to provide more cost effective meals and help stabilize their funding.

It is important to broadcast our messages through a variety of mediums. The annual Children's Fair, Lassen County Fair, and health fairs are good venues to reach large groups of people. We have a weekly newspaper and several radio stations that are very civic minded. We will explore social media such as Facebook, blogs, text messages, etc. as a way to reach younger people. Nutrition education in the schools will include contests, board games, puppets, and skits.

d. Summary of Research.

See Section A.

e. Use of Existing Educational Materials.

All educational materials will be available in English and Spanish. The following is a sample of materials that will be available to recipients. All additional materials provided throughout the Best Food Forward Project and its various activities will be USDA/FNS approved.

- 30 Ways in 30 Days to Stretch your Fruit and Vegetable Budge, CDCt
- 101+ Ways to Save Food Dollars, Alabama Cooperative Extension System
- Shopping List, Cheap and Healthy Shopping List, www.foodandhealth.com
- My Favorite Vegetables/ What Counts as One Cup of Vegetables? USDA
- Ways to Eat Smart and Move More, USDA
- Power Panther Picnic, USDA
- Grab Quick and Easy Snacks, USDA
- Balance Your Day with Food and Play, USDA
- Rustle up Good Grub and Get Moving, USDA
- Ending Hunger. Improving Nutrition. Combating Obesity, USDA
- Food to love for the love of your family, USDA

f. Key Performance Measures/Indicators.

Performance measures will be based on attendance and outcomes of various activities and evidence of knowledge gained. We will assess behavior change at the end of the project since it takes time to adapt to new behaviors. Key measures include, but are not limited to:

- Number of nutrition flyers/info in CalFresh mailings. At least 4 messages will be mailed to clients during the project period.
- Agency meeting attendance sheets and minutes
- Class attendance sheets including age, race/ethnicity, name, gender, SNAP status of participants. At least 40 classes/events will be sponsored during the project period.
- Activity attendance. At least 500 individuals will participate in ongoing activities as evidenced by attendance at 3 or more activities.

- Food Summit attendance sheets. One mini food summit will be held at each Family Resource Center (Herlong, Westwood, Beiber) during the grant period.
- Number of new gardens in the community. At least 5 gardens will be located at nontraditional sites listed above. At least 30 CalFresh recipients will report starting a home garden.
- Number of community compost centers. At least one community compost center will be started.
- Assess knowledge gained. At the end of each nutrition class, shopping trip, ect. At least 60% of attendees are able to create a healthy shopping list within their budget, 100% can demonstrate understanding of food labels, 60% of people able to put together a day of 3 healthy meals.
- Increase access to farmers markets and CSAs. At least 1 more famers market will be established and all farmers markets will accept CalFresh EBT and WIC. At least 10 CalFresh Recipients will report having explored CSA membership. (CSA membership may not be affordable for some recipients.)
- At the end of the grant period behavior changes will be assessed to determine numbers of people able to create a healthy shopping list within their budget, people able to read label, people able to put together a day of three healthy meals. At least 60% of attendees will be able to demonstrate to class/event teachers their proficiency. Teachers will use a checklist to grade each participant.

2. Evaluation Plans

For each education activity such as nutrition classes, shopping trips ect, pre and post test will be administered to the participants to evaluate their understanding of the material and information provided. This will be demonstrated by their ability to create a budget friendly, healthy shopping list before and after the activity, understanding of nutritious foods and what foods are in season at different times of the year, knowledge of easy meals and more. This formative evaluation will provide the program with data of how effective, understandable and relevant the activities are for the participants. In addition, process evaluation will be conducted by tracking the number of materials distributed, the number of participants reached and areas/organizations targeted. Distribution and outreach logs will be kept to track this information.

3. Coordination Efforts

We plan to "kick off" the Best Food Forward project with a food summit in the fall of 2012. This will bring together CalFresh recipients, churches, schools, family resource centers. The USDA, Cooperative Extension agents, the local Cattlewomen's Association, community based organizations (Salvation Army, Auorora Network, Crossroads, Lassen Family Services, ect.), Tribal TANF, famers market leaders, community supported agriculture (CSA), grocery stores, restaurants, health care providers, local government, senior centers, master gardeners, and waste management

companies. From this meeting we will piece together a directory of local resources and identify gaps.

After the Summit we will solicit innovative project activities focused on our goals. We anticipate being able to fund up to five local partners for a variety of projects during the grant period. Potential partners will be asked to present fresh ideas for project activities that will engage and benefit their local communities and CalFresh recipients. We will also provide guidance and support for those who plan to obtain and leverage their successful projects with additional grant funding. In addition, we will work closely with the Community Food Council in the neighboring Plumas County, a similar project that started some years ago and has been successful in developing mutually beneficial relationships between food consumers, vendors, and producers.

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: Lassen

Federal Share Budget		FFY 2012 (Carry-in)
Personnel Salaries	$	8,346.00
Fringe Benefits	$	639.00
Operating	$	1,000.00
Equipment & Other Capital	$	-
Travel	$	2,310.00
Subcontractors	$	-
Other Costs	$	-
Indirect Costs	$	4,500.00
Total Federal	$	-
Total	$	16,795.00

Total Allocation: $147,090

FFY 2013	
$	8,346.00
$	639.00
$	1,000.00
$	-
$	2,310.00
$	115,000.00
$	-
$	3,000.00
$	-
$	**130,295.00**

FFY SNAP-Ed 201. 3 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: LASSEN
Contact: BETHANY DUVARNEY

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Bethany DuVarney* Title: *Project Coordinator*	$ *16,692*	*0.25*	*100.0%*	*0.0%*	$ *16,692*
2. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**0.2500**	**100%**	**0%**	**$ 16,692**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

5	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 7.65 % of salaries

SUBTOTAL: $ 1,278

C. OPERATING EXPENSES:

	$0
Facility/Office Space	$400
Utilities	$360
Computer/Phone Equipment Position #1 0.25 FTE	$240
Office Supplies (paper, copies, printer, ink, pens, pencils, markers, ect.)	$1,000
	$0
SUBTOTAL:	$2,000

D. EQUIPMENT EXPENSES::

	$ -
SUBTOTAL:	$0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

Project Coordinator Local mileage throughout Lassen County (4,000 @ $0.555/mile)	$2,220
Project Coordinator conferences, meetings, per diem, hotel, tolls, parking	$2,400
	$0
SUBTOTAL:	$4,620

FFY SNAP-Ed 201. 3 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Innovative projects and potential subcontractors will be identified at the kickoff Food Summit. We anticipate funding up to 5 local subcontractors in FFY 2013 for projects of various sizes for a total not to exceed:** $115,000

SUBTOTAL: $115,000

G. OTHER COSTS:

Type of Costs

Food Summit- County-wide community partner meeting to kick off project and generate project ideas. Estimated room rent $500, facilitator and speakers $400, marketing $300, supplies (flip charts, markers, handouts, directory, ect) $300. Total cost not to exceed: $1,500

Project marketing- materials, mailings, advertising estimated to reach 3,000+ individuals $3,000

Participant Incentives that support health eating- pocket calculators, slow cookers, cookbooks, ect for up to 500 participants $3,000

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $7,500

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	1.0000			$ 147,090

FFY SNAP-Ed 201. 3 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: LASSEN
Contact: BETHANY DUVARNEY

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Bethany DuVarney* Title: *Project Coordinator*	$ *16,692*	*0.25*	*100.0%*	*0.0%*	$ *16,692*
2. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**0.2500**	**100%**	**0%**	**$ 16,692**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

5	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 7.65 % of salaries

SUBTOTAL: $ 1,278

C. OPERATING EXPENSES:

	$0
Facility/Office Space	$400
Utilities	$360
Computer/Phone Equipment Position #1 0.25 FTE	$240
Office Supplies (paper, copies, printer, ink, pens, pencils, markers, ect.)	$1,000
	$0
SUBTOTAL:	$2,000

D. EQUIPMENT EXPENSES::

	$ -
SUBTOTAL:	$0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

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Project Coordinator conferences, meetings, per diem, hotel, tolls, parking	$2,400
	$0
SUBTOTAL:	$4,620

FFY SNAP-Ed 2012 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Innovative projects and potential subcontractors will be identified at the kickoff Food Summit. We anticipate funding up to 5 local subcontractors in FFY 2013 for projects of various sizes for a total not to exceed:** $115,000

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G. OTHER COSTS:

Type of Costs

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*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $7,500

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	1.0000			$ 147,090

CDSS FFY 2012–2013 SNAP-Ed Innovative Project

Please complete the Project Synopsis Form for the FFY 2012-2013 SNAP-Ed Innovative Projects. Please review the 2012 SNAP-Ed Guidance prior to completing this form.

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Los Angeles County CalFresh Nutrition Education and Healthy Food Demonstration Series

FFY 2012–2013 Proposed Budget: $767,666

Project Contact Name, Title: Simone R. Agee, Human Services Administrator I

Project Contact Phone Number and Email: (562) 908-6884
simoneagee@dpss.lacounty.gov

Additional Important Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)*_____

For examples of project synopses that were submitted and approved by CDSS, see the California SNAP-Ed State Plan for FFY 2011 found on the CDPH's Network for a Healthy California's website.
http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx

a. Related State Objectives

See Obectives 1,2 and 7.

b. Audience

Specify the audience category as explained in Section A: Identifying and Understanding the Target Audience and other relevant characteristics of the proposed audience (e.g., age, gender, ethnicity, language.). The Los Angeles County CalFresh Nutrition Education and Healthy Food Demonstration series target audience includes individuals who live in produce-poor sections of Los Angeles County, where a large portion of the underserved population are African-American, Hispanics, and senior citizens on a fixed income. The EBT Farmers Market project will specifically target certified eligibles in these areas, who are currently participating in SNAP, by providing information of local Farmer's Markets sites that accept EBT.

c. Focus on CalFresh Recipients.

Describe how the project will focus education on CalFresh recipients.

The Los Angeles County CalFresh Nutrition Education and Healthy Food Demonstration series is a two-tiered approach, designed to focus on the health and nutrition of CalFresh recipients by utilizing Public Service Announcements (PSA), to be viewed at the supermarkets where a large percentage of the low-income population purchase food.

The PSA project will build on the current efforts of the Los Angeles County Department of Public Health's nutrition program, "Ask the Dietician." Nutrition professionals will provide food demos and nutrition information to current CalFresh participants, in addition to those who may be potentially eligible.

Additionally, in conjunction with the Los Angeles County DPSS Mobile Outreach Unit, the Healthy Food Demo series will be taken on the road to locations such as schools, hospitals, or medical clinics. The second tier will focus on educating the CalFresh participants on the use of EBT cards at Farmer's Markets by providing promotional materials to CalFresh participants to help increase traffic at Farmer's Markets. The focus will be to educate families and individuals on how to make healthy food choices with the goal of increasing access to the healthy foods available at Farmer's Markets by providing a comprehensive listing of all Farmer's Markets in Los Angeles County, that currently accept EBT cards.

d. Project Description.

Note how you will implement the project, giving particular attention to: key educational messages, how and where it will be delivered, duration of project, the projected total number of individuals participating or reached, and the estimated number of contacts per person reached (the frequency of contacts (number of classes, mailings, billboards, etc.)). Please include key purposes, key strategies and a narrative summary.

The project will be implemented with the key educational message being the "Better Food for Better Living" motto in mind. The food demos will consist of a series of demonstrations utilizing the expertise of a professional nutritionist. The demos will focus on the preparation of healthy and nutritious meals, with the purpose of encouraging the purchase and consumption of fresh produce.

The 60 second PSA advertisements will be viewed on in-store television monitors, in over 25 supermarkets in produce-poor areas of Los Angeles County. The food demo advertisement will repeat every 15 minutes during a 15 hour period. The duration of the in-store PSA project will be for a period of three to six months. Based on the daily per-store traffic of advertising in one store, the number of individuals potentially reached through this innovative media platform is determined to be 46,872 weekly.

The projected number of individuals targeted for the Farmers Market mailings is approximately 485,000 households. The strategy for increasing access to Farmer's Markets includes mailing informative materials to current CalFresh recipients. Mailers will be included with their Quarterly Report, which will include a listing of at least 100

Farmer's Markets in the Los Angeles County area that are equipped to accept the EBT card. Los Angeles County will be supported by Roots of Change and The Ecology Center in this educational endeavor.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Give the title, author and description of existing educational materials that will be used in the delivery of the project/intervention. Specify the language(s) in which the materials will be used including English. Indicate whether the materials will be purchased and justify the need and cost. Please utilize only Food and Nutrition Service (FNS) approved existing educational materials. To view a list of the most frequently used and acceptable curricula by the Network, please see attached Resource List.

New materials for this campaign, focusing on healthy eating and Farmer's Markets in Los Angeles County, will be developed and cleared with FNS. Materials will be provided in all threshold languages.

g. Key Performance Measures/Indicators.

List the key measures/indicators of implementation or performance that you will capture or collect. An example of a key performance measure would be fruit and vegetable consumption (behavioral change) through process evaluation, impact evaluation, or collecting pre and post surveys from a training, summaries of trainings, classes, etc. This information collected from surveys will help support your Education and Administrative Reporting System (EARS) data in the future. The Guidance provides more information regarding the EARS data reporting requirements for SNAP-Ed activities.

Two methods proposed for data collection include pre and post survey of participants to determine the effectiveness of the food demonstrations and/or the Farmer's Market mailings on the targeted population. The survey will gauge change in behavior, i.e. how many fruits and/or vegetables are consumed daily at the beginning of the campaign, versus at the end of the campaign, and what Farmer's Market did the participant become aware of and/or patronize as a result of the informative mailers.

Additional measures will include the EBT Redemption at Farmers Market data, which is currently tracked by the California Department of Social Services (CDSS).

2. Evaluation Plans

For information regarding evaluation, including types of evaluation, see p. 28 of the MRD SNAP-Ed Guidance

Describe any evaluation planned. For each evaluation, please indicate:

- *the name(s) of each project(s) that will be a part of this evaluation;*

- *the type of evaluation as primarily a formative, process, outcome or impact assessment;*
- *the questions(s) that will be addressed and;*
- *the approach to conducting the evaluation, including scope, design, measures and data collection;*
- *plans for using the results*

An outcome evaluation will be conducted for the Food Demo PSA series, "Better Food for Better Living", and the Mobile Unit Food Demonstrations. After viewing the PSAs and/or on-site food demonstrations, participants will be provided with a survey addressing their purchasing and/or preparation habits. The survey will inquire their nutrition knowledge prior to viewing the PSA, and if their purchasing, preparation and/or eating habits have shifted after receiving nutritional facts and information. Surveys may be conducted at the selected markets in which the PSAs have run for six months. At the mid-point, random EBT users will be selected to the complete surveys.

An impact evaluation will be conducted to determine the effectiveness of having the readily available information regarding Farmer's Markets that accept EBT, and how it may have caused a change in the targeted populations' nutrition awareness and/or behavior.

The plans for using the results include determining future marketing strategies, based on the information provided, and how to best meet the needs of particular segments of the population areas.

3. Coordination Efforts

Describe efforts to coordinate, complement and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions. Include coordination efforts with the County Nutrition Action Plan (CNAP).

Los Angeles County plans to collaborate with the Ecology Center on the Farmer's Market EBT Program. As partners, some of the ideas for development include:

- Plan to develop a comprehensive list of CF eligible Farmer's Markets and a central location or database to track all CF accessible Farmer's Markets to lead clients to those located in their area that accept their benefits;
- Research and compile data on Farmers' Markets that accept EBT and offer/promote healthy educational messages in order to educate and inform clients;
- Print-ready posters, flyers, and postcards containing CF accessible Farmer's Markets including location, day, time, season and any incentive programs;
- Print-ready direct mailer materials;
- Print-ready materials to educate clients re benefits of Farmers' Market shopping, such as tastings, cooking demos, kids activities, etc.;

- Creating a Google Map or other user-friendly database with all EBT accessible Farmers' Markets in county/state.

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: Los Angeles

Federal Share Budget	FFY 2012 (Carry-in)	FFY 2013
Personnel Salaries	$ -	$ -
Fringe Benefits	$ -	$ -
Operating		$ -
Equipment & Other Capital		$ -
Travel		$ -
Subcontractors	$ 152,211.00	$ 642,312.00
Other Costs	$ -	$ 22,900.00
Indirect Costs	$ -	$ -
Total Federal	$ -	$ -
Total	**$ 152,211.00**	**$ 665,212.00**

County: Los Angeles
Contact: Lilia Erviti, Rosalind Taylor, Itza Girgis

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
Title:					
Subtotal	$ -	0.0000	0%	0%	$ -

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $0

C. OPERATING EXPENSES:

Transit TV Advertising Project

Full Motion Video/Audio, 30-second Ad @ 24 weeks and 60-second Ad @ 12 weeks $ 120,864

Viewers in low-income areas will be exposed to PSA educational messages via Transit TV twice a day, for an average of 45 minutes per journey. The daily total of 1.5 hours is the highest of digital out-of-home networks. Viewers will be typically exposed to these educational messages a minimum of five days a week. They will learn about healthy eating and making healthy food choices. All messages to be approved by CDSS/FNS prior to running.

Advertising Project

SUBTOTAL: $120,864

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

Food Demo Events:			
Public Health Food Demo Preparation/Samples	6,000 healthy food samples/4 events	$5,000	Need more info.
Taste of Soul		$5,000	
Womens Health Forum		$10,000	
Fiesta Patrias		$1,350	
Fiesta Broadway		$1,550	

The targeted population for the events above include:
Taste of Soul - Held annually, the 6th annual Taste of Soul Festival estimates that over 100,000 festival goers attend yearly. The Health and Nutrition Mobile Unit was on-site to provide nutritional information and educational handouts to low-income, seniors, African-American and Hispanic individuals and families.

Fiesta Patrias - Billed as "the largest Mexican Independence Day celebration in the State of California," the 2011 Fiesta Patrias celebration estimated 200,000 attendees. The targeted population includes low-income individuals and families, seniors, and immigrants.

Fiesta Broadway - This event is billed as "the largest Hispanic event in the country's largest Hispanic market." The target population is Hispanic families, singles, seniors and, immigrants.

Women's Health Forum - The targeted population for this event is minority women, which encompasses African-American, Hispanic, seniors, and single parent household

SUBTOTAL: $22,900

H. INDIRECT COSTS: Indirect cost rate.

or % of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.8200			$ 697,423

County: Los Angeles

Contact: Lilia Erviti, Rosalind Taylor, Itza Girgis

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a Full Time Equivalency	4. Percentage FTE Time for Administr	5. Percentage FTE Time for Direct Delivery Duties (% out	6. Total Dollars
POSITIONS					
1. *Lilia Erviti-Project Manager*		0.0000	0.0%	0.0%	$ -
Subtotal	$ -	0.0000	0%	0%	$ -

POSITION DESCRIPTIONS:

Project Manager-Provide project management to ensure nutrition education prject is in compliance with the SNAP-Ed guidance. Provide technical assitance to contractors.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at ___% of

SUBTOTAL: $0

C. OPERATING EXPENSES:

1) Superior Market A & P Solutions Digital Media

Public Service Announcements (PSA) will be developed in collaboration with the Los

A & P Solutions (562 220-2800) Contact: John

6405 Alondra Blvd, Paramount CA 90723

sales@apnpsolutions.com

SUBTOTAL: $120,000

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

F. SUBCONTRACTORS:

G. OTHER COSTS:

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.0000			$ 120,000

County: Los Angeles
Contact: Lilia Erviti, Rosalind Taylor, Itza Girgis

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
Title:					

B. FRINGE BENEFITS:
Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $0

C. OPERATING EXPENSES:
Media Buyer - To Be Determined

Contractor to be determined based on solicitation process. A procurement document will be released to select the most qualified Media Buyer, and award a contract as prescribed in Los Angeles Countys procurement rules and regulations.
Los Angeles DPSS will seek a vendor with multi-cultural media buying capabilities to plan, buy, and track all media purchases for the Department. The contracted media buyer must have the ability to present a proposed schedule for media buys, based on current ratings. Estimated cost of the project is $200,000, based on PSA campaign that will include media prospects to further promote our nutritional education message that covers the funded period. All media to be approved by CDSS/FNS prior to release.

SUBTOTAL: $200,000

$0

EQUIPMENT EXPENSES::

D. SUBTOTAL:

$0

SUBCONTRACTORS: $0
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

F. 1)

OTHER COSTS 0

G.

SUBTOTAL:

$0

____% of Total Salaries or ___% Total Direct Costs
H. or ___% of Modified Directs (provide what costs to be included) SUBTOTAL:

$ -				$0

OTAL $ 200,000

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

$0

SUBTOTAL: $0

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.
1)

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.0000			$ 120,864

County: Los Angeles
Contact: Lilia Erviti, Rosalind Taylor, Itza Girgis

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Title:		0.0000	0.0%	0.0%	$ -
Subtotal	$ -	0.0000	0%	0%	$ -

POSITION DESCRIPTIONS:

B. FRINGE BENEFITS:
Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $0

C. OPERATING EXPENSES:

1) Northgate Market Digital Media Advertiser
Public Service Announcement's will be developed in collaboration with the Los Angeles County Department of Health, and will run on in-store digital media screens located in 11 Northgate Market grocers throughout Los Angeles County. The PSA's will run for a six month duration. The PSA's nutrition education message will focus on "Better Food for Better Living". The messages to be developed and recorded will feature a series of food demonstrations utilizing healthy ingredients. The cost is estimated at $1,636 per market x 11 markets x 6 months duration. All messages will be approved by CDSS/FNS prior to approval.

Northgate Market Corporate Office
1201 N. Magnolia Avenue
Anaheim CA 92801
TeresaB@northgatemarkets.com

SUBTOTAL: $108,000

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

$0

SUBTOTAL: $0

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL:

G. OTHER COSTS:

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.0000			$ 108,000

County: Los Angeles
Contact: Lilia Erviti, Rosalind Taylor, Itza Girgis

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
Title:					
Subtotal	$ -	0.0000	0%	0%	$ -

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

C. OPERATING EXPENSES:

1) **Social Marketing Consultant**

Social Marketing Consultant (To Be Determined). The Social Marketing Consultant will assist DPSS in designing a food nutrition education plan, including the development, publication and distribution materials for CalFresh eligibles. Based on previous experience with marketing consultants, the estimated cost of this project is $50,000. This is based on a $75 hourly consultant fee, and approximately 640 hours of consultation. The consultant will identify barriers that keep eligible families and individuals from making healthy choices, and recommend specific solutions. If grant funding is approved, Los Angeles County will release a solicitation document to select the most qualified Social Marketing Specialist and award a contract as prescribed in Los Angeles County's procurement rules and regulations. All media to be approved by CDSS/FNS prior to release.

SUBTOTAL: $50,000

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

SUBTOTAL: $0

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

G. OTHER COSTS:

6 $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.0000			$ 50,000

County: Los Angeles
Contact: Lilia Erviti, Rosalind Taylor, Itza Girgis

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Title:		0.0000	0.0%	0.0%	
Subtotal	$ -	0.0000	0%	0%	$ -

POSITION DESCRIPTIONS:

1	**EBT Program Manager**	Conduct all tasks needed to complete and maintain a dynamic database for all LA County CalFresh-accessible Farmer's Markets.

B. FRINGE BENEFITS:

SUBTOTAL: $0

C. OPERATING EXPENSES:

Web Designer To Be Determined. Designer shall create a dynamic database website for all Los Angeles County CalFresh-accessible Farmer's Markets with user interface.

Database Phone Line Designer To Be Determined. Designer shall create a searchable database by city and zip codes for EBT-accessible Farmer's Markets. The call-in line will also have a hosting service billed on an estimated 3% call-in rate.

Graphic Designer To Be Determined. Designer shall create a flyer, posters, and educational materials with healthy eating messages.
Printing - Development, production and shipping of 500,000 2-sided, full color, high quality tri-fold brochure flyers to be used in promoting healthy choices and making the best use of CalFresh dollars to purchase healthy foods.

SUBTOTAL: $75,659

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which
Attach a travel worksheet if needed.
1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of		Position	Total # of	Total Per	Airfare	Hotel	Transportat	Toll/Parking/	Total

$0

SUBTOTAL:	$0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1)
2)
3)

4)
5)
6)

SUBTOTAL:	$0

G. OTHER COSTS:

H. INDIRECT COSTS: Indirect cost rate.
____% of Total Salaries or ___% Total Direct Costs
or ___% of Modified Directs (provide what costs to be included) $ - SUBTOTAL: $ -

TOTAL	$ -	0.0000			$ 75,659

County: Los Angeles FFY 2013
Contact: Lilia Erviti, Rosalind Taylor, Itza Girgis

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Rosalind Taylor Title: Human Services Administrator I	$ 82,490	0.2000	10.0%	80.0%	$ -
2. Name: Lilia Erviti Title: Human Services Administrator II	$ 94,800	0.1300	40.0%	20.0%	$ -
3. Name: Lino Rios Title: CalFresh Nutrition Program Director	$ 99,768	0.0800	50.0%	0.0%	$ -
6. Name:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**0.8200**	**100%**	**100%**	**$ -**

POSITION DESCRIPTIONS

1	**Human Services Administrator I**	Lead Analyst responsible for the coordination of the SNAP-Ed nutrition education activities. Prepares the budget justification, and other required documents. Responsible for the reporting requirements. Arranges meetings, creates correspondence and works with partners to ensure that the nutrition education activities are developed and carried out as contracted.
2	**Human Services Administrator II**	Supervises the Lead Analyst to ensure that budgets are accurate and timely. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Participates in meetings and other duties as required to support the nutrition education contract.
3	**Program Director**	Administers the nutrition education contract including budgets, invoices, documentation reports, fiscal reporting and adherence to funding requirements. Supervises nutrition education staff, develops program plan. Reviews and approves all nutrition

B. FRINGE BENEFITS:
Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1)	**Transit TV Advertising Project**	$120,864
2)	**Media Buyer**	$200,000
3)	**Northgate Market Digital Media**	$108,000
4)	**Social Marketing Consultant**	$50,000
5)	**EBT Farmers Market Education**	$75,659
6)	**Superior Market**	$120,000

SUBTOTAL: $674,523

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: Los Angeles

Federal Share Budget		FFY 2012 (Carry-in)	
Personnel Salaries	$	-	
Fringe Benefits			
Operating			
Equipment & Other Capital			
Travel			
Subcontractors	$	674,523.00	
Other Costs	$	22,900.00	
Indirect Costs	$	-	
Total Federal	$	-	
Total	**$**	**697,423.00**	**$ -**

Type*	Site Name	Address	CITY	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit TV	Bus Route Stop	South Vermont Ave/ West Imperial Hwy	LOS ANGELES	90044	06037602800	All Races	40.6%	Proxy Site- 06037241300 West Imperial Hwy./ Southwest Blvd. 52.2%
Transit TV	Bus Route Stop	East Florence Ave./ South Central Ave.	LOS ANGELES	90001	06037239330	All Races	47.6%	Proxy Site- 06037535000 Hooper Ave./ E. 76th St. 61.2%
Transit TV	Bus Route Stop	Florence Ave./ Paramount Blvd.	DOWNEY	90241	06037550700	All Races	25.8%	Proxy Site- 06037534001 Perry Road/ Loveland St. 53.4%
Transit TV	Bus Route Stop	Rosecrans Ave./ Pioneer Blvd.	NORWALK	90650	06037552100	All Races	30.7%	Proxy Site- 06037552200 Pine St./ Funston Ave. 51.2%
Transit TV	Bus Route Stop	West Century Blvd./ South Hoover St.	LOS ANGELES	90044	06037240400	All Races	55.3%	Qualifying Census Block Group
Transit TV	Bus Route Stop	West Rosecrans Ave./ Hawthorne Blvd	LAWNDALE	90260	06037602404	All Races	35.7%	Proxy Site- 06037603800 West Rosecrans Ave./ Larch Ave 50.8%

Transit TV

For each bus route stop identified in the Census Tract Data, one or more buses stop several times per day. Due to the time constraints and multiple bus routes and buses, only those included in the Census Tract Data were justified as qualifying. However, if additional time was granted, additional bus route stops could be justified as qualifying. In addition to the bus schedule, Transit TV has provided documentation for each bus route stop included in the chart, which indicates:

- Bus(es) Route ID; and
- Number of passengers passing/stopping at the bus stop per day of the week.

The bus schedule and individual bus stop sheets will be submitted separately as additional supportive documentation (if necessary)

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit TV	Bus Route Stop	Hollywood Blvd./ North Wilton	LOS ANGELES	90028	06037190301	All Races	40.6%	Proxy Site - 06037190400 North Harvard Blvd./Loma Linda Ave. 53.6%
Transit TV	Bus Route Stop	North Gower St./ Hollywood Blvd	LOS ANGELES	90028	06037191000	All Races	49.2%	Proxy Site -06037190200 Yucca St./North Hudson Ave 51.5%
Transit TV	Bus Route Stop	Hollywood Blvd./ N. Gower St.	LOS ANGELES	90028	06037191000	All Races	49.2%	Proxy Site -06037190200 Yucca St./North Hudson Ave 51.5%
Transit TV	Bus Route Stop	North Soto St./East Cesar Chavez Ave.	LOS ANGELES	90033	06037204420	All Races	75%	Qualifying Census Block Group
Transit TV	Bus Route Stop	South Los Angeles St/East 4th/East 5th St./South Los Angeles	LOS ANGELES	90013	06037207300	All Races	62.3%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Washington Blvd./ Sawtelle Blvd.	LOS ANGELES	90066	06037702802	All Races	30.9%	Proxy Site- 06037272302 Keeshen Dr./Mitchell Ave. 50.2%
Transit TV	Bus Route Stop	South Wilmington Ave./Imperial Hwy	LOS ANGELES	90059	06037540600	All Races	69.9%	Qualifying Census Block Group
Transit TV	Bus Route Stop	South Western/ Exposition Blvd.	LOS ANGELES	90018	06037222000	All Races	45.8%	Proxy Site- 06037222500 W 37th Pl./S. La Salle Ave. 57.5%
Transit TV	Bus Route Stop	Santa Ana Blvd./ South Wilmington Ave.	LOS ANGELES	90059	06037242700	All Races	63.6%	Qualifying Census Block Group
Transit TV	Bus Route Stop	East Slauson Ave./ South Alameda Ave	LOS ANGELES	90058	06037532603	All Races	50.3%	Qualifying Census Block Group
Transit TV	Bus Route Stop	California Ave. /Imperial Hwy.	LYNWOOD	90262	06037540202	All Races	56.3%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Atlantic Ave./ Compton Blvd.	COMPTON	90221	06037542101	All Races	59.7%	Qualifying Census Block Group

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit TV	Bus Route Stop	Hollywood Blvd./North Cahuenga Blvd.	LOS ANGELES	90028	06037190200	All Races	51.5%	Qualifying Census Block Group
Transit TV	Bus Route Stop	North Wilton Pl../Hollywood Blvd.	LOS ANGELES	90028	06037190301	All Races	40.6%	Proxy Site–06037190510 Hollywood Blvd./North Wilton Pl. 57.4%
Transit TV	Bus Route Stop	Santa Monica Blvd./North Vermont Ave.	LOS ANGELES	90029	06037191300	All Races	37.4%	Proxy Site–06037191203 Santa Monica Blvd./North Vermont Ave. 57.4%
Transit TV	Bus Route Stop	South Gaffey St./West 9th St.	SAN PEDRO	90731	06037296600	All Races	50.7%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Chevy Chase Dr./ South Central Ave.	GLENDALE	91204	06037302400	All Races	44.5%	Proxy Site - 06037302501 West Chevy Chase Dr./South Brand Ave. 52.6 %
Transit TV	Bus Route Stop	Orange Grove Blvd./North Lake Ave.	PASADENA	91104	06037462400	All Races	27.5%	Proxy Site - 06037462000 North Los Robles Ave./East Orange Groove Blvd. 52 %
Transit TV	Bus Route Stop	Rosemead Blvd./East Garvey Ave.	SOUTH EL MONTE	91731	06037433100	All Races	53.8%	Qualifying Census Block Group
Transit TV	Bus Route Stop	South Atlantic Ave./Whittier Blvd.	LOS ANGELES	90022	06037531701	All Races	52.1%	Qualifying Census Block Group
Transit TV	Bus Route Stop	East Florence Ave./Atlantic Blvd.	BELL	90201	06037534405	All Races	68.5%	Qualifying Census Block Group
Transit TV	Bus Route Stop	East Greenleaf Blvd./Santa Fe Ave.	COMPTON	90221	06037542402	All Races	51.7%	Qualifying Census Block Group
Transit TV	Bus Route Stop	South Normandie Ave./Imperial Hwy.	LOS ANGELES	90044	06037602800	All Races	40.6%	Proxy Site - 06037600301 South Mariposa Ave./West Imperial Hwy. 63.1%
Transit TV	Bus Route Stop	West 6th St./South Alvarado St.	LOS ANGELES	90057	06037208902	All Races	72.2%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Van Nuys Blvd./Roscoe Blvd.	PANORAMA CITY	91402	06037120020	All Races	65.6%	Qualifying Census Block Group

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit TV	Bus Route Stop	Nordhoff St./Sepulveda Blvd.	NORTH HILLS	91343	06037117510	All Races	65.6%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Van Nuys Blvd./Sherman Way	VAN NUYS	91405	06037127102	All Races	54.1%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Laurel Canyon Ave./Victory Blvd.	NORTH HOLLYWOOD	91606	06037123800	All Races	41.5%	Proxy Site – 06037123204 Laurel Canyon Blvd./Kittridge St. 58.6%
Transit TV	Bus Route Stop	Mission St/Fair Oaks Ave.	SOUTH PASADENA	91030	06037480500	All Races	8.1%	Proxy Site – 06037183620 North Figueroa St./York Blvd. 62.1%
Transit TV	Bus Route Stop	East Orange Grove Blvd./North Lake Ave.	PASADENA	91104	06037462400	All Races	27.5%	Proxy Site–06037462000 East Orange Groove Blvd./Los Robles Ave. 52%
Transit TV	Bus Route Stop	West Sunset Blvd./North Cahuenga Blvd.	LOS ANGELES	90028	06037190700	All Races	43.4%	Proxy Site–06037190800 West Sunset Blvd./North Cahuenga Blvd. 55.4%
Transit TV	Bus Route Stop	South Alvarado St./ West 3rd St.	LOS ANGELES	90057	06037208500	All Races	57.4%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Hollywood Blvd./ North La Brea Ave.	LOS ANGELES	90046	06037190100	All Races	37.1%	Proxy Site–06037190200 North Highland Ave./Hollywood Blvd. 51.5%
Transit TV	Bus Route Stop	South Olive St./West 9th St.	LOS ANGELES	90015	06037207300	All Races	62.3%	Qualifying Census Block Group
Transit TV	Bus Route Stop	South Vermont Ave./West 8th St.	LOS ANGELES	90006	06037212202	All Races	55.3%	Qualifying Census Block Group
Transit TV	Bus Route Stop	West Sunset Blvd./North Western Ave.	LOS ANGELES	90027	06037190510	All Races	57.4%	Qualifying Census Block Group
Transit TV	Bus Route Stop	West 8th St./South Western Ave.	LOS ANGELES	90005	06037212620	All Races	57.3%	Qualifying Census Block Group
Transit TV	Bus Route Stop	West 3rd St./South Rampart Blvd.	LOS ANGELES	90057	06037208620	All Races	43.7%	Proxy Site–06037208720 South Benton Way/West 3rd St. 74.6%

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit Bus	Bus Route Stop	West Slauson Ave / South Western Ave	Los Angeles	90062	06037212500	All Races	50%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	South Grand Ave/East Adams Blvd	Los Angeles	90007	06037224420	All Races	76%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	East Florence Ave/ Crenshaw Blvd	Inglewood	90302	06037600912	All Races	50%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	North Broadway St/ North Mission Rd	Los Angeles	90032	06037199110	All Races	58%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	Imperial Hwy/ Bloomfield Ave	Norwalk	90650	06037550000	All Races	60%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	West 7th St/ Hoover St	Los Angeles	90057	06037212204	All Races	62%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	Foothill Blvd/ Arroyo St	Sylmar	91342	06037104201	All Races	61%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	South Grand Ave/ Washington Blvd	Los Angeles	90007	06037224420	All Races	75%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	San Pedro St/E 5th St	Los Angeles	90013	06037206200	All Races	71%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	East Olympic Blvd/ South Soto St	Los Angeles	90023	06037206050	All Races	75%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	Gage Ave/ South Alameda St	Los Angeles	90001	06037532700	All Races	58%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	Rosemead Blvd/ Garvey Ave	El Monte	91731	06037433100	All Races	54%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	Melrose Ave/ North La Brea Ave	Los Angeles	90059	06037240800	All Races	67%	Qualifying Census Block Group
Transit TV	Bus Route Stop	South Harbor Blvd./West 7th St.	SAN PEDRO	90731	06037296210	All Races	76%	Qualifying Census Block Group
Transit TV	Bus Route Stop	East Anaheim St/North Avalon	WILMINGTON	90744	06037294700	All Races	70.1%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Tujunga Ave/Oxnard St.	NORTH HOLLYWOOD	91606	06037124101	All Races	44.5%	Proxy Site–06037123104 Vineland Ave./Oxnard St. 50.4%
Transit TV	Bus Route Stop	San Fernando Rd./Roxford St.	SYLMAR	91342	06037106510	All Races	13.3%	Proxy Site – 06037106404 Polk St./Dronfield Ave. 53.6%
Transit TV	Bus Route Stop	Van Nuys Blvd./Sylvan St.	VAN NUYS	91411	06037128210	All Races	60.4%	Qualifying Census Block Group
Transit TV	Bus Route Stop	Sepulveda Blvd./Parthenia St.	NORTH HILLS	91343	06037117520	All Races	69.3%	Qualifying Census Block Group

2013 Census Tract Data Sheet

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit Bus	Bus Route Stop	East Del Mar Blvd. / South Arroyo Parkway	Pasadena	91105	06037463600	All Races	22%	Proxy Site – 06037461900 S. Fair Oaks Ave./ E. Colorado Blvd Pasadena, CA 59%
Transit Bus	Bus Route Stop	Strathern St / Lankershim Blvd	North Hollywood	91605	06037121900	All Races	42%	Proxy Site –06037122120 Strathern St / Sunland Blvd. North Hollywood 51%
Transit Bus	Bus Route Stop	East 4th St / South Soto St	Los Angeles	90033	06037204300	All Races	72%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	West Adams Blvd / Hoover St	Los Angeles	90007	06037221710	All Races	70%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	South San Pedro St./ East 6th St.	Los Angeles	90053	06037224410	All Races	56%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	South Hill St / West 38th St	Los Angeles	90037	06037231100	All Races	74%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	North Broadway / Daly St	Los Angeles	90031	06037199000	All Races	73%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	South western Ave / West Martin Luther King Jr. Blvd	Los Angeles	90018	06037226420	All Races	66%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	East Ceasar Chavez Blvd. North Soto St	Los Angeles	90033	06037203720	All Races	57%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	East Manchester Ave / South San Pedro St	Los Angeles	90003	06037239700	All Races	63%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	West 5th St / South Normandie Ave	Los Angeles	90020	06037211801	All Races	38%	Proxy Site – 06037211910 W. 4th St / S Normandie Los Angeles, CA 51%
Transit Bus	Bus Route Stop	Beverly Blvd / North Union Ave	Los Angeles	90026	06037208300	All Races	61%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	South Central Ave / East Adams Blvd	Los Angeles	90011	06037226420	All Races	66%	Qualifying Census Block Group
Transit Bus	Bus Route Stop	West 8th St / South Wilton Pl	Los Angeles	90005	06037212610	All Races	54%	Qualifying Census Block Group

2013 Census Tract Data Sheet

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit TV	Bus Route Stop	6040 Vineland Ave	North Hollywood	91606	06037124201	All Races	30%	Proxy Site – 06037123104 Vineland Ave./ Oxnard St. North Hollywood, CA 50%
Transit TV	Bus Route Stop	7817 Lankershim blvd.	North Hollywood	91605	06037121800	All Races	48%	Proxy Site – 06037122120 Strathern St./Tujunga Ave. North Hollywood, CA 51%
Transit TV	Bus Route Stop	155 North Occidental	Los Angeles	90026	06037197110	All Races	35%	Proxy Site – 06037208500 Beverly Blvd./ Coronado St. Los Angeles, CA 57%
Transit TV	Bus Route Stop	542 east Carson St.	Carson	90745	06037543802	All Races	25%	Proxy Site – 06037294120 S. Alameda St./ E. Sepulveda Blvd. Los Los Angeles, CA 61%
Transit TV	Bus Route Stop	1415 E. Alondra St.	Compton	90221	06037542401	All Races	47%	Proxy Site – 06037542402 S. Alameda St./ Alondra Blvd. Compton, CA 52%
Transit TV	Bus Route Stop	3430 Cogswell Rd.	El Monte	91734	06037433301	All Races	62%	Qualifying Census Block Group
Transit TV	Bus Route Stop	1154 Western Ave.	Hollywood	90029	06037190901	All Races	52%	Qualifying Census Block Group
Transit TV	Bus Route Stop	530 E. 5th Street	Los Angeles	90013	06037206200	All Races	71%	Qualifying Census Block Group
Transit TV	Bus Route Stop	445 Towne Ave.	Los Angeles	90013	06037206200	All Races	71%	Qualifying Census Block Group
Transit TV	Bus Route Stop	812 N. Alvarado St.	Los Angeles	90026	06037195710	All Races	56%	Qualifying Census Block Group
Transit TV	Bus Route Stop	605 N. Cummings St.	Los Angeles	90033	06037203500	All Races	45%	Proxy Site – 06037204410 E. 4th Street./ S. Lorena Street. Los angeles, CA 65%
Transit TV	Bus Route Stop	396 S. Los Angeles St.	Los Angeles	90013	06037207300	All Races	62%	Qualifying Census Block Group
Transit TV	Bus Route Stop	1401 S. Grand	Los Angeles	90015	006037224010	All Races	77%	Qualifying Census Block Group

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
SUPERIOR MARKET	Los Angeles Superior Market	3600 Cesar E. Chavez Ave.	Los Angeles	90063	06037530901	All Races	58%	Qualifying Census Block Group
SUPERIOR MARKET	Los Angeles Superior Market	7316 S. Compton Ave.	Los Angeles	90001	06037532900	All Races	68%	Qualifying Census Block Group
SUPERIOR MARKET	Los Angeles Superior Market	3129 Hoover St	Los Angeles	90007	06037221900	All Races	82%	Qualifying Census Block Group
SUPERIOR MARKET	Los Angeles Superior Market	5824 S. Vermont Ave.	Los Angeles	90044	06037237100	All Races	61%	Qualifying Census Block Group
SUPERIOR MARKET	Los Angeles Superior Market	8811 S. Western Ave.	Los Angeles	90047	06037238400	All Races	28%	Proxy Site – 06037600100 Normandie Ave./W. 92nd St. Los Angeles, CA 50%
SUPERIOR MARKET	Los Angeles Superior Market	2000 S. Central Ave	Los Angeles	90011	06037226000	All Races	79%	Qualifying Census Block Group
SUPERIOR MARKET	Lynwood Superior Market	3831 E. Martin Luther King Jr. Blvd.	Lynwood	90262	06037540203	All Races	59%	Qualifying Census Block Group
SUPERIOR MARKET	Montebello Superior Market	1201 W. Whittier Blvd.	Montebello	90640	06037532002	All Races	61%	Qualifying Census Block Group
SUPERIOR MARKET	North Hollywood Superior Market	6140 Lankershim Blvd.	North Hollywood	91606	06037124101	All Races	45%	Proxy Site – 06037123203 Lankershim Bl./Archwood St. North Hollywood, CA 65%
SUPERIOR MARKET	Pacoima Superior Market	9801 Laurel Canyon Blvd	Pacoima	91331	06037104820	All Races	62%	Qualifying Census Block Group
SUPERIOR MARKET	Palmdale Superior Market	38360 20th St E.	Palmdale	93550	06037910502	All Races	62%	Qualifying Census Block Group
SUPERIOR MARKET	Pico Rivera Superior Market	9100 Whittier Blvd	Pico Rivera	90660	06037500402	All Races	48%	Proxy Site – 06037532101 Whittier Bl./Van Norman Rd. Montebello, CA 52%
SUPERIOR MARKET	South El Monte Superior Market	1858 N. Durfee Ave.	South El Monte	91733	06037433801	All Races	71%	Qualifying Census Block Group

2013 Census Tract Data Sheet

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
SUPERIOR MARKET	Baldwin Park Superior Market	14433 Ramona Blvd	Baldwin Park	91706	06037405201	All Races	44%	Proxy Site – 06037404801 Ramona Blvd./ Merced Ave. Baldwin Park, CA 53%
SUPERIOR MARKET	City of Industry Superior Market	151 S. Hacienda Blvd.	City of Industry	91744	06037408202	All Races	33%	Proxy Site – 06037407701 Valley Blvd./ Azusa Ave. La Puente, CA 50%
SUPERIOR MARKET	Compton Superior Market	111 E. Compton Blvd.	Compton	90220	06037542602	All Races	52%	Qualifying Census Block Group
SUPERIOR MARKET	Covina Superior Market	1375 N. Citrus Ave	Covina	91722	06037405900	All Races	18%	Proxy Site – 06037403722 W. San Bernardino Rd/ Barranca Ave Covina, CA 52%
SUPERIOR MARKET	Cudahy Superior Market	7300 Atlantic Ave	Cudahy	90201	06037534405	All Races	69%	Qualifying Census Block Group
SUPERIOR MARKET	Huntington Park Superior Market	6010 Pacific Blvd	Huntington Park	90255	06037532604	All Races	56%	Qualifying Census Block Group
SUPERIOR MARKET	Inglewood Superior Market	11202 S. Crenshaw Blvd.	Inglewood	90303	06037602004	All Races	53%	Qualifying Census Block Group
SUPERIOR MARKET	Lancaster Superior Market	1010 E. Avenue J	Lancaster	93550	06037900602	All Races	68%	Qualifying Census Block Group
SUPERIOR MARKET	Long Beach Superior Market	5450 Cherry Ave	Long Beach	90805	06037570603	All Races	59%	Qualifying Census Block Group
SUPERIOR MARKET	Long Beach Superior Market	1033 Long Beach Blvd.	Long Beach	90813	06037576300	All Races	68%	Qualifying Census Block Group
SUPERIOR MARKET	Los Angeles Superior Market	10211 S. Avalon Blvd.	Los Angeles	90003	06037240600	All Races	66%	Qualifying Census Block Group
SUPERIOR MARKET	Los Angeles Superior Market	133 W. Avenue 45	Los Angeles	90065	06037185100	All Races	34%	Proxy Site – 06037199400 W. Ave 44/ Figueroa St. Los Angeles, CA 52%

2013 Census Tract Data Sheet UPDATED 9.20.12

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
NORTHGATE MARKET	Long Beach Northgate Market	2120 Pacific Ave.	Long Beach	90806	06037573001	All Races	67%	Qualifying Census Block Group
NORTHGATE MARKET	Hawthorne Northgate Market	3930 W. Rosecrans Ave	Hawthorne	90250	06037603800	All Races	51%	Qualifying Census Block Group
NORTHGATE MARKET	Norwalk Northgate Market	11660 Firestone Blvd	Norwalk	90650	06037552000	All Races	24%	Proxy Site – 06037552200 Clarksdale Ave./ FirestoneBl. Norwalk, CA 51%
NORTHGATE MARKET	Paramount Northgate Market	16259 Paramount Blvd	Paramount	90723	06037553802	All Races	53%	Qualifying Census Block Group
NORTHGATE MARKET	La Puente Northgate Market	831 N. Hacienda Blvd.	La Puente	91744	06037407200	All Races	49%	Proxy Site – 06037407701 Valley Blvd./ Azusa Ave. La Puente, CA 50%
NORTHGATE MARKET	Wilmington Northgate Market	311 Pacific Coast Highway	Wilmington	90744	06037294520	All Races	55%	Qualifying Census Block Group
NORTHGATE MARKET	Los Angeles Northgate Market	2323 W. Olympic Blvd	Los Angeles	90006	06037213401	All Races	64%	Qualifying Census Block Group
NORTHGATE MARKET	Bell Northgate Market	6801 S. Atlantic Ave	Bell	90201	06037533602	All Races	53%	Qualifying Census Block Group
NORTHGATE MARKET	South Gate Northgate Market	2633 Santa Ana St	South Gate	90280	06037534803	All Races	58%	Qualifying Census Block Group
NORTHGATE MARKET	El Monte Northgate Market	3828 N. Peck Rd.	El Monte	91732	06037433301	All Races	63%	Qualifying Census Block Group
NORTHGATE MARKET	Rancho Dominguez Northgate Market	15107 S. Atlantic Ave	Rancho Dominguez	90221	06037542101	All Races	60%	Qualifying Census Block Group

CDSS FFY 2013 SNAP-Ed Innovative Project

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **"Can-Do Healthy Foods" and "Teen Nutrition Advocates"**

FFY 2013 Award Amount **99,979.63**

Project Contact Name, Title: **Megan Van Sant, Program Administrator**

Project Contact Phone Number and Email: **707-463-7733 vansantm@co.mendocino.ca.us**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)*

a. Related State Objectives

See Section State Level Objectives.

b. Audience

Target audiences:
Age: Children 5-16 in high-poverty schools, Adults accessing services at soup kitchen or CalFresh office
Ethnicity: 60% Caucasian, 35% Latino, 5% American Indian (estimate)
Gender: Male, Female

c. Focus on CalFresh Recipients.

This proposal includes two distinct project concepts : 1) a series of nutrition-education classes for soup kitchen clients, and 2) a Teen Nutrition Advocate Project focused on promoting healthy eating to CalFresh recipients of all ages through the use of Teen Peer Educators. In addition, this proposal includes a small mural project designed to promote healthy choices to CalFresh clients in the lobbies of Social Services offices.

"Can-Do Healthy Foods": The significant majority of clients who eat meals at Plowshares Community Dining Room are enrolled in CalFresh. This project will specifically invite CalFresh-enrolled clients by identifying their enrollment on the sign-up sheet for the classes. Only those clients who self-identify as Calfresh-enrolled will be invited to participate in the class series.

"Teen Nutrition Advocates": We plan to focus on CalFresh-enrolled individuals through two different approaches. First, the Project Coordinator and all Teen Peer Educator Volunteers will be trained as CalFresh Advocates by Social Services Department staff. This training will give our nutrition educators the tools they need to make referrals to the CalFresh office, ask and answer informative questions about the CalFresh program, and effectively promote enrollment within the classes and activities they engage in. Secondly, a major portion of this project will take place in the lobby of the Social Services Department in Ukiah, California. The target audience will be clients who are waiting to be seen by eligibility workers in order to apply for CalFresh or other social service programs. The significant majority of clients in DSS lobbies are CalFresh recipients or applicants.

"Healthy Foods Mural": A mural by a local artist promoting healthy food choices will be placed in the lobby of the CalFresh office in Ukiah. As such, the mural will promote healthy choices almost exclusively to CalFresh-enrolled individuals and families.

d. Project Description

Can-Do Healthy Foods Project: This project will focus on a series of cooking/nutritional education classes for CalFresh-enrolled clients who frequent the Plowshares soup kitchen in Ukiah.

Key educational messages: The class series will focus on basic cooking techniques; building healthy eating patterns; safely preparing food no matter where you are; how and where to purchase fresh, healthy foods; and how to eat well on a budget.

Duration of project: Project will include twice weekly classes for three weeks out of each month for a total of 6 classes per month. Classes will be held during eight months of the year. Total number of classes – 48 for the year. Target attendance is 4 to 8 clients per class.

Estimated number of individuals reached: The goal is to reach 4 to 8 individuals per class series for a total of 32 to 64 individuals.

Key purposes: Plowshares Community Dining Room is committed to providing free meals to anyone in need. Many of the clients served by Plowshares are homeless or living in marginal situations. Many do not have access to full-service kitchens. The purpose of this project is to focus on educating clients on making healthy choices with great respect and consideration to their living situation. The focus is on how to make healthy choices within a limited budget with limited access to cooking facilities and/or storage space.

Key strategies: Key strategies for this project include building a partnership between our local DSS office and our local non-profits that provide services to CalFresh clients. We also intend to focus on basic skills- how and where to buy healthy food; how to increase fruit and vegetable consumption; choosing healthy and affordable beverages; etc.

Teen Nutrition Advocates Project: This project will focus on developing the skills of Teen Nutrition Advocates to be effective nutrition educators to a variety of target audiences and age groups, including elementary, middle and high-school children, as well as CalFresh-enrolled adults. Teen Nutrition Advocates will be trained to deliver high-quality nutrition education at after-school programs in high-poverty public schools and also participate in food demonstrations in the lobbies of the CalFresh offices in Ukiah and Fort Bragg.

Key educational messages: Nutrition education classes will focus on basic nutrition and cooking skills with the goal of promoting balanced meals, increasing fruit and vegetable consumption, and how fun, adventurous and tasty cooking can be. Food demonstration sessions will focus on exposing CalFresh-enrolled clients to a variety of new foods and recipes, particularly fruits and vegetables.

How and where delivered: Nutrition education classes will take place at the after-school programs of public elementary, middle and high schools throughout Mendocino County. All public school sites have Free/Reduced Lunch participation rates above 50%. Food demonstrations will take place in the lobby of the Ukiah and Fort Bragg Social Services Offices. Nutrition education and food demonstration activities will be delivered by Teen Nutrition Advocates, supervised by an experienced and skilled Project Coordinator.

Duration of project: Project will begin on October 1, 2012 and will be complete on September 30, 2013.

Estimated number of individuals reached: *Direct Education*: 393 schoolchildren will receive direct education over the course of the project period. This total includes 18 teen educators, 180 elementary-aged children, 60 middle-schoolers, and 136 high-schoolers. *Indirect Education*: We estimate that a minimum of 25 individuals will receive indirect education through each daily food demonstration in the CalFresh offices. Food demonstrations will take place twice weekly during the summer months (8 weeks total) for a total of 400 individuals (16 demonstrations x 25 people each = 400 people.)

Key purposes: This project will increase the likelihood that children request and choose healthy foods for snacks and mealtimes. This project will also introduce new recipes and ideas to CalFresh-enrolled individuals with a goal of increasing fruit and vegetable consumption. The project will also remind CalFresh recipients of the variety of ways in which they can use their CalFresh benefits, including at farmer's markets and for fruit/vegetable seeds and plant starts.

Key strategies: Key strategies for this project include building a partnership between our local DSS department and North Coast Opportunities (primary subcontractor for Teen Nutrition Advocates.) The project also relies on building the capacity of teen leaders to

influence their peers, as well as younger children who look up to them. Finally, the ultimate goal of the project is to develop life-long habits and preferences, leading to better health outcomes for children and families.

Healthy Murals Project: This project is small, focused, and designed to encourage and promote healthy foods consumption by CalFresh recipients. The project will solicit proposals from local artists for a mural to be placed in the lobby of the CalFresh office in Ukiah. This long-lasting installation will promote healthy food choices. The design of the project will be submitted for approval by State and USDA before finalization and installation. The mural will provide a permanent, beautiful and effective promotion of healthy foods to CalFresh-enrolled individuals.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

We plan to use one or both of the following curriculum for the "Can-Do Healthy Foods" Project: "Eating Smart, Being Active" from UC Cooperative Extension; "Simply Good Eating, Now You're Cooking" from University of Minnesota Extension. Both of these programs are listed in the Network for a Healthy California approved nutrition education materials list.

We plan to use the following USDA-approved curriculums for the Teen Nutrition Advocates project:

- ✓ Harvesting Health (Network for a Healthy California)
- ✓ Garden-enhanced Nutrition Education (California School Garden Network)
- ✓ Be Sugar Savvy (Alameda Public Health Department)
- ✓ Empowering Youth with Nutrition and Physical Activity (USDA/ Team Nutrition)
- ✓ Roots Down LA Teen Leadership Training (Network LFNEA contractor)

g. Development of New Educational Materials

Not applicable. No new materials will be developed.

h. Key Performance Measures/Indicators.

Can-Do Healthy Foods Key Performance Measures/Indicators:
We will collect pre and post surveys from each participant attending a series of classes. The appropriate survey tool will be selected from the Network's Compendium of evaluation instruments. Behavior changes we hope to see include: increase in consumption of fresh fruits and vegetables; greater confidence in preparing home-cooked meals; greater knowledge of how to make healthy food choices.

Teen Nutrition Advocates Key Performance Measures/Indicators:
We will collect pre- and post-surveys from all schoolchildren attending nutrition education classes. The appropriate survey tool will be selected from the Network's Compendium of evaluation instruments. Behavior changes we hope to see include: increase in awareness of healthy foods and snacks; increase in confidence in basic cooking skills, and greater knowledge of how to make healthy food choices. At CalFresh office sites, we plan to collect data on the number of clients served, the nature and type of interaction, the foods used for demonstration, and the number of recipe cards and/or handouts received by clients. At the food demonstration sessions, we will also offer clients the opportunity to sign up for nutrition education classes and/or community garden participation. We will track the number of clients who sign up for these classes, as well as their "follow-through" rate. (e.g. do they actually enroll in the classes, or simply express interest?)

2. Evaluation Plans

Can-Do Healthy Foods- Evaluation plan will include the following:
1) Process: Nutrition Educator will track the number of clients served and the number of education materials distributed.
2) Outcome: Nutrition Educator will distribute and collect a survey at the start and at the conclusion of each educational series. The survey tool will be chosen from the Compendium of Surveys developed by the Network and will focus on assessing knowledge levels amongst participating veterans about how to select and prepare healthy foods, fruit and vegetable consumption, and confidence in basic cooking skills. Results of both of these assessments will be used to improve upon each class series and to assess the overall effectiveness of the intervention.

Teen Nutrition Advocates Project - Evaluation plan will include the following
1) Process: Peer educators will track the number of clients participating in the food demonstration and the number of education materials distributed. We will also track the number of clients who sign up for and complete a series of nutrition education classes as a result of their exposure to the resources.
2) Outcome: Project Coordinator will distribute and collect a survey at the start and at the conclusion of each educational series. The survey tool will be chosen from the Compendium of Surveys developed by the Network and will focus on assessing knowledge levels amongst participating students about awareness of healthy foods and snacks; increase in confidence in basic cooking skills, and greater knowledge of how to make healthy food choices. Results of both of these assessments will be used to

improve upon each class series and to assess the overall effectiveness of the intervention.

3. Coordination Efforts

These projects will be coordinated with and complementary of other nutrition education programs in the community. The staff person primarily responsible for "Can-Do Healthy Foods" and "Teen Nutrition Advocates" is also the Administrator of our SNAP-Ed CWD/LHD Pilot Project. As such, staff will naturally be engaged in coordination of efforts, making sure that we do not duplicate services, and the sharing of ideas across projects. The Nutrition Educator and Peer Educators involved in these projects will also be invited to participate in the CNAP process, thereby further strengthening coordination and consistency across projects.

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

Mendocino

Federal Share Budget		FFY 2012 (Carry-in)		FFY 2013
Personnel Salaries	$	3,896.00	$	6,679.50
Fringe Benefits	$	2,026.00	$	3,473.34
Operating	$	-	$	-
Equipment & Other Capital	$	-	$	-
Travel	$	-	$	-
Subcontractors	$	8,400.00	$	71,249.70
Other Costs	$	879.00	$	-
Indirect Costs	$	1,244.00	$	2,132.10
Total Federal	$	-	$	-
Total	**$**	**16,445.00**	**$**	**83,534.63**

Total Allocation $ 99,979.63

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Mendocino
Contact: Megan Van Sant / vansantm@co.mendocino.ca.us / 707-463-7733

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary (prorated for 7 mths)	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Megan Van Sant Title: Administrator	$ 66,795	0.10	100.0%	0.0%	$ 6,680
Subtotal		**0.1000**	**100%**	**0%**	**$ 6,680**

POSITION DESCRIPTIONS:

1	**Administrator**	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program planand participates in the Regional collaborative. Coordinate contract reporting requirements.

B. FRINGE BENEFITS:
Includes payroll taxes and medical/dental benefits at 52% of salaries

SUBTOTAL: $ 3,473

C. OPERATING EXPENSES:

SUBTOTAL:

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated			
		SUBTOTAL:	**$0**
F. SUBCONTRACTORS:			
1) Plowshares Community Dining Room - Can Do Healthy Cooking	**$8,000**		
2) North Coast Opportunities - Teen Nutrition Advocates	**$60,749**		
3) ArtFresh Subcontract (will be subject to RFP. See attached for detail)	**$2,500**		
		SUBTOTAL:	**$71,250**
G. OTHER COSTS:			
		SUBTOTAL:	**$0**
H. INDIRECT COSTS: Indirect cost rate.			
21% of Total Salaries/Benefits and 0% Total Direct Costs	21.00%		
		SUBTOTAL:	**$ 2,132**
		TOTAL	**$ 83,535**

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2011-September 30, 2012

County: Mendocino - SUBCONTRACT: Plowshares Community Dining Room
Contact: Ana Mahoney, Executive Director

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary (Project Specific)	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Rhonda de los Santos Title: Nutrition Educator $18.65/hr x 244 hours (48 classes/year x 3 hrs per class + 100 hours of prep/recruitement)	$ 4,551	1.00	0.0%	100.0%	$ 4,551
Subtotal		1.0000	0%	100%	$ 4,551

POSITION DESCRIPTIONS:

1	**Nutritionist/Nutrition Educator**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: preparation of classes for Calfresh-enrolled clients, delivery of general nutrition education in a classroom or group setting, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

B. FRINGE BENEFITS:

Payroll taxes and medical/dental benefits estimated at 35.00%

SUBTOTAL: $ 1,593

C. OPERATING EXPENSES:

Supplies and food for nutrition education classes (eight series of classes - 6 classes per series - total of 48 classes)

program supplies (spices, handouts, cooking utensils, cutting boards, aprons, knives, etc.)	1473
food estimated at $1 x 8 students x 48 classes	384
SUBTOTAL:	**$1,857**

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

SUBTOTAL: $0

F. SUBCONTRACTORS:

SUBTOTAL: $0

G. OTHER COSTS:

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

none - will be provided as in-kind by the subcontractor **SUBTOTAL:** $ -

TOTAL	$ -	1.0000			$ 8,000

County: Mendocino - SUBCONTRACT: ArtFresh Project (local artist to be determined)
Contact: Megan Van Sant

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary (Project Specific)	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: To Be Determined Title: Artist $40/hr x 50 hours	$ 2,000	1.00	0.0%	100.0%	$ 2,000
Subtotal		1.0000	0%	100%	$ 2,000

POSITION DESCRIPTIONS:

1	**Artist**	Participate in bidding process for mural installation in the lobby of the CalFresh office in Ukiah. Submit design for review and approval by County, State and Federal government. Prepare and install mural in lobby of CalFresh office. Mural will promote healthy choices by CalFresh recipeients.

B. FRINGE BENEFITS:
Payroll taxes and medical/dental benefits are included in salary costs above 0.00%
SUBTOTAL: $ -

C. OPERATING EXPENSES:
Supplies for mural, including canvas, paints, brushes, etc. 500
SUBTOTAL: $500

D. EQUIPMENT EXPENSES::
$ -
SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated
SUBTOTAL: $0

F. SUBCONTRACTORS:
SUBTOTAL: $0

G. OTHER COSTS:
SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.
SUBTOTAL: $ -

TOTAL	$ -	1.0000			$ 2,500

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2011-September 30, 2012

County: Mendocino - SUBCONTRACT: Teen Nutrition Advocates
Contact: Megan Van Sant / vansantm@co.mendocino.ca.us / 707-463-7733

A PERSONNEL SALARIES:

	1. Name and Position Title	2. Annual Salary (Project Specific)	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
	POSITIONS		Full Time Equivalency			
1.	Name: Jessi Barber Title: Project Coordinator - Ukiah ($18/hr x 32 hrs/week)	$ 37,440	0.80	0.0%	100.0%	$ 29,952
2.	Name: Miles Gordon Title: Administrator	$ 46,680	0.05	0.0%	100.0%	$ 2,334
3.	Name: To Be Determined Title: Project Coordinator - Fort Bragg ($15/hr x 10 hrs/week)	$ 31,200	0.25	0.0%	100.0%	$ 7,800
	Subtotal		**1.1000**	**0%**	**100%**	**$ 40,086**

POSITION DESCRIPTIONS:

1	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and implement food demonstration activities in lobby of Social Services office in Ukiah and Fort Bragg using garden produce; work with teens at local teen center to prepare samples and staff table in lobby of Social Services; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
2	**Administrator**	Supervises project coordinator and nutrition education staff, attend nutrition education and scope of work related meetings, develops program plan and participates in the Regional collaborative. Coordinate contract reporting requirements.

B. FRINGE BENEFITS:
Payroll taxes and medical/dental benefits — 35.00%
SUBTOTAL: $ 14,030

C. OPERATING EXPENSES:
Supplies for food demonstrations and nutrition education activities
(16 food demonstrations x expected interaction with 25 people x $2.25 per person) — 900
SUBTOTAL: $900

D. EQUIPMENT EXPENSES::
$ -
SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated
In-county travel for project staff: 5 trips per month x 12 months x avg 40 miles x 0.555 per mile — 1332
SUBTOTAL: $1,332

F. SUBCONTRACTORS:
SUBTOTAL: $0

G. OTHER COSTS:
SUBTOTAL:

H. INDIRECT COSTS: Indirect cost rate. — 8.00%
SUBTOTAL: $ 4,401

TOTAL | $ - | 1.1000 | | | $ 60,749

FFY2013 SNAP-EdCounty Welfare Department (CWD) InnovativePilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed Innovative Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **Nevada County's Multi-generational Approach for Nutrition Education**

FFY 2013 Award Amount $300,000

Project Contact Name, Title: **Alison Lehman, Director**
Nevada County Department of Social Services

Project Contact Phone Number and Email`: **530) 265-1410**
alison.lehman@co.nevada.ca.us

Additional Important Information (i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's Network for a Healthy California's website. (**http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx**)

a. Related State Objectives

See objective 1,2 and 7..

b. Audience

Gender: Male 35% Female 65%

Ethnicity:

☒African American	<1%
☒Asian	<1%
☒Caucasian	92%
☒Latino	7%
☒Native American	<1%
☐Pacific Islander	____%
☐Other (specify)____:	____%

Languages:

☒English	97%	☐Khmer (Cambodian)	____%
☒Spanish	3%	☐Korean	____%
☐Arabic	____%	☐Lao	____%
☐Armenian	____%	☐Tagalog	____%
☐Russian	____%	☐Vietnamese	____%
☐Bosnian	____%	☐Other (specify) ____:	____%
☐Cantonese	____%	☐Other (specify) ____:	____%
☐Farsi	____%	☐Mandarin	____%
☐Hmong	____%		

Ages:

☐ Under 5 years old	____%
☒5 to 8	13%
☒9 to 11	13%
☐12 to 17	____%
☒18 to 59	74%
☐60 years old and over	____%

Focus on CalFresh Recipients.

Nevada County's Multi-generational Approach for Nutrition Education project will expand on countywide efforts and partnerships to establish a SNAP-ED presence to improve community nutrition knowledge, and increase access to healthy foods while delivering nutrition education to target populations. Target populations for this project include: 1) Target children and families in high poverty areas 2) Adults age 60 and over.

Some key indicators published in the 2008 Nevada County Public Health Status Report include: Nearly half (50.2% of Nevada County adults are overweight or obese); the percentage of overweight school-age children in Nevada County has increased by 6% since 2001; Almost 18% of young children (2-5 years of age) who participate in the WIC program are overweight or at risk of being overweight; and 19% of all families in Nevada County served by WIC are Spanish speaking.

Nevada County faces the challenge of a high senior population (19.4% compared to 10.0% in California in 2010) combined with many of the challenges of other rural counties. Obesity, caused by poor nutrition and lack of physical activities a risk factor for a number of common chronic conditions, including heart disease, diabetes and stroke. These conditions are leading causes of disability. Older adults in rural areas are more often overweight or obese (61.3%) than their urban and suburban counterparts. Among all older adults, 21.3% of rural elders are obese, compared to 20.2% of urban elders and 18% of suburban elders. After taking into account the demographic characteristics that are associated with overweight and obesity, rural elders are still more likely to be overweight and obese than urban and suburban older adults. According to Sierra Senior Services, 74% of the seniors receiving meals rely on an income solely from Social Security. In addition, the most recent Area 4 Agency on Aging Needs Assessment shows Nevada County seniors listed "having economic/financial concerns" as their number one concern and "food" as their number two need.

Project Description. The key strategies being proposed include: 1) Health and nutrition education conducted by University of California Cooperative Extension (UCCE) nutrition educators in

coordination with the Nevada County Public Health Department, 2) Health education and nutrition by Meals-on-Wheel's volunteers, and 3) Social marketing that targets nutritional messages conducted by Nevada County Public Health Department to SNAP-ED eligibles at venues where at least 50 percent of persons have incomes equal or less than 185% of poverty guidelines or thresholds.

Strategy 1: Health education and nutrition coordinated by the Nevada County Public Health Department working in conjunction with University of California Cooperative Extension (UCCE) nutrition educators. This will ensure county wide coordination.

Nevada County Department of Social Services will contract with the Nevada County Public Health Department to coordinate the provision of an estimated 12 educational nutrition classes and events to children and families of low income areas by the University of California Cooperative Extension and Public Health Department staff. The goal is to cultivate healthy behaviors in SNAP-ED consumers and potential SNAP-ED consumers that will reduce the risk of chronic diseases related to poor nutrition, obesity and lack of physical activity. It is estimated that 750 children and families will be served by attending at least one class in the contract period.

The UCCE will also coordinate six nutrition education food demonstrations and classes. Educational messages will be delivered in the form of one session workshops or a series of workshops; through tastings paired with one minute nutritional messages; on one-sheet information sheets, brochures and recipes; and on nutritional information boards or posters. Outreach will focus on areas with a high number of SNAP-ED participants 130% of Federal Poverty Level (FPL) versus SNAP-ED nutrition education-eligible populations (185% of FPL) as well as areas that are entirely devoid of SNAP-ED nutrition education services. The target audience will benefit from increased access to health and nutritional education; increased opportunities to consume fresh, healthy foods; increased menu planning and meal preparation skills and onsite enrollment opportunities into Nevada County's SNAP-ED Nutrition Program. The key purpose is to improve the likelihood that persons eligible for SNAP-ED will make healthy choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for American and ChooseMyPlate.gov. This key purpose will be paired with informing and providing opportunities to enroll in SNAP-ED. An estimated 750 participants will participate in at least one class or workshop.

Key educational messages include the following:

- Make half your plate fruits and vegetables
- Enjoy your food, but eat less
- Drink water instead of sugary drinks
- Make at least half your grains whole grains
- Avoid oversized portions
- Compare sodium in foods like soup, bread and frozen meals
- Choose the foods with lower numbers
- Switch to fat-free or low fat 1% milk, increase physical activity

Other messages would include: food budgeting, managing resources, food preparation skills, food safety and sanitation.

Strategy 2: Health education and nutrition education by Meals-on-Wheels Volunteers and Senior Centers:

The Nevada County Department of Social Services will contract with the three regional senior centers to reach out at least once to the 1,000 seniors who are on the Meals-on-Wheel's routes

and/or visit the senior centers throughout Nevada County. Volunteers will work with seniors on a one-to-one format at their homes. Targeted locations include: the Sierra Senior Services, North Gold Senior Mountaineers, Gold Country Community Council, Inc., and homes of seniors.

The senior centers will provide physical activity education and promotion coupled with nutrition education conducted by a registered dietician at least once to 400 seniors. Target locations include the Sierra Senior Services, North Gold Senior Mountaineers, Gold Country Community Council, Inc.

Meals-on-Wheel's volunteers and registered dieticians will use FNS' approved core curriculum educational materials while reaching out to seniors who participate in the Meals-on-Wheels Program: The materials will be distributed in English and Spanish as needed by the target audience. Descriptions are listed below:

1) 10 Easy Ways to Improve Your Family's Eating Habits - Texas Department of Agriculture – Handout: 10 strategies suggested as a starting point to improve a family's eating habits.
2) 10 Terrific Vegetables - National Gardening Association – Book: 10 Terrific Vegetables provides cultural connections, lesson ideas, and gardening basics.
3) 10 Tips Nutrition Education Series - ChooseMyPlate.gov - The 10 Tips Nutrition Education Series provides consumers and professionals with high quality easy-to-follow tips in a convenient, printable format. These are perfect for posting on a refrigerator.
4) About Cholesterol - American Heart Association - Basic information about cholesterol for adults with lesson plans.
5) Low Fat Eating - Krames Communications – Brochure: Suggestions on ways to incorporate lower fat foods into the diet.
6) Need Help Buying Food - USDA - Practical information for SNAP-ED eligible people on buying healthy food.

Strategy 3: Social marketing to be conducted by Nevada County Public Health Department:

Nevada County Public Health Department will research and implement a social-marketing campaign targeting a subset of SNAP-ED eligible individuals, in an approved venue where at least 50 percent of persons have incomes equal to or less than 185% of poverty thresholds. Selection of this population will be made after researching feasibility and needs. Once this subset is determined, Nevada County Public Health Department will identify the nutrition needs, associated behaviors and perceptions of this audience including reasons for and against changing behavior. Then, utilizing social marketing planning tools from the CDC and messaging from the FNS curriculum, Nevada County Public Health Department will target messages and elicit feedback from this population. This approach emphasizes targeting an identified segment of the SNAP-ED eligible audience; identifying nutrition needs of the target audience and associated behaviors and perceptions about reasons for and against changing behavior; and interacting with the target audience to test the message, materials, approach and delivery channel to ensure that these are understood and meaningful (are likely to lead to behavior change). This innovative outreach, media and educational campaign will target 1,000 seniors and families living at <185% of poverty level.

c. Summary of Research.

See section A.

d. Use of Existing Educational Materials.

1) 10 Easy Ways to Improve Your Family's Eating Habits - Texas Department of Agriculture – Handout: 10 strategies suggested as a starting point to improve a family's eating habits.
2) 10 Terrific Vegetables - National Gardening Association – Book: 10 Terrific Vegetables provides cultural connections, lesson ideas, and gardening basics.
3) 10 Tips Nutrition Education Series - ChooseMyPlate.gov - The Ten Tips Nutrition Education Series provides consumers and professionals with high quality easy-to-follow tips in a convenient, printable format. These are perfect for posting on a refrigerator.
4) About Cholesterol - American Heart Association - Basic information about cholesterol for adults with lesson plans.
5) Low Fat Eating - Krames Communications – Brochure: Suggestions on ways to incorporate lower fat foods into the diet.
6) Need Help Buying Food - USDA - Practical information for SNAP-ED eligible people on buying healthy food.
7) 10 Easy Ways to Improve Your Family's Eating Habits - Texas Department of Agriculture – Handout: 10 strategies suggested as a starting point to improve a family's eating habits.
8) 10 Terrific Vegetables - National Gardening Association – Book: 10 Terrific Vegetables provides cultural connections, lesson ideas, and gardening basics.
9) 10 Tips Nutrition Education Series - ChooseMyPlate.gov - The 10 Tips Nutrition Education Series provides consumers and professionals with high quality easy-to-follow tips in a convenient, printable format. These are perfect for posting on a refrigerator.
10) About Cholesterol - American Heart Association - Basic information about cholesterol for adults with lesson plans.
11) Low Fat Eating - Krames Communications – Brochure: Suggestions on ways to incorporate lower fat foods into the diet.
12) Need Help Buying Food - USDA - Practical information for SNAP-ED eligible people on buying healthy food.

e. Key Performance Measures/Indicators.

Key measures/indicators of implementation and performance will include the following:

Program success will be monitored by key performance measures and indicators including: Tracking of the number of contacts with community agencies, stakeholders and other groups to increase awareness and coordinate efforts; tracking the number of training events; tracking the number of educational activities and the number of unduplicated clients reached; surveys of participant knowledge before and after selected classes; and creation of a Community Nutrition Action Plan.

2. Evaluation Plans

Process evaluation measures what participants or staff did during the project through tracking the number and types of materials distributed and participants reached through documentation and surveys that compare the effectiveness of different methods of nutrition education and project successes focusing on consumption of fruit and vegetables intake.

3. Coordination Efforts

The Nevada County Department of Social Services will coordinate with key Nevada County Department of Public Health, personnel, Local Senior Centers, University of California Cooperative Extension (UCCE) nutrition educators and other existing coalitions working on nutrition activities (Live Healthy Nevada County; Truckee Health Challenge; ACHIEVE), WIC, the schools, local farmers markets and other community stakeholders. Community Nutrition Action Plan group will help synchronize efforts. The goal is to coordinate efforts across groups and sectors towards chronic disease prevention with a focus on healthy food policies, healthy food access and nutritional education.

Nutrition classes will be administered as a part of the Meals on Wheels at the local Senior Centers. Nutrition classes will be given by the University of California Cooperative Extension (UCCE) nutrition educators at local schools and food banks. Nutrition education videos will be played on a loop in the lobbies of the CalFresh offices for CalFresh participants to view.

Nevada Innovative Project FFY 2013Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity*	*185% FPL*	*Notes*
Census Block	**Sierra Cascade**				06057000502	All Races	61.9%	
Census Block	**Sierra Cascade**				06057000600	All Races	73.3%	
Census Block	**Sierra Cascade**				06057000600	All Races	63.9%	
Census Block	**Sierra Cascade**				06057000502	All Races	86.6% (American Indian)	Based on 100% ACS FPL Race/Ethnicity
Census Block	**Sierra Cascade**				06057000701	All Races	89.3% (Other)	Based on 100% ACS FPL Race/Ethnicity
Census Block	**Sierra Cascade**				06057000801	All Races	100% (Asian)	Based on 100% ACS FPL Race/Ethnicity
Census Block	**Sierra Cascade**				06057000900	All Races	83.7% (American Indian)	Based on 100% ACS FPL Race/Ethnicity
Proxy Site: CalFresh	**CalFresh Office**	**950 Maidu**	**Nevada City**	95959	060570008.02	All Races	84.74%	Proxy Site
Proxy Site: CalFresh	**CalFresh Office**	**10075 Levon Avenue**	**Truckee**	96161	060570012.01	All Races	65.34%	Proxy Site
Proxy Site: Food Bank	**Food Bank of Nevada County**	**310 Railroad Avenue**	**Grass Valley**	95945	060570006	All Races	77.80%	Proxy Site
Proxy Site: Food Bank	**"**	**255 S. Aubun**	**Grass Valley**	95945	060570006	All Races	77.80%	Proxy Site
Proxy Site: Food Bank	**"**	**31625 Relief Hill Road**	**Washington**	95986	060570009	All Races	88.94%	Proxy Site
Proxy Site: Food Bank	**"**	**29190 State Hwy 49**	**North San Juan**	95960	060570009	All Races	88.94%	Proxy Site
Proxy Site: Food Bank	**"**	**11739 Spenceville Road**	**Penn Valley**	95946	060570004.02	All Races	87.31%	Proxy Site
Proxy Site: Food Bank	**Interfaith Food Ministry of Nevada County**	**551 Whiting St.**	**Grass Valley**	95945	060570006	All Races	77.80%	Proxy Site
Proxy Site: Food Bank	**Project Mana**	**10111 Trout Street**	**Truckee**	96161	060570012.01	All Races		Proxy Site

Proxy Site: School	**San Juan Ridge Family Resource Center**	**18874 Oak Tree Road**	**Nevada City**	**95959**	**060570009**	All Races	88.94%	Proxy Site: Located at Grizzly Hill School in Twin Ridges Elementary District see below for meal info
Proxy Site: Head Start	**Nevada City Head Start Preschool**	**405 Hoover Lane**	**Nevada City**	**95959**	**060570008.02**	All Races	84.74%	Proxy Site
Proxy Site: Head Start	**North San Juan Early Head Start**	**18874 Oak Tree Road**	**Nevada City**	**95959**	**060570009**	All Races	88.94%	Proxy Site
Proxy Site: Head Start	**Ready Springs Head Start**	**10682 Spencevi lle Road**	**Penn Valley**	**95946**	**060570004.02**	All Races	87.31%	Proxy Site
Proxy Site:Head Start	**Truckee Pines Head Start**	**10100 Estates Drive**	**Truckee**	**96161**	**060570012.01**	All Races	65.34%	Proxy Site
Proxy Site: Homeless Shelter	**Hospitality House**	**230 Church Street**	**Grass Valley**	**95945**	**060570008.02**	All Races	84.74%	Proxy Site
Proxy Site: Shelter/Te mp. Housing	**Booth Family Center**	**12390 Rough & Ready Hwy**	**Grass Valley**	**95945**	**060570005.01**	All Races	88.75%	Proxy Site
Proxy Site: TANF Job Readiness	**CalWORKs/On estop Business One Stop Business and Career Center**	**715 Maltma n Drive**	**Grass Valley**	**95945**	**060570005.01**	All Races	88.75%	Proxy Site
Proxy Site: WIC	**Nevada County Women Infants & Children**	**471 Sutton Way**	**Grass Valley**	**95945**	**060570006.00**	All Races	77.80%	Proxy Site
Proxy Site: WIC	**Nevada County WIC**	**10075 Levon Avenue**	**Truckee**	**96161**	**060570012.01**	All Races	65.34$	Proxy Site
Census Eligible Community Center	**Cedar Park Community Center**	**210 Sutton Way**	**Grass Valley**	**95945**	**060570006.00**	All Races	77.80%	Within above listed census track
Proxy Site: School	**PARTNERS Family Resource Center At Hennessey School**	**235 South Auburn St**	**Grass Valley**	**95945**	**06057006.00**	All Races	77.80%	Proxy Site—located at Hennessey Elementary school, see below
Proxy Site: School	**PARTNERS Family Resource**	**10862 Spencevi lle Road**	**Penn Valley**	**95946**	**060570004.02**	All Races	87.31%	Proxy Site—located at Ready Springs

	Center At Ready Springs School							Elementary School, see below
Worksite—see attached qualification form	**Nevada-Sierra Regional In Home Supportive Services Public Authority**	**466 Brunswick Road**	**Grass Valley**	**95945**	**060570006**	All Races	77.80%	Worksite—100% of employees make less than $9.63/hour and qualify as <185% FPL
	County Director and Farm Advisor Placer and Nevada Counties	**11477 E Ave**	**Auburn**	**95603**	**060610215.01**	All Races	71.64%	
	North Gold Senior Mountaineers	**29190 State Hwy 49**	**North San Juan**	**95960**	**060570009**	All Races	88.94%	
	Sierra Senior Services	**10040 Estates Dr**	**Truckee**	**96160**	**060570012.06**	All Races	65.34%	
	Gold Country Community Council	**841 Old Tunnel Rd**	**Grass Valley**	**95945**	**060570006**	All Races	77.80%	

Free/Reduced Price Meal Percentage Data Sheet

*School Name**	*District Name*	*CDS Code*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Hennessy Elementary	Grass Valley Elementary	2966332 6027114	62.72%	15.85%	78.57%
Lyman Gilmore Middle	Grass Valley Elementary	2966332 6027122	47.05%	13.65%	60.69%
Margaret G. Scotten Elementary	Grass Valley Elementary	2966332 6106157	43.88%	16.48%	60.36%
Silver Springs High	Nevada Joint Union High School	2966357 2930071	58.33%	7.64%	65.97%
Ready Springs Elementary	Ready Springs Union Elementary	2966399 6027189	52.45%	12.75%	65.20%
Washington Elementary	Twin Ridges Elementary	2966399 6089403	57.14%	28.57%	85.71%
Grizzly Hill	Twin Ridges Elementary	2966415 6027205	59.62%	16.35%	75.96%
~~Sugarloaf Mountain Juvenile Hall Program~~	~~NCOE~~	~~2910298 0116913~~	~~100.00%~~	~~0.00%~~	~~100.00%~~
					60%
			%	%	%

FFY 2012-2013 County Welfare Department
Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: Nevada County DSS

Federal Share Budget		FFY 2012 (Carry-in)		FFY 2013
Personnel Salaries	$	31,500.00	$	-
Fringe Benefits	$	-	$	-
Operating	$	1,827.00	$	-
Equipment & Other Capital	$	-	$	-
Travel	$	-	$	-
Subcontractors	$	266,590.00	$	-
Other Costs	$	83.00	$	-
Indirect Costs	$	-	$	-
Total Federal	$	300,000.00	$	-
Total	**$**	**300,000.00**	**$**	**-**

8.14.2012

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

County: NEVADA
Contact: Kevin Olson

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: TBD Title: Program Coordinator	$ 63,000	0.5000	100.0%	0.0%	$ 31,500
2. Name: Title:					
Subtotal		**0.5000**	**100%**	**0%**	**$ 31,500**

POSITION DESCRIPTIONS:

1	**Program Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on on educational events at health fairs, schools, and other promotional activities; work with schools, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community wellness program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. 787.50 hours @ $40/hour = $31,500
2		

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $ -

C. OPERATING EXPENSES:

Office Expense - $203/month X 9 months = 1,827 $ 1,827

Pens, paper, printing

SUBTOTAL: **$1,827**

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

D. EQUIPMENT EXPENSES::

	$	-
SUBTOTAL:		$0

E. TRAVEL AND PER DIEM: Travel is estimated

SUBTOTAL:		

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) Gold Country Community Services	$	39,945
2) North Gold Senior Mountaineers	$	45,050
3) Sierra Senior Services	$	45,745
4) University of California Cooperative	$	78,700
5) Public Health	$	57,150
6)		
SUBTOTAL:		**$266,590**

G. OTHER COSTS:

Type of Costs

Internal Duplication of needed forms, reports, etc - 830 copies @ $.10/copy = 83	$	83
SUBTOTAL:		**$83**

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.5000			$ 300,000

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

County: Nevada
Contact: Kevin Olson

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Ed Time Equivalent			
1. Name: *Gold Country Community Services* Title: *Executive Director*	$ 50,000	0.15	50.0%	50.0%	$ 7,500
2. Name: *Gold Country Community Services* Title: *Bookkeeper*	$ 34,000	0.05	100.0%	0.0%	$ 1,700
3. Name: *Gold Country Community Services* Title: *Administrative Assistant*	$ 20,000	0.05	50.0%	50.0%	$ 1,000
4. Name: *Gold Country Community Services* Title: *Activity Director*	$ 34,000	0.23	25.0%	75.0%	$ 7,825
5. Name: *Gold Country Community Services* Title: *Activity Coordinator*	$ 30,000	0.20		100.0%	$ 6,000
6. Name: *Gold Country Community Services* Title: *Nutrition Ed Coordinator*	$ 30,000	0.20	10.0%	90.0%	$ 6,000
Subtotal		0.8802	50%	50%	$ 30,025

POSITION DESCRIPTIONS:

1	**Executive Director**	Executive Director will provide supervision to all project-related staff; work with fiscal staff to track the budget; represent the Senior Center as relevant to state and local agencies and community stakeholders; and ensure contract deliverables are met. Executive Director will also assist in developing strategic plan, conduct quality assurance and evaluation as needed. 300 hours @ $25/hour = $7500
2	**Bookkeeper**	The Bookkeeper will be responsible to account for all payables and receivable associated with the project and for processing and reporting payroll and other fiscal matters. 100 hours @ $17.00/hour
3	**Administrative Assistant**	The Administrative Assistant will provide general clerical support. Tasks include: preparing promotional material, class enrollment forms, activity outlines and surveys. Will make arrangements for class sites, process enrollment forms, and prepare invoices and pay requests as needed. 100 hours @ $10.00/hour.
4	**Activity Director**	The Program Manager will develop programs, activities and events consistent with the goals of the SNAP-Ed Grant. 460 hours $17.00/hour.
5	**Activity Coordinator**	The Activity Coordinator will conduct activities in collaboration with the Nutrition Ed Coordinator that enhance health and well being. 400 hours @ $15.00/hour
6	**Nutrition Ed Coordinator**	Develop presentations and activities to effectively deliver the nutrition education message, 400 hours @ $15.00/hour

B. FRINGE BENEFITS:
Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $ -

C. OPERATING EXPENSES:

Supplies for skill based nutrition education lessons Will include, but not be limited to purchase of food samples, and any organizing materials needed. Plan to instruct 1178 people @ $2.50/person = $2,946 — $ 2,396

SUBTOTAL: $2,396

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $ -

E. TRAVEL AND PER DIEM: Travel is estimated

Local travel within Nevada County 1,000 miles X .55 IRS reimbursement rate = 550 — $ 550

$0

SUBTOTAL: $550

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.
1)

SUBTOTAL: $ -

G. OTHER COSTS:

Type of Costs	
Internal Duplication of approved handout materials - 17,440 copies @ $.10/copy = $1,744	$ 1,744
New American Plate - Cooking Solo and Breakfast sets - 200 sets @ 8.75/set = $1,750	$ 1,750
Purchase of TASTE for Adults pamphlets - 500 @8.99/100 and 500 @ 8.99/50 = $135	$ 135
Reading and Understanding New Food labels DVD - 1 DVD @ $119.00/each plus tax = $119	$ 119
Recipe books TBD - 500 books/brochures @ $3.00/cookbook/brochure = $1,500	$ 1,500
Summary of 2010 Dietary Guidelines for trainers, educators 50 copies @ $4.52 each = $226	$ 226
Recipe books TBD - 500 books/brochures @ $3.00/cookbook/brochure = $1,500	$ 1,500
SUBTOTAL:	$6,974

H. INDIRECT COSTS: Indirect cost rate.
____% of Total Salaries or ___% Total Direct Costs
or ___% of Modified Directs (provide what costs to be included) $ - SUBTOTAL: $ -

TOTAL	$ -	0.8802			$ 39,945

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

County: Nevada NORTH GOLD SR.
Contact: Kevin Olson

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *North Gold Senior Mountaineers* Title: *Executive Director*	$ 50,000	0.15	50.0%	50.0%	$ 7,500
2 Name: *North Gold Senior Mountaineers* Title: *Bookkeeper*	$ 34,000	0.05	100.0%	0.0%	$ 1,700
3 Name: *North Gold Senior Mountaineers* Title: *Administrative Assistant*	$ 20,800	0.05	50.0%	50.0%	$ 1,040
4 Name: *North Gold Senior Mountaineers* Title: *Activity Director*	$ 50,000	0.20	25.0%	75.0%	$ 10,000
5 Name: *North Gold Senior Mountaineers* Title: *Activity Coordinator*	$ 40,000	0.22	0.0%	100.0%	$ 8,890
6 Name: *North Gold Senior Mountaineers* Title: *Nutrition Ed Coordinator*	$ 30,000	0.20	10.0%	90.0%	$ 6,000
Subtotal		0.8723	50%	50%	$ 35,130

POSITION DESCRIPTIONS:

1	**Executive Director**	Executive Director will provide supervision to all project-related staff; work with fiscal staff to track the budget; represent the Senior Center as relevant to state and local agencies and community stakeholders; and ensure contract deliverables are met. Executive Director will also assist in developing strategic plan, conduct quality assurance and evaluation as needed. 300 hours @ $25/hour = $7500
	Bookkeeper	The Bookkeeper will be responsible to account for all payables and receivable associated with the project and for processing and reporting payroll and other fiscal matters. 100 hours @ $17.00/hour
	Administrative Assistant	The Administrative Assistant will provide general clerical support. Tasks include: preparing promotional material, class enrollment forms, activity outlines and surveys. Will make arrangements for class sites, process enrollment forms, and prepare invoices and pay requests as needed. 100 hours @ $10.00/hour.
	Activity Director	The Activity Director will develop programs, activities and events consistent with the goals of the SNAP-Ed Grant. 520 hours $25.00/hour.
2	**Activity Coordinator**	The Activity Coordinator will conduct activities in collaboration with the Nutrition Ed Coordinator that enhance health and well being. 444 hours @ $20.00/hour
3	**Nutrition Ed Coordinator**	Develop presentations and activities to effectively deliver the nutrition education message, 400 hours @ $15.00/hour

B. FRINGE BENEFITS:

SUBTOTAL: $ -

C. OPERATING EXPENSES:

Supplies for skill based nutrition education lessons Will include, but not be limited to purchase of food samples, and any organizing materials needed. Plan to instruct 958 people @ $2.50/person = $2,396 $ 2,396

SUBTOTAL: $ 2,396

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated

Local travel within Nevada County 1,000 miles X .55 IRS reimbursement rate = 550	$	550
SUBTOTAL:	**$**	**550**

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL:	$	-

G. OTHER COSTS:

Type of Costs		
Internal Duplication of approved handout materials - 17,440 copies @ $.10/copy = $1,744	$	1,744
New American Plate - Cooking Solo and Breakfast sets - 200 sets @ 8.75/set = $1,750	$	1,750
Purchase of TASTE for Adults pamphlets - 500 @8.99/100 and 500 @ 8.99/50 = $135	$	135
Reading and Understanding New Food labels DVD - 1 DVD @ $119.00/each plus tax = $119	$	119
Recipe books TBD - 500 books/brochures @ $3.00/cookbook/brochure = $1,500	$	1,500
Summary of 2010 Dietary Guidelines for trainers, educators 50 copies @ $4.52 each = $226	$	226
Recipe books TBD - 500 books/brochures @ $3.00/cookbook/brochure = $1,500	$	1,500
SUBTOTAL:	**$**	**6,974**

H. INDIRECT COSTS: Indirect cost rate.

_____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.8723			$ 45,050

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

County: Nevada Sierra Senior
Contact: Kevin Olson

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Sierra Senior Services* Title: *Mary Sutton, Physical Therapist*	$ 4,500	1.00	0.0%	100.0%	$ 4,500
2. Name: *Sierra Senior Services* Title: *Sarah Deardorff - Executive Director*	$ 62,400	0.10	100.0%	0.0%	$ 6,240
3. Name: *Sierra Senior Services* Title: *Sandi Madigan - Nutrition Educator*	$ 80,570	0.20	10.0%	90.0%	$ 16,114
4. Name: *Sierra Senior Services* Title: *Clydine Meadville - Executive Asst/Bookkeeper*	$ 30,000	0.10	100.0%	0.0%	$ 3,000
Subtotal		1.1000	0%	100%	$ 29,854

POSITION DESCRIPTIONS:

1	**Physical Therapist**	Provide and administer nutrtional education to seniors at the senior centers to includea short physical fitness activity. 100 hours @ $45/hr = $4,500
2	**Executive Director**	Executive Director will provide supervision to all project-related staff; work with fiscal staff to track the budget; represent the Senior Center as relevant to state and local agencies and community stakeholders; and ensure contract deliverables are met. Executive Director will also assist in developing strategic plan, conduct quality assurance and evaluation as needed. 208 hours @ $30/hour = $6240
3	**Nutrtion Educator**	Educates seniors on the benefits of healthy food consumption and how to improve eating habits based on materials approved by snap-ed. 425 hours @ $38/hr = $16,114
4	**Administrative Assistant**	The Administrative Assistant will provide clerical support. Tasks will include, but not be limited to, preparing meeting agenda, minutes and communicating meeting and training information to community partners and clients. Will assist in the preparing and collecting of assessment surveys, arrange class site reservations, and in general support campaign activities, invoicing and billing. 0 hours 200 @ 15\hr = $3000

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 20% of salaries

SUBTOTAL: $ 5,971

C. OPERATING EXPENSES:

Supplies for skill based nutrition education lessons Will include, but not be limited to purchase of food samples, and any organizing materials needed. Plan to instruct 958 people @ $2.50/person = $2,396 $ 2,396

SUBTOTAL: $2,396

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Local travel within Nevada County 1,000 miles X .55 IRS reimbursement rate = 550 550

SUBTOTAL: $550

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) $0
2)

SUBTOTAL: $0

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

G. OTHER COSTS:

Type of Costs

Internal Duplication of approved handout materials - 16,020 copies @ $.10/copy = $1,602	$	1,602
New American Plate - Cooking Solo and Breakfast sets - 100 sets @ 8.75/set = $875	$	875
Purchase of TASTE for Adults pamphlets - 500 @8.99/100 and 500 @ 8.99/50 = $135	$	135
Purchase of TASTE for Kids pamphlets - 500 @8.99/100 and 500 @ 8.99/50 = $135	$	135
Reading and Understanding New Food labels DVD - 1 DVD @ $119.00/each plus tax = $119	$	119
Recipe books TBD - 200 books/brochures @ $3.00/cookbook/brochure = $600	$	600
Summary of 2010 Dietary Guidelines for trainers, educators 50 copies @ $4.52 each = $226	$	226
Get More Because More Matters pamphlets and recipes, 500 copies @ $.51 = $255 + $27 (tax/shipping) = $282	$	282
Recipe books TBD - 1,000 books/brochures @ $3.00/cookbook/brochure = $3,000	$	3,000
SUBTOTAL:		**$6,974**

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	1.1000			$ 45,745

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

County: Nevada UC Cooperative
Contact: Kevin Olson

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *University of California Cooperative* Title: *Rosemary Carter, Health Education Consultant*	$ 43,527	0.15	90.0%	10.0%	$ 6,529
2. Name: *University of California Cooperative* Title: *Molly Klumb, Curriculum Liason*	$ 35,708	0.65	0.0%	100.0%	$ 23,210
4 Name: *University of California Cooperative* Title: *Annette Cosgrove, Clerical Support*	$ 34,200	0.10	100.0%	0.0%	$ 3,420
5 Name: *University of California Cooperative* Title: *Roger Ingram, County Director, Nevada & Placer*	$ 129,810	0.10	100.0%	0.0%	$ -
Subtotal		1.0000	0%	0%	$ 33,159

POSITION DESCRIPTIONS:

1	**Health Education Consultant**	In coordination with the Project Coordinator, the Health Education Consultant (HEC) is responsible for developing the communications and health education aspects of the program. With consultation by the Public Health Nutritionist the HEC will develop a nutrition education series, train staff to provide classes, teach and perform quality assurance reviews of the classes. 300 hours @ $34.89/hour = $10,466 (including benefits)
2	**Cuuriculum Liason**	The will be the lead person for educational delivery to Nevada County family and youth, delivering nutrition curriculum and activities to low-income qualified schools including pre-schools in Nevada County. 1300 hours @ $28.62 /hr = $37,206 (including benefits)
3	**Clerical Support**	The Administrative Assistant will provide clerical support. Tasks will include, but not be limited to, preparing meeting agenda, minutes and communicating meeting and training information to community partners and clients. Will assist in the preparing and collecting of assessment surveys, arrange class site reservations, and in general support campaign activities, invoicing and billing. 200 hours @$ 26.00\hr = $5,199 (including benefits)
4	**County Director, Nevada & Placer**	Roger will be the lead supervisor and administratively responsible for project implementation. In-kind.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 59.9% of salaries for Health Education Consultant and Curriculu Liason. Benefit rate for Clerical support is 47.2%.

SUBTOTAL: $ 19,428

C. OPERATING EXPENSES:

Operating expenses will be used for curriculum supplies, purchase of local produce for sampling, display boards, supplies for event activities, posters, and relevant DVD nutrition videos. $ 7,766

SUBTOTAL: $ 7,766

D. EQUIPMENT EXPENSES::

SUBTOTAL: $ -

E. TRAVEL AND PER DIEM: Travel is estimated

Local travel from Auburn to Nevada County for program delivery 3,403 miles x .55 = 1872 $ 1,872

SUBTOTAL: $ 1,872

F. SUBCONTRACTORS:

SUBTOTAL: $ -

G. OTHER COSTS:

Type of Costs

Printing Costs $ 1,500

SUBTOTAL: $ 1,500

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or 23.5% Total Direct Costs

or ____% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ 14,975

TOTAL	$ -	1.0000			$ 78,700

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

County: Nevada County Innovative Projects 8.14.2012
Contact: Kevin Olson Public Health Sub

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Galen Ellis Title: Program Manager	$ 84,636	0.1000	100.00%	0.00%	$ 8,464
2. Name: TBD Title: Social Media Consultant	$ 104,000	0.2975	100.00%	0.00%	$ 30,931
3. Name: Michele Chasin Title: Clerical Support - Health Technician	$ 39,960	0.0000	100.00%	0.00%	$ -
4 Name: TBD Title: Bilingual Research Consultant	$ 40,000	0.0750	100.00%	0.00%	$ 3,000
Subtotal		0.4725	400%	0%	$ 42,395

POSITION DESCRIPTIONS:

1	**Program Manager #1**	Program Manager will provide supervision to all project-related staff; work with fiscal staff to track the budget; represent the health department as relevant to state and local agencies and community stakeholders; and ensure contract deliverables are met. Program Manager will also assist in developing strategic plan, conduct quality assurance and evaluation as needed.
2	**Social Media Consultant #2**	The Social Media consultant will manage and implement the social-marketing campaign as described in Strateg #3. The consultant will identify the nutrition needs, associated behaviors, and perceptions of the identified audience. The Consultant will be responsible to track and ensure all Strategy 3 deliverables are met.
3	**Clerical Support - Health Technician #3**	The Health Technician will provide clerical support. Tasks will include, but not be limited to, preparing meeting agenda, minutes and communicating meeting and training information to community partners and clients. Will assist in the preparing and collecting of assessment surveys, arrange class site reservations, and in general support campaign activities.
4	**Bi-lingual Research Consultant**	The Bi-lingual research consultant will provide input into the development of assessment tools, including surveys and focus groups; collect survey data from residents in qualifying census tracts; provide translation and interpreting services as needed; and conduct outreach in the community for events and promotional activities.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 45.46% of salaries

Includes Retirement 26.45%, OPEB 8.3%, Insurance 2.72%, Health Benefits 7.99% = 45.46% X $8,464 = $3,848

$ 3,848

SUBTOTAL: $ 3,848

C. OPERATING EXPENSES:

Office Expense - $304.22/month X 9 months = $5,738

$ 2,738

SUBTOTAL: $2,738

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012 - September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated

Local travel within Nevada County 1,000 miles X .55 IRS reimbursement rate = 550	550
SUBTOTAL:	**$550**

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL:	**$0**

G. OTHER COSTS:

Type of Costs		
Internal Duplication of approved handout materials - 15680 copies @ $.10/copy = $1,508	$	1,568
New American Plate - Cooking Solo and Breakfast sets - 100 sets @ 8.75/set = $875	$	875
Purchase of TASTE for Adults pamphlets - 500 @8.99/100 and 500 @ 8.99/50 = $135	$	135
Purchase of TASTE for Kids pamphlets - 500 @8.99/100 and 500 @ 8.99/50 = $135	$	135
Reading and Understanding New Food labels DVD - 3 DVD @ $119.00/each plus tax = $357	$	357
Obesity in a Bottle DVD - 3 DVD @ $79.95/each plus tax = $240	$	240
Recipe books TBD - 100 books/brochures @ $3.00/cookbook/brochure = $300	$	300
Summary of 2010 Dietary Guidelines for trainers, educators 50 copies @ $4.52 each = $226	$	226
Get More Because More Matters pamphlets and recipes, 500 copies @ $.51 = $255 + $27 (tax/shipping) = $282	$	282
Rethink Your Drink Campaign materials, Cost TBD, 500 people @ $1.50 each = $750	$	750
SUBTOTAL:		**$4,868**

H. INDIRECT COSTS: Indirect cost rate.

22.344% of Total Salaries = $12,312 X .22344 = 2,751				$	2,751
or ___% of Modified Directs (provide what costs to be included)		$ -	**SUBTOTAL:**	$	2,751
TOTAL	$ -	0.4725		$	57,150

CDSS FFY 2013 SNAP-Ed Innovative Project

Please complete the Project Synopsis Form for the FFY 2012-2013 SNAP-Ed Innovative Projects. Please review the 2012 SNAP-Ed Guidance prior to completing this form.

Please complete the following sections for your county.

Project Title: The County of Riverside CalFresh Healthy Eating and Wellness (CHEW) Project.

Funding Amount Request: $437,143.00

*Note: The funding award may be spent in FFY 2012 and FFY 2013.

Project Contact Name, Title: Jill Kowalski, Administrative Services Analyst II, DPSS

Project Contact Phone Number and Email: (951) 358-3804/ JKowalsk@riversidedpss.org

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 used on the CDPH's Network for a Healthy California's website.
http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx

a. Related State Objectives

See State Level Objectives.

Audience

Gender: Female and Male
Ethnicity: All Ethnic Groups
Language: English and Spanish
Ages: Children, Adults 18+, Adults 60 years and older

b. Focus on CalFresh Recipients.

The proposed project will specifically target the following CalFresh participant groups that are determined to be most vulnerable and difficult-to-reach:

- ***Senior citizens***
- ***Homeless individuals and families***
- ***Geographically-isolated communities*** in the county with the largest populations of CalFresh participants with limited access to a DPSS office due to transportation and other barriers.

c. Project Description.

The key purpose of Project Innovation is to: Expand and enhance our current partnership with three key partners to increase the number of CalFresh participants who receive nutrition information that assists them in using their CalFresh benefits to make healthier choices and prepare healthy meals within a limited budget. The three key partners in this project are:

- The County of Riverside Community Health Agency, Department of Public Health (DPH)

- The UC Cooperative Extension/UC CalFresh (UC Cooperative Extension)
- FIND Food Bank, serving eastern and central regions in Riverside County

This project will be implemented in a wraparound system to increase the visual and educational support available for selection of a healthy lifestyle through individual choice. The activities and interventions of this project will be developed and implemented in a coordinated and innovative three-tiered strategy:

TIER ONE: Increase the frequency and types of messages CalFresh participants receive at local DPSS CalFresh offices throughout Riverside County.

Intervention: *CWD/Public Health lobby visits*: A Health Education Assistant (HEA) will provide nutrition education information to CalFresh participants who are waiting in the lobbies of DPSS CalFresh offices to promote healthy food choices. This will be done in some of the larger DPSS offices that have adequate lobby space. These topics will include (but will not be limited to): *Rethink Your Drink, Healthy Snacks, Eating on the Run*, and *Sweet Treats Using Fresh Fruits and Vegetables.* The lobby presentations will take place on the same days that the nutrition classes (described in TIER TWO) are being held. Each of the CalFresh offices will have a schedule of the presentations to make available to the participants and promote in the lobbies.

Frequency: An HEA will visit each (designated) DPSS CalFresh office weekly during a 4-week period. A .50 FTE HEA will serve DPSS offices in the western region of the county and a .50 FTE HEA will serve the eastern region.

Number of CalFresh participants to be targeted in TIER ONE during the grant period: Approximately 16,942 participants are anticipated to receive nutrition information through the activities stated above. This is based on 30% of the estimated total number of customers who visited DPSS offices in 2010 (56,475 based on lobby traffic averages).

Intervention: Videotaped demonstrations of healthy cooking classes taught by a trained chef and registered dietician (see TIER TWO). The "hands-on" cooking demonstration nutrition classes will be shown in the DPSS CalFresh lobbies and at outreach events coordinated by FIND Food Bank.

TIER TWO: DPSS will subcontract with the County of Riverside CHA Dept. of Public Health (DPH) to create a "hands-on" nutrition education series that uses existing SNAP Ed curriculum and builds in a demonstration/education component taught by a trained chef and/or registered dietitian. DPH will partner with the Riverside Community College's Culinary Arts Program to use chef trainees to assist in creating the demonstration components of the class series. The classes will build upon what DPH is currently providing by engaging class participants to help prepare a meal using healthy ingredients and menus that are SNAP-approved and currently being used by DPH. DPSS will partner in a subcontract agreement with DPH to expand its current nutrition education course to create the hands-on learning component where CalFresh participants will be able to assist a trained chef and dietitian in preparing a healthy meal and sample the meal at the end of the class.

These classes will expand nutrition education services currently being provided to CalFresh participants and eligibles throughout the County of Riverside. New CalFresh participants will be

reached through targeted efforts to senior citizen and homeless populations. The proposed classes will add a new and innovative element to the existing approach to teaching healthy nutrition by engaging participants in a way that provides step-by-step instruction that is interactive and fun.

TIER THREE: Reach underserved and difficult-to-reach CF participant populations who cannot come to DPSS (CWD) offices.

DPSS will also subcontract with FIND Food Bank to assist DPH in accessing an entire network of community based organizations that have CalFresh participant populations. FIND Food Bank has community workers in place who go to remote geographic locations to reach unique and underserved groups, including seniors, homeless individuals and other vulnerable groups. They screen for CalFresh eligibility, and assist those who are eligible in completing their applications on a portable laptop they bring with them, or on a computer stationed at the community site they are visiting. After FIND staff go into these areas and determine there is a significant population of CalFresh participants, they will coordinate our DPH Nutrition team (that will include a chef from the Riverside Community College Culinary Arts Program) to come in and teach classes.

Public Health's Nutrition staff will also team with FIND's enrollment specialists to provide nutrition education as part of the initial enrollment process. This partnership would offer the first healthy food selection education the new CalFresh participant receives at the time of enrollment. This will enable new CalFresh participants to begin the program with the knowledge of which healthy foods they should purchase with their CalFresh EBT card. The educational materials that would accompany this initial training will be similar to what will be used in the TIER TWO nutrition classes. The following populations will be targeted by FIND Food Bank as they identify opportunities for DPH to provide nutrition classes:

Senior citizens: Nutrition education will be introduced to this group at senior congregate meal programs, churches and other locations. A targeted campaign for seniors will be developed from existing resources and materials to emphasize how CalFresh can stretch participants' food resources, supplement their nutrition by giving them a way to purchase fruits and produce, and use other positive messages to reduce the "food stamps" stigma among the elderly population.

Homeless: The DPSS Homeless Programs Unit (HPU) will assist in identifying homeless shelter sites where the DPH Nutrition Services Team can provide nutrition classes and information. Census Tract will be provided before services.

FIND Food Bank will also work with DPH and DPSS to identify three food distribution locations where participants can receive food demonstrations using the ingredients they receive that week from the food bank. For example, a monthly food distribution at a senior center might be giving apples and rice as part of their food packages. The DPH Nutrition Team would coordinate with FIND Food Bank to create a menu that uses those ingredients. Also, a nutrition class for senior citizens would include instruction on how to prepare meals for one person, or how to freeze food.

d. Use of Existing Educational Materials.

        - Brochures: The New American Plate –Breakfasts/Cooking Solo/One-Pot Meals
        - Brochures: Fruits and Veggies: More Matters
        - Brochures: Making Meals Matter for your School-Age Child
        - Brochures: Making Meals Matter for your Young Child
        - Website: Making Every Dollar Count
- Making healthy eating choices
    - Eat Smart, Be Active
    - It's Your Choice
    - Rethink your drink
    - Harvest of the Month: How to easily incorporate more fruits and vegetables into your day
    - Understanding food labels
    - The Power of Choice - Helping children make healthy food choices
        - Brochures: Activity and Eating (adult): Linking Together for Optimal Health and Fitness
        - Brochures: Get your Calcium the Fruit and Vegetable Way
        - Brochures: Fruits and Vegetables Galore: The Power of Choice
        - Brochures: Guide to Healthy Dining Out
- Exercise Counts – Learning Fuel for Moving
    - Instant Recess (DVD)
    - Poster: it's Up to You
        - Brochure: Health Benefits of Physical Activity

e. Modification of Project Methods/Strategies

Not applicable. No new modifications at this time.

f. Key Performance Measures/Indicators.

The design of the curriculum/intervention and the design of the evaluation tool to match and be able to measure the change (via interviews, pre/post testing) such as:

- Increase use of grocery list and meal planning
- Increase meal planning and preparation at home
- Increase use of healthy recipes
- Increase purchase and consumption of fruit and vegetable
- Increase consumption of whole grains
- Increase use of food labels when grocery shopping
- Reduce consumption of sugar-added beverage

1. Evaluation Plans

For information regarding evaluation, including types of evaluation, see p. 20 of the 2012 SNAP-Ed Guidance

Our plan for using these results post-evaluation will focus on reporting the findings and data to CDSS to disseminate in a way that is meaningful and useful to other CWDs, FNS (SNAP) and other identified stakeholders. In addition, the CWD will use the expertise of UCCE to provide an

analysis and interpretation of the results that can be reported to primary stakeholders as well. During this process, attention will be given to alternative explanations and existing trends as part of a sound evaluation – whether the results are positive or negative. This reporting will align with the FNS "Principles of Sound Impact Evaluation" by "examining the plausibility of impacts in terms of intervention features, relevant theory, existing research and the rigor of the research design and execution."

UC Cooperative Extension will use existing data that is available on SNAP-Eligibles in Riverside County. UC Cooperative Extension will use existing evaluative data that is available during the pre-evaluation design process. A post evaluation component will be designed that will include follow-up evaluation focus groups. The purpose of the evaluation focus group would be to determine if our program met their needs, what they found to be the most valuable information, whether they were able to make the behavior change, and if not, why. The evaluation focus group might reveal information that would be useful for future programming.

UC Cooperative Extension (UCCE) also plans to hold training sessions with recruitment staff to go over data collection for process evaluation (family records, demographic info, etc.) and with nutrition delivery staff to go over the curriculum/intervention delivery and the evaluation plan so that the delivery of nutrition and messaging is standardized and consistent across the program. UCCE will also develop a checklist that supervisors can use to determine if the curriculum is delivered as planned.

2. Coordination Efforts

Communication and coordination about the Innovative Project will be shared and presented at quarterly C-NAP meetings, in which the CWD and all sub-contract partners are active members. C-NAP will be the primary forum for disseminating information about the project to other CBO and county agency partners.

DPSS is building upon the existing strong collaborative partnerships it has with three organizations that will sub-contract to implement the Innovative Project:

- ***The County of Riverside Public Health Department***, which currently provides CalFresh nutrition education services countywide and coordinates the C-NAP for Riverside County.
- ***The UC Cooperative Extension/UC CalFresh (UCCE),*** that provides nutrition education services as part of the SNAP Ed guidelines and plan, as specified in the Healthy, Hunger-Free Kids Act of 2010. UCCE will design and implement an evaluation of this specific project.
- ***FIND Food Bank***, our CBO partner that distributes food to more than 100 food pantries and feeding programs in eastern Riverside County and has a team of CalFresh outreach workers that assess and assist CalFresh eligibles in

participating and provides nutrition education to difficult-to-reach populations and geographic regions in eastern Riverside County.

- ***Riverside Unified School District Nutrition Services Program*** *will provide* expertise from Nutrition Services Chef to provide "hands-on" cooking classes with Public Health staff to be videotaped and presented in DPSS offices and community locations throughout the county. Subcontract will also include videotaping, editing and producing the segments.

Census Tract Data Sheet
INNOVATIVE PROJECT – RIVERSIDE COUNTY

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity*	*185% FPL*	*Notes*
TANF Job Readiness Program	Administration Office	4060 County Circle Drive	Riverside	92503				Proxy
TANF Job Readiness Program	Banning	63 S. 4th Street	Banning	92220				Proxy
TANF Job Readiness Program	Blythe	1225 W. Hobsonway	Blythe	92225				Proxy
TANF Job Readiness Program	Cathedral City	68-625 Perez Road, Unit #5	Cathedral City	92234				Proxy
TANF Job Readiness Program	Desert Hot Springs	14201 Palm Drive, #110	Desert Hot Springs	92240				Proxy
TANF Job Readiness Program	Hemet	541 N. San Jacinto	Hemet	92543				Proxy
TANF Job Readiness Program	Indio	44-199 Monroe St., Ste. D	Indio	92201				Proxy
TANF Job Readiness Program	Jurupa	5961 Mission Blvd., Ste. 100	Riverside	92509				Proxy
TANF Job Readiness Program	Lake Elsinore	1400 W. Minthorn St.	Lake Elsinore	92530				Proxy
TANF Job Readiness Program	Moreno Valley	23119 Cottonwood Ave, Bldg A & C	Moreno Valley	92553				Proxy
TANF Job Readiness Program	Norco	3178 Hamner Ave.	Norco	92860				Proxy
TANF Job Readiness Program	Perris	351 Wilkerson St., Ste. D	Perris	92571				Proxy
TANF Job Readiness Program	Riverside / La Sierra	11060 Magnolia Ave.	Riverside	92505				Proxy
TANF Job Readiness Program	Temecula	43264 Business Park Dr., Ste. B1	Temecula	92590				Proxy
Community Center	Mecca Family & Farmworker Resource Center	91275 Avenue 66, Ste. 101	Mecca	92254	6065045604	All Races	75.0%	
Community Center	Desert Hot Springs	14-201 Palm Drive	Desert Hot	92240	6065044506	All Races	56.7%	

	Resource Ctr		Springs					
Community Center	Mecca Community Center	65-250 Coahuilla St.	Mecca	92254	6065045604	All Races	75.0%	
Community Center	Rubidoux Resource Center	5473 Mission Blvd	Riverside	92509	6065040204	All Races	56.7%	
Community Center	The Access (City of Riverside)	2880 Hulen Place	Riverside	92507	6065030502	All Races	58.6%	
Community Center	Eastside Community Partnership	2060 University Way	Riverside	92507	6065030501	All Races	53.9%	
Community Center	Inland Agency/Pink Ribbon Place	1465 Spruce St.	Riverside	92507	6065042209	All Races	51.7%	
Community Center	Riverside County Office of Education – Indio	47-336 Oasis Street	Indio	92201	6065045501	All Races	59.2%	
Community Center	Rob Reiner Children & Families Development Ctr	2221 South "A" Street	Perris	92570	6065042901	All Races	50.1%	
Community Center	Mead Valley Community Center	21091 Rider Street	Perris	92570	6065042904	All Races	50.7%	
Community Center	Good Meadow Community Center	21565 Steele Peak Drive	Perris	92570	6065042902	All Races	57.6%	
Community Center	Family Services Association	14080 Palm Drive Ste. E	Desert Hot Springs	92240	6065044506	All Races	56.7%	
Community Center	Community Action Partnership of Riverside County	2038 Iowa Avenue Suite B-102	Riverside	92507	6065042209	All Races	51.7%	
Community Center	Bagdouma Park & Community Center	51723 Douma St.	Coachella	92236	6065045705	All Races	61.8%	
Elderly Service Center	Las Flores Senior Center	1807 11th St.	Riverside	92507	6065030501	All Races	53.9%	
Elderly Service Center	Beaumont Senior Center	550 E. 6th St.	Beaumont	92223	06065044000	All Races	67.9%	
Elderly Service Center	Indio Senior Center	45222 Towne Street	Indio	92201	06065045400	All Races	56.4%	
Elderly Service Center	Blythe Senior Center	445 N. Broadway	Blythe	92225	06065046102	All Races	62.8%	

Elderly Service Center	Desert Hot Springs	11-777 West Drive	Desert Hot Springs	92240	06065044509	All Races	66.4%	
Elderly Service Center	Hemet (James Simpson Senior Center)	305 E. Devonshire Avenue	Hemet	92543	06065043401	All Races	52.9%	
Elderly Service Center	Lake Elsinore	420 E. Lakeshore Drive	Lake Elsinore	92530	06065043001	All Races	51.5%	
Elderly Service Center	Mead Valley	21091 Rider Ave.	Mead Valley	92570	06065042904	All Races	50.7%	
Elderly Service Center	Moreno Valley	25075 Fir Avenue	Moreno Valley	92553	06065042519	All Races	57.5%	
Elderly Service Center	Perris	100 N. "D" Street	Perris	92570	06065042800	All Races	60.0%	
Elderly Service Center	San Jacinto	625 S. Pico	San Jacinto	92583	06065043600	All Races	60.1%	
Emergency Food Assistance Site	Food Now Inc	14080 Palm Drive Suite E	Desert Hot Springs	92240				Proxy
Emergency Food Assistance Site	Second Harvest Food Bank	2950-B Jefferson St.	Riverside	92504				Proxy
Emergency Food Assistance Site	Calvary Presbyterian Church	4495 Magnolia Ave	Riverside	92501				Proxy
Emergency Food Assistance Site	First Congregational Church	3504 Mission Inn Ave.	Riverside	92501				Proxy
Emergency Food Assistance Site	Saint Michael's Episcopal Church	4070 Jackson St.	Riverside	92503				Proxy
Emergency Food Assistance Site	Sandals Church	150 Palmyrita #1	Riverside	92507				Proxy
Emergency Food Assistance Site	Find Food	83775 Citrus Avenue	Indio	92201				Proxy
Emergency Food Assistance Site	Galilee Food Bank	1030 6th Street #5	Coachella	92236				Proxy
Emergency Food Assistance Site	St. Elizabeth Church	66700 Pierson Blvd	Desert Hot Springs	92240				Proxy
Emergency Food Assistance Site	North Shore Yacht Club Community Ctr	99-155 Sea View Drive	North Shore	92554				Proxy
Emergency Food Assistance Site	The Grove Community Church	1990 Grove Community Drive	Riverside	92508				Proxy
Emergency Food Assistance	Eastern Star Lodge	2931 12th Street	Riverside	92507				Proxy
Emergency Food	Well in the Desert	555 N.	Palm Springs	92262				Proxy

Assistance		Commerical Road						
Emergency Food Assistance	Needs for the Needy	54868 Harrison Street	Thermal	92274				Proxy
Emergency Food Assistance	Martha's Kitchen	83791 Date Avenue	Indio	92201				Proxy
Emergency Food Assistance Site	Hidden Harvest	85711 Peter Rabbit Lane	Coachella	92236				Proxy
Emergency Food Assistance Site	Salvation Army - Family Services	14068 Graham Avenue	Moreno Valley	92553				Proxy
Emergency Food Assistance Site	Salvation Army - Family Services	3695 1st Street	Riverside	92501				Proxy
Emergency Food Assistance Site	Salvation Army	1779 East Florida Avenue Suite D2	Hemet	92543				Proxy
Emergency Food Assistance Site	Temecula Murrieta Rescue Mission / Rancho Community Church	31300 Ranch Community Way	Temecula	92592				Proxy
Emergency Food Assistance Site	The Healing Center Outreach – Our Angels Soup Kitchen & Cupboard	32700 Mission Trail	Lake Elsinore	92530				Proxy
Emergency Food Assistance Site	Temecula Murrieta Rescue Mission	24225 Monroe Ave	Murrieta	92562				Proxy
Emergency Food Assistance Site	Centro Libre Cristiano	83246 Ave. 50	Coachella	92236				Proxy
SNAP Office	Administration Office	4060 County Circle Drive	Riverside	92503				Proxy
SNAP Office	Banning	63 S. 4th Street	Banning	92220				
SNAP Office	Blythe	1225 W. Hobsonway	Blythe	92225				Proxy
SNAP Office	Cathedral City	68615-A Perez Rd.	Cathedral City	92234				Proxy
SNAP Office	Hemet	541 N. San Jacinto Ave.	Hemet	92543				Proxy
SNAP Office	Indio	44-199 Monroe St.	Indio	92201				Proxy
SNAP Office	Jurupa	5961 Mission Blvd., Ste. 100	Riverside	92509				Proxy
SNAP Office	Lake Elsinore	1400 W. Minthorn St.	Lake Elsinore	92530				Proxy
SNAP Office	Norco	3178 Hamner Ave.	Norco	92860				Proxy
SNAP Office	Perris	2055 North Perris Blvd. Ste B	Perris	92571				Proxy

SNAP Office	Riverside/Magnolia	11060 Magnolia Ave.	Riverside	92505				Proxy
SNAP Office	Temecula	43264 Business Park Dr., Ste. B1	Temecula	92591				Proxy
Public Housing	Vista Dunes (Hope through Housing) Courtyard Homes	44950 Vista Dunes Lane	La Quinta	92253				Proxy
Public Housing	Las Casas	51-600 Tyler Street	Coachella	92236				Proxy
Public Housing	Paseo de Los Heroes	62-900 Lincoln Street	Mecca	92274				Proxy
Public Housing	Pottery Court	300 N. Riley Street	Lake Elsinore	92530				Proxy
Public/Community Health Center	Arlanza Family Health Center	8856 Arlington Avenue	Riverside	92503	6065041001	All Races	61.9%	
Public/Community Health Center	Corona Family Care Center	505 S. Buena Vista Ave., Suite #101	Corona	92882	6065041704	All Races	59.6%	
Public/Community Health Center	Don Shroeder Health Center	5256 Mission Blvd.	Riverside	92509	6065040203	All Races	65.0%	
Public/Community Health Center	Dr. Robert Bruce Reid Health Clinic (Perris Family Care Center)	308 E. San Jacinto Avenue	Perris	92570	6065042800	All Races	60.0%	
Public/Community Health Center	Hemet Family Care Center	880 N. State St.	Hemet	92543	6065043507	All Races	63.5%	
Public/Community Health Center	Indio Family Care Center	47923 Oasis Street	Indio	92201	6065045501	All Races	59.2%	
Public/Community Health Center	Lake Elsinore Family Care Center	2499 E. Lakeshore Drive	Lake Elsinore	92530	6065043001	All Races	51.5%	
Public/Community Health Center	Eastside Health Center	1970 University Avenue	Riverside	92507	6065030501	All Races	53.90%	
Public Schools	Coachella Valley Unified School District Offices	65250 Coahuilla St.	Mecca	92254	6065045604	All Races	75.0%	
Other Youth Education Sites	Valley-Wide Recreation & Park	901 W. Esplanade (check address with Andrea)	San Jacinto	92582	6065043507	All Races	63.5%	
Other Youth Education Sites	Bobby Bonds/ Caesar Chavez Park	2060 University Ave.	Riverside	92507	6065030501	All Races	53.9%	
Other Youth Education Sites	Bordwell Park	2008 Martin Luther King Blvd.	Riverside	92507	6065030501	All Races	53.9%	

Other Youth Education Sites	Boys & Girls Club of Coachella Valley	85350 Bagdad Ave.	Coachella	92236	6065045706	All Races	65.6%	
Shelter	Martha's Kitchen	83791 Date St.	Indio	92201				Proxy
Shelter	Salvation Army - Cathedral City	30-400 Landu Blvd.	Cathedral City	92234				Proxy
Shelter	The Place (Dept of Mental Health)	2800 Hulen Pl	Riverside	92507				Proxy
Shelter	U. S. Vets/March ARB	15105 6th St.	Moreno Valley	92518				Proxy
Shelter	Roy's Desert Resource Center	19531 McLane Street	North Palm Springs	92240				Proxy
WIC	Arlanza WIC site	7801 Gramercy Place, Suite C	Riverside	92503				Proxy
WIC	Banning WIC site	3055 West Ramsey	Banning	92220				Proxy
WIC	Blythe WIC site	1293 West Hobson Way	Blythe	92225				Proxy
WIC	Cathedral City WIC site	68625 Perez Rd., Suite 17-B	Cathedral City	92234				Proxy
WIC	Corona West WIC site	1307 West Sixth St., Suite 124	Corona	92882				Proxy
WIC	CPC WIC site	14375 Nason St., Suite 109	Moreno Valley	92555				Proxy
WIC	Desert Hot Springs WIC site	14080 Palm Drive, Suite S	Desert Hot Springs	92240				Proxy
WIC	Hemet WIC site	1005 North State Street	Hemet	92543				Proxy
WIC	Jurupa WIC site	9415 Mission Blvd. Suite J & K	Riverside	92509				Proxy
WIC	Indio WIC site	47-923 Oasis St., Room Nt-1	Indio	92201				Proxy
WIC	Lakeshore WIC site	2499 E. Lakeshore Dr., Suite B	Lake Elsinore	92530				Proxy
WIC	Mecca WIC site	91275 66th Ave.	Mecca	92254				Proxy
WIC	Moreno Valley WIC site	13800 Heacock, Suite 125	Moreno Valley	92553				Proxy
WIC	North Riverside WIC site	1465 Spruce Str., Suite A	Riverside	92507				Proxy
WIC	Palm Springs WIC	1515 North	Palm Springs	92262				Proxy

	site	Sunrise Way						
WIC	Perris WIC site	308 East Jacinto Ave.	Perris	92570				Proxy
WIC	Riverside Neighborhood WIC site	7140 Indiana Ave.	Riverside	92504				Proxy
WIC	Rubidoux WIC site	5256 Mission Blvd.	Riverside	92509				Proxy
WIC	Temecula WIC site	41002 County Center, Bldg. B	Temecula	92591				Proxy
WIC	Sherman Administration	3900 Sherman Drive, Suite I	Riverside	92503				Proxy

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: Riverside

Federal Share Budget	FFY 2013
Personnel Salaries	$ 19,010.00
Fringe Benefits	$ 9,505.00
Operating	$ 3,254.00
Equipment & Other Capital	$ 533.00
Travel	$ 1,998.00
Subcontractors	$ 400,941.00
Other Costs	$ -
Indirect Costs	$ 1,902.00
Total Federal	$ -
Total	$ 437,143.00

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
March 1, 2012 to September 30, 2012

County: #33 Riverside

Contact: Jill Kowalski

A PERSONNEL SALARIES:

1. Name and Position Title		2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of	5. Percentage FTE Time for Direct Delivery Duties (% out	6. Total Dollars
POSITIONS			Full Time Equivalency			
1. Name:	Jill Kowalski					
Title:	Administrative Services Analyst II	$ 29,980	25%	100.0%	0.0%	$ 12,849
2. Name:	Patti Polly					
Title:	Deputy Director Self-Sufficiency	$ 61,621	2%	100.0%	0.0%	$ 2,112
3. Name:	Elizabeth Calanche					
Title:	Administrative Services Analyst II	$ 23,618	10%	100.0%	0.0%	$ 4,049
4. Name:						
Title:		$ -	0.0000	0.0%	0.0%	$ -
5. Name:						
Title:		$ -	0.0000	0.0%	0.0%	$ -
6. Name:						
Title:		$ -	0.0000	0.0%	0.0%	$ -
Subtotal			**0.3700**	**300%**	**0%**	**$ 19,010**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

1	**CalFresh Administrative Coordinator (Jill Kowalski, Administrative Services Analyst II**	Provides administrative and office support for the SNAP Ed Innovative Project staff and is responsible for the reporting requirements. Position works with the Innovative Project sub-contractors to coordinate and monitor project activities and deliverables, including reports, budgets and other necessary documentation required by CDSS. Reports directly to the Deputy Director of CalFresh, Medi-Cal and General Assistance programs. Provides regular updates to Deputy Director and DPSS Executive leadership regarding project and project partners.

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
March 1, 2012 to September 30, 2012

	Contract Manager (Patti Polly, Deputy Director, Self-Sufficiency Division, Community Outreach Branch (includes CalFresh, Medi-Cal and General Assistance Programs)	Provides overall oversight and supervision of the SNAP Ed Innovative Project, including direct supervision of Administrative Coordinator. Oversees the CalFresh program for Riverside County, including including budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Prepares Budget Adjustment Requests (BAR) as necessary.
2	**CalFresh Community Outreach Specialist (Elizabeth Calanche, Administrative Services Analyst II)**	Assists Administrative Coordinator with promotion of SNAP Ed Innovative Project and coordination of collaborative partners, including identifying community events suitable for promoting nutrition education to CalFresh participants and other DPSS administrative support for the SNAP Ed Innovative Project.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 50% of salaries

SUBTOTAL: $ 9,505

C. OPERATING EXPENSES:

Printing Services for materials associated with SNAP Ed Innovative Project for 12 month period.	$3,675	
Printing will include: brochures, fliers, posters and other materials to be used for the Innovative	$0	
Project.	$0	
	$0	
	SUBTOTAL:	$3,254

D. EQUIPMENT EXPENSES::

Laptop computer to be used for coordination of program at meetings/events outside office. Cost is prorated portion of total cost of $800.	$ 533
SUBTOTAL:	$533

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which
Attach a travel worksheet if needed.

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
March 1, 2012 to September 30, 2012

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
								$ -

Mileage for position #1 to attend meetings, nutrition classes and other activities related to SNAP Ed Innovative Project: calculated at approximately 200 miles each month X 12 months = 2,400 miles X $.555 = $1,332.

Mileage for position #3 to attend meetings related to SNAP Ed Innovative Project: calculated at approximately 100 miles each month X 12 months = 1,200 miles X $.555 = $666.

SUBTOTAL: $1,998

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **County of Riverside, CHA Department of Public Health: subcontract to provide nutrtion education classes with chef and nutritionist as described in SNAP Ed Innovative Project proposal. Services will be provided county-wide for 7 months.** $222,844
2) **FIND Food Bank: Subcontract to provide coordinate with Public Health and DPSS (CWD) to provide nutrtion education to CalFresh participants in difficult-to-reach and underserved reginos of the county as part of the SNAP Ed Innovative Project for a 7 month period.** $76,492
3) **University of California, Cooperative Extension (UCCE): Subcontract to provide total design and implementation of Evaluation of SNAP Ed Innovative Project during 7 month period.** $89,605
4) **Riverside Unified School District Nutrition Services Program to provide expertise from Nutrition Services Chef to provide "hands-on" cooking classes with Public Health staff to be videotaped and presented in DPSS offices and community locations throughout the county. Subcontract will also include videotaping, editing and producing the segments.** $12,000

$400,941

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

$0
$0
$0

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
March 1, 2012 to September 30, 2012

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.
10% of Total Salaries or ___% Total Direct Costs
or ___% of Modified Directs (provide what costs to be included)

SUBTOTAL: $ 1,901

TOTAL	$ -	0.3700			$ 437,143

FFY SNAP-Ed 20 013 Innovative Project
CDSS Buoget Justification
October 1, 2012-September 30, 2013

County: Riverside County - Department of Public Health
Contact: Laurie Haessly/Nora Ward

A PERSONNEL SALARIES: (11 month budget)

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Cheri Blucher Title: Project Cooridinator (Senior Nutritionist)	$ 63,723	0.25	*45.0%*	*55.0%*	*$ 15,931*
2. Name: Shelly Nail Title: Registered Dietician (Nutritionist) - Desert	$ 59,487	0.50	10.0%	90.0%	*$ 29,744*
3. Name: Michelle Varella Title: Registered Dietician (Nutritionist)	$ 54,917	0.25	20.0%	80.0%	*$ 13,729*
4. Name: Esther Hernandez Title: Nutrition Educator (Health Education Assistant)	$ 41,167	0.50	10.0%	90.0%	*$ 20,584*
5. Name: Letty Serrato Title: Nutrition Educator (Health Education Assistant)	$ 39,243	0.50	10.0%	90.0%	*$ 19,622*
6. Name: LaKisha Malvaeux Title: Office Asssitant III (OA III) (HEA)	$ 32,068	0.20	100.0%	0.0%	*$ 6,414*
Subtotal		**2.2000**	**195%**	**405%**	**$ 106,024**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

SAMPLE POSITION DESCRIPTIONS:

1	**Project Coordinator, Faith Davis-Bolton**	Supervise and coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

2	**Registered Dietitian/Nutritionist, Sarah Gaete and Norma Escobedo**	Provides nutrition education to the SNAP-Ed eligible population. Coordination of the development of nutrition education materials. Provides one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
3	**Nutrition Educator/Nutrition Aide, Jennifer Garcia and Elida Drachenberg**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
4	**Office Manager/Secretary/Admin Asst, LaKisha Malvaeux**	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 44% of salaries

SUBTOTAL: $ 46,651

C. OPERATING EXPENSES:

Space: Staff office space and storage of nutrtion education materials $495/month for 12 mo.	$5,940
Communications: phones, datalines, email, etc… ($60/month/FTE for 12 months)	$1,584
Office Supplies: pens, pads, laminate, paper, staples, ink, etc… ($75/month/FTE for 12 mo.)	$1,980
Print/Photocopy/Postage: Nutrition Education materials ($.15 X 26,000-27,000 each)	$4,000

SUBTOTAL: $13,504

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

Mileage/carpool expense for SOW meetings, site visits, events, etc…(400 miles/mo/FTE for 12 months @$.555/mile) for positions #1, 2, 3, 4 and 5. $5,861

SUBTOTAL: $5,861

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

Food and supplies for demos/taste testing at targeted CalFresh eligible sites (9K to 10K people @ $1.43 each approximately $14,208

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $14,208

H. INDIRECT COSTS: Indirect cost rate.

23.97% of Total Salaries and fringe benefits. $ 36,596

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ 36,596

TOTAL	$ -	2.2000			$ 222,844

222844

$ 365,000

FFY SNAP-Ed 201x-2012 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Riverside County
Contact: FIND Food Bank - Lisa Houston, CEO

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Lisa Houston* Title: *CEO*	*$ 120,000*	*0.19*	*90.0%*	*10.0%*	*$ 12,684*
2. Name: **Delia Lechuga** Title: Director of Programs	$ 42,500	0.1500	35.0%	65.0%	$ 3,612
4. Name: **Debbe Hulsey** Title: Project Administrative Coordinator	$ 31,000	0.1500	100.0%	0.0%	$ 2,652
6. Name: **Isabel Arriaga** Title: Food Stamp Administration/ Outreach	$ 31,000	0.3500	65.0%	35.0%	$ 6,204
3. Name: **Cassandra Teran** Title: Food Stamp Outreach	$ 32,000	0.1500	15.0%	85.0%	$ 2,748
5. Name: **Veronica Garcia** Title: Food Stamp Outreach	$ 31,000	0.1500	15.0%	85.0%	$ 2,652
7. Name: **TBA - Western Riverside county** Title: Food Stamp Outreach	$ 30,000	0.7000	10.0%	90.0%	$ 12,000
Subtotal	**$ 317,500**	**1.8350**	**330%**	**370%**	**$ 42,552**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

2	**Project Administrator (Lisa Houston, CEO, FIND Food Bank)**	Provide total oversight of SNAP Ed Innovative Project and staff in both eastern and western county; responsible for identifying and cultivating new CBO partners that serve CalFresh participants to hold nutrition education classes in western Riverside County, including Second Harvest Food Bank and multiple food pantries and nonprofit networks. Will represent FIND Food Bank at all Innovative Project coordination meetings. Responsible for all coordination and correspondence with DPSS, including completing all Innovative Project reports and budgets and other necessary documentation for the project. Also responsible for providing all data required by UC Coop Extension (UC CalFresh), the SNAP Ed Innovative Project evaluator.

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

3	**Director of Programs, Delia Lechuga**	Administers the nutritional education SNAP Ed Innovative Project contract and to identify opportunities to provide nutrition education to CalFresh participants and coordinate with Public Health and DPSS Innovative Project staff schedule nutrition classes, provide follow-up to CBOs and ensure targets are met. Supervise and coordinate program staff for all planning and organization of outreach and educational events related to SNAP Ed Innovative Project.
5	**Administrative Coordinator for project, Debbe Hulsey**	Provide support to FIND SNAP Ed Innovative Project staff in scheduling events and opportunities to promote CalFresh Nutrition Education classes; provides clerical support for the SNAP Ed Innovative Project, including assisting with events and collection of data. Arranges meetings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support nutritional education Innovative Project.
1	**Food Stamp Outreach Administration, project support, Isabel Arriaga**	Provides general clerical support to the Director of Programs and Food Stamp Outreach Team work/activities related to SNAP Ed Innovative Project. Assists in development and maintenance of a data collection system for SNAP Ed Innovative Project. Assist at all local community events and provides administrative and office support for the SNAP Ed Innovative Project staff; and is responsible for the reporting requirements of the Innovative Project.
4	**Food Stamp Outreach (Cassandra Teran, Veronica Garcia and new western position to be hired).**	Three positions (two at .15 FTE and one position to be hired to expand into the western region*) will assist Public Health in promoting CalFresh benefits and nutrition education classes to CalFresh participants as part of the SNAP Ed Innovative Project. This includes helping to foster an environment of full participation and opportunities to education recipients on nutritional eating in non-traditional settings. Provide all clients served through the SNAP Ed Innovative Project with preliminary nutrition material and information on educational opportunities being offered by Public Health. *New western outreach position will be created to assist Public Health with the SNAP Ed Innovative Project in the western region due to the fact that no similar service currently exists in this area. Outreach representative will model program based on proven success of Eastern regional experience.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 17.5 % of salaries

SUBTOTAL: $ 7,447

C. OPERATING EXPENSES:

Office Supplies/ Printing costs/ Presentation packages and handouts both information and flyers for up and coming events; calculated @ $550 per month X 12 months.* $6,600

Note: increase in operating costs in second year is due to increased printing of education materials needed for second year

SUBTOTAL: $6,600

D. EQUIPMENT EXPENSES::

SUBTOTAL:	$0

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

Based on 700 miles for 4 people per month for 12 months @.555
Estimated mileage based on travel for meetings/presentations/community events and other pr $4,662

SUBTOTAL: $4,662

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.
1) **NONE**
2)

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs
Description of other costs associated with this project.

$0
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

or __17_% of Modified Directs (include a portion of administrative, fiscal and facility overhead, liability insurance and other shared cost.) $ 5,992 **SUBTOTAL:** $ 10,721

TOTAL $ 317,500.00 | 1.8350 | | | $ 71,982

FFY SNAP-Ed 201[illegible]012 Innovative Project
CDSS Budget Justification
March 1, 2012-September 30, 2013 (19 months)

County: UCCE Subcontractor
Contact: Chutima Ganthavorn

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Lucia's Support Staff Title: Research assistant			0.0%	100.0%	$ 12,699
2. Name: Lucia Kaiser Title: Nutrition Specialist	$ 100,100	0.08	10.0%	90.0%	$ 8,008
3. Name: TBH/Chutima's support staff Title: Program Representative I	$ 32,593	0.30	0.0%	100.0%	$ 9,879
4. Name: Chutima Ganthavorn Title: NFCS Advisor	$ 76,200	0.10	50.0%	50.0%	$ 7,620
5. Name: Title:					
Subtotal		**0.48**			**$ 38,206**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

SAMPLE POSITION DESCRIPTIONS:

1	**Research Assistant**	Provides assistance to nutrition specialist in developing survey questions and data analysis for Evaluation component to be developed for the SNAP Ed Innovative Project; and conducting focus group with participants targeted through the SNAP Ed Innovative Project.
2	**Nutrition Specialist, Lucia Kaiser**	Conduct focus group with participants in the SNAP Ed Innovative Project; design SNAP Ed Innovatice Project evaluation; develop survey questions and supervise graduate student for SNAP Ed Innovative Project.
3	**Program Representative I**	Assist the SNAP Ed Innovative Project Evaluation Coordinator in coordinating with SNAP Ed Innovative Project team (food bank and Public Health Nutrition) to conduct all surveys and data collection related to the Innovative Project; assists SNAP Ed Innovative Project Evaluation Coordinator with site visist and observation and data entry specifically related to the Innovative Project.

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
March 1, 2012-September 30, 2013 (19 months)

4	**Evaluation Coordinator, Chutima Ganthavorn**	Responsible for administering the overall evaluation component of the SNAP Ed Innovative Project for Riverside County as specified in the sub-contract and budget. Coordinate with nutrition specialist from UC Davis regarding development and implementation of the SNAP Ed Innovative Project Evaluation Plan. Hire and supervise SNAP Ed Innovative Project Program Representative II. Coordinate evaluation data collection and analysis for SNAP Ed Innovative Project; and responsible for preparing evaluation report for SNAP Ed Innovative Project.
5		

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Total Salary	% Benefits	6. Total Benefits
POSITIONS		Full Time Equivalency			
1. Name: TBH/Lucia's Support Staff Title: Research assistant			$20,107	40.2%, 44.2%, 48% Category D UCD	$ 5,581
2. Name: Lucia Kaiser Title: Nutrition Specialist	$ 100,100	0.08	$12,679	27%, 30.3%, 33.3% Category C UCD	$ 2,409
3. Name: TBH/Chutima's support staff Title: Program Representative I	$ 32,593	0.40	$15,642	1.4% ANR LTA	$ 138
4. Name: Chutima Ganthavorn Title: NFCS Advisor	$ 76,200	0.10	$12,065	31.9%, 35.5%, 36.2% ANR Advisor	$ 2,656
5. Name: Title:					
Subtotal		**0.58**			**$ 10,784**

C. OPERATING EXPENSES:

Printing evaluations, estimated at $361 per month X 12 months.	$4,332	
General office supplies (paper, copies, toners, etc.): calculated at $177 per month X 12 months. Includes general office supplies for Riverside UCCE office and office supplies for UC Davis.	$2,124	
	$0	
	$0	
	$0	
	SUBTOTAL:	**$6,456**

D. EQUIPMENT EXPENSES::

None

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

Estimated 100 miles round trip, approximately 10 each month over 12 months = 12,000 miles X .555 = $6,660 for Position #3 and 4. This includes attendance at meetings, nutrition classes and sites where classes will be offererd throughout Riverside County (including as far east as Blythe, which is 200+ miles round trip. $6,660

Estimated at $1000 per person, 2 people, 5 overnight trips for Position #1 & 2. Overnight trips will be required for UC Davis Nutrition Specialist and one support staff to conduct post evaluation focus groups/supervise surveys for SNAP ED Innovative Project participants. $10,002

$0

SUBTOTAL: $16,662

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) NONE $0

2)

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

NONE $0

$0

$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

FFY SNAP-Ed 201. .012 Innovative Project
CDSS Budget Justification
March 1, 2012-September 30, 2013 (19 months)

H. INDIRECT COSTS: Indirect cost rate.						
____% of Total Salaries or _25__% Total Direct Costs for UCD		25% of $36,775			$	9,194
____% of Total Salaries or _23.5__% Total Direct Costs for ANR		23.5% of $35,333			$	8,303
or ___% of Modified Directs (provide what costs to be included)			$ -	**SUBTOTAL:**	$	17,497
TOTAL	$ -	#VALUE!			$	89,605

FFY SNAP-Ed 2 i3 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: #33 Riverside County
Contact: Jill Kowalski

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Ryan Douglas, Independent Consultant* Title: *Executive Chef, Riverside Unified School District*	$ *10,000*		*0.0%*	*100.0%*	$ *10,000*
2. Name: Title:	$ -		0.0%	0.0%	$ -
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		0.0000	0%	100%	$ 10,000

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Executive Chef**	Serves as primary consultant to assist Public Health Nutrition staff in developing cooking demonstration component of Nutrition course curriculum. Will also appear with Public Health dieticians and health educators in a series of live video tapings of each class module and in separate break-out video vignettes that will feature a chef demonstrating how to cook healthy meals. Duties will also include appearing at between 2-5 key events to promote the project. **Cost is calculated at $100 per hour X 100 hours.**

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $ -

C. OPERATING EXPENSES:

NONE

$0
$0
$0
$0
$0
$0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

NONE

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (i.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

NONE $0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Riverside Unified School District:** cost to videotape, edit and produce the nutrition classes $2,000
2)

SUBTOTAL: $2,000

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project. $0

NONE $0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

___% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - SUBTOTAL: $ -

TOTAL	$ -	0.0000			$ 12,000

FFY 2013 SNAP-Ed County Welfare Department (CWD) Innovative Pilot Project: SAN FRANCISCO

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: The Fresh Approach

FFY 2013 Award Amount: $739,521

Project Contact Name, Title: Tiana Wertheim, Analyst

Project Contact Phone Number and Email: 415-558-1108, tiana.wertheim@sfgov.org

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc*

a. Related State Objectives

See State Level Objectives.

b. Audience

Gender: Female and Male
Ethnicity: All Ethnic Groups
Language: English and Spanish
Ages: Children, Adults 18+, Adults 60 years and older

c. Focus on CalFresh Recipients.

The Fresh Approach project will focus on providing nutrition education to CalFresh recipients in the City and County of San Francisco. The applicant is the San Francisco Human Services Agency (SFHSA), the City's primary social services agency and child welfare agency, serving 100,000 low income people annually. SFHSA manages a range of programs, including CalFresh, welfare to work, Medi-cal, and in-home support services. As both a City and a County, San Francisco has many unique opportunities for innovation

d. Project Description.

The Fresh Approach project is a collaboration between SFHSA and three community partners: the San Francisco Food Bank (SFFB), and Leah's Pantry. Each of these partners has an extensive local track record in providing nutrition education to low income San Franciscans.

Leah's Pantry will expand the delivery of their highly regarded and effective Food Smarts Workshop, with a focus on targeting CalFresh participants. Designed to provide high quality and culturally relevant nutritional information to low income people, this workshop consists of six 90-minute classes. It has been delivered in English, Spanish, Chinese, Russian, Vietnamese and Farsi. To conduct the trainings, Leah's Pantry works with community-based organizations who take responsibility for conducting outreach and providing a training site. The Curriculum covers individual goal setting; meal planning, shopping and storage; cooking skills; recipe preparation; media awareness; basic nutrition; labels and ingredient lists; feeding children; and the connection between diet and health. There are a number of components focused on how to cook in an SRO setting and how to choose healthy items at restaurants.

Through the proposed project, Leah's Pantry will conduct 6-week workshops over an 7 month period . In addition, they will offer each participant one-on-one follow-up for a six months period. Workshop facilitators will contact participants to provide continuing support and gather outcome data.

2. Food Smarts Training Program. In addition to the Food Smart's Workshop, Leah's Pantry also offers a "Train the Trainer" program, in which they train staff at partnering organizations to deliver the Food Smarts Workshop. This program helps build the capacity of community-based organizations to deliver nutritional education and increases the impact of the work. As part of the proposed project, Leah's Pantry will conduct four two-day trainings over an 7 month period, each with 15 trainees. Each trainee will receive a supply of trainings materials, and will be expected to conduct two workshops, each attended by at least 10 participants. There will be an estimated 1,260 total number of participants to be served by these activities.

3. One-Time Nutrition Education Courses The San Francisco Food Bank will develop and deliver a 1.5 hour nutritional education class for organizations that are interested in providing nutrition education to their clients on a "one-time" basis and are not able to commit to the full 6-week Food Smarts series. The SFFB will use a curriculum currently being developed by the California Association of Food Banks (CAFB) or will adapt the Food Smarts curriculum, with a particular focus on key messages that will be relevant to CalFresh participants. Topics will include basic nutrition, a neighborhood grocery store tour, how to read a food label; and menu planning on a budget. The SFFB proposes to conduct 4 classes per month over a 7 month period, each attended by 10 people, for a total of 280 participants served.

4. Cooking with Fresh Produce Demonstrations. The SFFB will expand the delivery of its Cooking with Fresh Produce Demonstrations, which are currently offered at many of its food pantries. The goals of these demonstrations are to educate participants on nutrition, recipes and cooking techniques, as well as to increase produce utilization. The demonstrations are about 30-45 minutes in length and are typically scheduled after a pantry distribution, so that participants can utilize the food they receive with some of the ideas and recipes from the demonstration. Participants receive copies of the featured recipe and samples of the featured food. The demonstrations are currently being done with the Food Bank's Cooking Cart. As part of this proposed project, SFFB will also develop a version that can be conducted using a Cooking Box and conducted at sites that have a space equipped with cooking facilities. These demonstrations can also help establish an interest at the organization for more in-depth nutrition education for their clients (e.g. Food Smarts Workshop). The SFFB proposes to conduct 10 demonstrations per month over a 7 month period (70 total demos).

5. Fresh Produce Cooking Demonstrations Train the Trainer Program. The SFFB will also develop a "Train the Trainer" component for the Fresh Produce Cooking Demonstrations. This workshop will be designed to train the staff and volunteers at Food Bank community-based partners to deliver the demonstrations themselves to low-income clientele. As part of the proposed project, SFFB will conduct 3 half-day trainings over an 7 month period, each with 10 trainees. Each trainee will be expected to provide their own Fresh Produce Cooking Demonstrations to at least 10 people. There will be an estimated 330 participants to be served by these activities.

6. Food Safety Train the Trainer Program. The SFFB will also develop a "Train the Trainer" program specifically addressing food safety issues. The purpose of this activity will be to increase the in-house capacity of the staff and volunteers at Food Bank community-based partners, which will enable them to provide food safety trainings to low-income clients that prepare their own food. SFFB proposes to conduct 4 half-day trainings over an 7 month period, each with 10 trainees. Each trainee will be expected to provide the Food Safety training to an additional 10 people. There will be an estimated 440 participants to be served by these activities.

The staff at **Hewlett Packard (HP)** will provide IT services to the CWD to provide nutrition education links on the online application for CalFresh which is called BenefitsCalWIN. The HP staff will update the website with current nutrition messages.

BenefitsCalWIN will be the go-to place for Fresh Approach participants and graduates to find recipes, FNS-approved nutrition materials.[1] It will also serve as the first of its kind on-line community of SNAP customers about nutrition. Ideally, users will post recipes or tips, and ask nutrition questions, which will be answered by a nutritionist monitor. This will be one of the key follow-up supports offered to the graduates of the Fresh Approach workshops and trainings.

In addition to providing a nutrition education resource for Fresh Approach participants VIA BenefitsCalWIN, the new offering of nutrition education materials on BenefitsCalWIN will be made available to a huge captive audience of SNAP applicants and recipients with the assistance of Hewlett Packard staff.

More than a third of SF's SNAP applications are submitted on-line. That means 700 applications a month apply for CalFresh Benefits via BenefitsCalWIN. Some of those applicants go on to do their SNAP Quarterly Reports and Re-certifications on line. San Francisco and seventeen other counties using benefitsCalWIN draw huge traffic to the site---approximately **8,900** applications a month. This is a proposal to capitalize on that captive audience by exposing them to nutrition education. The website will be populated with content from FNS/Network for Healthy California Campaign/videos showing basic cooking techniques (pulled from various USDA approved sources, etc.).

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

SFFB, and Leah's Pantry will use additional FNS materials selected based on their relevance for the populations being targeted and availability in needed languages. Some examples of materials that will be used include:

- Fast Food Survival Guide, CANfit/SBCDPH (English/Spanish)
- Fast Foods and Soft Drink: How to Make Healthier Choices, UC Berkeley, Center for Weight and Health (English, Vietnamese, Korean, Chinese)
- Celebre con una Fiesta al Aire Libre, California Project LEAN (Spanish)
- Compras eficientes en el super mercado con etinquetas (Spanish)
- 10 Easy Ways to Improve Your Family's Eating Habits, Texas Department of Agriculture (English/Spanish)
- Encourage Kids to Eat More Fruits and Veggies, CDC (English)
- A Taste of the Mexican Market, Nancy Maria Grande Tabor (English/Spanish)
- A Visit to the Farmer's Market, Peggy-Sissel-Phelan (English)

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[1] Leah's Pantry materials are pending complete FNS approval. Once approved, they will be incorporated in the website. Leah's Pantry materials (in their entirety) have been approved by the California Association of Food Banks. There are elements of the curriculum (all materials around MyPlate, Rethink Your Drink) that are taken directly from the USDA/FNS website. The document "Maximizing the Message" on the FNS website was used to develop all LP materials relating to feeding children. LP curriculum in its entirety is currently being reviewed by Network for Healthy California (which is the USDA/SNAP-Ed, etc) for complete approval. This process is being overseen by the SD HHSA as part of their SNAP-Ed grant.

The LP curriculum is currently being used by the San Diego Department of Health and Human Services, SF Dept of Public Health, and the Alameda Department of Public Health.

g. Key Performance Measures/Indicators.

The evaluation methodology for the project will include both process evaluation and outcome assessments using pre- and post training surveys. Specific performance measures that will be collected and evaluated include:

Food Smarts Workshops (FSW):

- Increased consumption of fruits and vegetables
- Decreased consumption of soda and sugar-sweetened beverages
- Use of training recipes at home
- Participant creation and achievement of a specific and measurable nutrition goal
- More regular reading of ingredient lists and nutrition labels

Food Smarts Training Program

- Whether attendees have more comfort around nutrition, health, and workshop facilitation
- Whether they feel confident in their ability to conduct FSW on site
- Whether they believe this training allows them to better serve their clients
- Whether facilitators are delivering programming as trained
- Whether training program enabled them to effectively deliver this programming
- Number of FSW workshops administered by trainees
- Number of participants reached

One Time Nutrition Education Classes and Cooking with Fresh Produce Demonstrations

- Knowledge acquired
- Intent to apply leanings
- Satisfaction

Cooking with Fresh Produce Train the Trainer and Food Safety Train the Trainer

- Knowledge acquired
- Intent to apply leanings
- Satisfaction
- Confidence/comfort with leading cooking demonstrations
- Number of classes/cooking demos implemented by the graduate
- Number of participants reached.

2. Evaluation Plans

Leah's Pantry evaluates both the Food Smarts Workshop Series (FSW) and the Food Smarts Training Program (FSTP). Participants are given both intro and exit surveys, which allow us to track behavior change, new skills learned during the workshop series, and overall satisfaction with both the class content and the facilitator. We also track the individual goals that clients create during the workshop series through a separate form. We compile results from these surveys to measure impact across all of our sites and we are also able to provide impact measures per site. A sample of results are posted real time on our website at http://www.leahspantrysf.org/our-impact-adults/ and http://www.leahspantrysf.org/our-impact-kids/. Individuals trained through our Food Smarts Training Program also use these surveys when they conduct workshops at their agencies. They pass the surveys along to us so we can track our impact for these populations as well. Some of the things we measure through our surveys are:

- change in fruit and vegetable consumption
- change in sugar sweetened beverage consumption
- change in frequency of nutrition label and ingredient list reading
- whether participants have prepared a Leah's Pantry recipe at home

- whether participants have made changes to their diet as a result of the workshop
- satisfaction with recipes prepared during class

We also do evaluations of our Food Smarts Training Program. Prior to being trained, individuals are asked to rank their comfort level with basic nutrition, preventative health, workshop facilitation and cooking. Exit surveys measure changes in comfort level for those topics. We also ask the trainees to:

- Rank the quality of the training from 1-4
- Indicate whether they would recommend the training to others
- Indicate whether the training allows them to better serve their clients
- Indicate whether the information was applicable to their populations
- etc.

We use these evaluations to improve the quality of our programs. In the case of the Food Smarts Training Program, which is only 18 months old, we have relied on the survey results to make significant improvements to the program each training cycle. For example, we have added a demo class, increased the time spent on basic nutrition training, included more hands-on recipe preparation, and added more details on the the logistics of a successful workshop series. As a result, we have moved from mostly "2s" - designating good training - to mostly "1s" - designating excellent training. In the case of the Food Smarts Workshops we have steadily increased the percentage of clients who are creating and achieving the individual nutrition goals they set during class. Surveys helped us improve how we teach this skill to clients and guided our development of modifications that made this exercise easier for clients. These modifications include a list of possible goals clients can choose from, peer education around goal setting, and using group goals when appropriate.

Our most successful evaluation for improving the Food Smarts Workshop curriculum has been the Leah's Pantry Online Community. Facilitators (either Leah's Pantry staff or individuals who have gone through FSTP) post email summaries of each workshop they conduct within 48 hours. This gives us a snapshot of the challenges and successes of each workshop and guides the development of new activities to better meet the needs of our diverse clients. Through these summaries (which measure in the thousands), as well as occasional curriculum development staff meetings, we are able to improve our curriculum, staff training, and provide modifications to make each workshop more successful.

San Francisco Food Bank

The SFFB conducts single session Pantry to Plate demonstrations and nutrition-ed sessions as part of this grant. For that reason they are unable to use existing pre and post surveys to determine actual behavior change as a result of these activities. For FY 2013, SFFB will include brief post-session evaluations to determine intent to cook demonstration recipes at home, intent to decrease the consumption of sugar sweetened beverages and intent to implement other changes as a result of the content of the nutrition education session they have attended.

The CWDs will evaluate the projects via EARS tracking forms. Measures include number of classes/events conducted, number of contacts. The evaluation methodology for the project will include both process evaluation and outcome assessments using pre- and post training surveys.

3. Coordination Efforts

Both Leah's Pantry and the San Francisco Food Bank collaborate with a wide variety of public and private agencies to complete the work funded by this grant. The basis of our outreach is the network of 450 nonprofit and faith-based organizations. Together, we coordinate outreach, streamline our nutrition messaging, and support each other's work

by considering ways that each of our partners can participate in the programming made possible by this grant. Here are some examples of the collaborative partners we have engaged in the first six months of programming:

- SF HSA: Welfare to Work, DCYF Summer Lunch program sites, nutrition education efforts at CalFresh signup sites
- SF Mayor's Office: Food Security Task Force, Project Homeless/Families Connect, Office of Innovation: ImproveSF.org initiatives around food access in the Tenderloin and Mid-Market neighborhood
- SF Department of Public Health: Community Health Network, Tom Waddell Health Center, SF FIRST Intensive Case Management, coordination around their separate SNAP-Ed deliverables, resource sharing of *Network for a Healthy California* publications, Feeling Good Project Coordinator attending our training program
- The California Endowment: provided initial funding for the Food Smarts Training Program in 2011-2, funding from the Innovations Grant allows this program to continue in San Francisco
- The Boys and Girls Clubs of San Francisco: provide nutrition education workshops to 11 sites in SF
- Homeless shelters: Compass Community Services, Hamilton Family Center
- Supportive housing: TODCO, TNDC, Mercy Housing, Mary Elizabeth House, Mission Housing Development, Bayview Apartments
- Multi-service agencies: Glide, Episcopal Community Services (ECS), Women's Building, West Pilipino Multiservice, SHANTI, Lutheran Social Services
- SFUSD: working at low income schools with parents
- Other government organizations have collaborated on the website content for the BenefitsCalWin site: *Network for a Healthy California,* NIH Heart Blood and Lung Institute

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Community-Based Partner	*Wu Yee*	*888 Clay Street*	*san Francisco*	*94108*	*06075011400*	*Asian, Chinese*	*.61% FPL*	

FFY 2013 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013

County: San Francisco

Federal Share Budget		FFY 2012 carry in
Personnel Salaries	$	-
Fringe Benefits		
Operating	$	-
Equipment & Other Capital	$	-
Travel	$	546.00
Subcontractors	$	738,975.00
Other Costs	$	-
Indirect Costs	$	-
Total Federal	$	-
Total	$	739,521.00

	County:	San Francisco								
	Contact:	Leo O'Farrell								
	SF Human Services Agency									
A	**PERSONNEL SALARIES:**									
	1. Name and Position Title					**2. Annual Salary**	**3. Total FTE spent on SNAP-Ed (as a decimal)**	**4. Percentage FTE Time for Administrative Duties (% out of 100%)**	**5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)**	**6. Total Dollars**
	POSITIONS						Full Time Equivalency			
	1.	Name:	*To Be Determined*							
		Title:	*1822 Administrative Analyst*			$ -	*0.00*	*100.0%*	*0.0%*	$ -
					Subtotal		**0.0000**	**100%**	**0%**	**$ -**
	Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.									
	POSITION DESCRIPTIONS:									
	Adminitrative Analyst				Manages the nutrition education contact , including budgets, invoices, reporting and funding requirements. Cpordinates work of					
B.	**FRINGE BENEFITS:**									
		Includes payroll taxes and medical/dental benefits at 45% of salaries								
									SUBTOTAL:	$ -
C.	**OPERATING EXPENSES:**									
								$0		
									SUBTOTAL:	$0
D.	**EQUIPMENT EXPENSES::**									
										$ -
									SUBTOTAL:	$0
E.	**TRAVEL AND PER DIEM: Travel is estimated**									
	Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which									
	Attach a travel worksheet if needed.									
	1. Event, Description, Location. (I.e., Coordinator meeting with sub contractors, local trave to nutrition education sitesl, et									
	Travel locally and within state to coordinate grant activities and sharing of materials with CalWIN consortium.Leah's Pantry and Food Bank.									
	event	Staff Attending	Days	Diem	Airfare	Hotel	ation/	Other	Total	
	8	Analyst	8				306	240	546	
									0	

	$546			
	$0			
	$0			
		SUBTOTAL:		$546
F. SUBCONTRACTORS:				
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.				
1) **San Francisco Food Bank**			$	176,193
2) **Leah's Pantry**			$	292,217
3) **Hewlett Packard for the Benefits CalWIN Consortium**			$	270,565
		SUBTOTAL:		$738,975
G. OTHER COSTS:				
Type of Costs				
Description of other costs associated with this project.	$0			
	$0			
*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.				
		SUBTOTAL:		$0
H. INDIRECT COSTS: Indirect cost rate.				
15% Total Direct Costs				
	$ -	SUBTOTAL:	$	-
TOTAL $ -	0.0000		$	739,521

FFY SNAP-Ed 201 012 Innovative Project
CDSS Bu Justification
March 1, 2011-September 30, 2011

County: San Francisco
Contact: Sean Brooks - San Francisco Food Bank

A PERSONNEL SALARIES:

1. Name and Position Title		2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS			Full Time			
1.	Name: Sheila Kopf Title: Senior Program Manager	$ 62,000	0.60	50.0%	50.0%	$ 37,200
2.	Name: Daniel Kaatz Title: Senior Program Coordinator	$ 54,000	0.6000	2.0%	98.0%	$ 32,400
3.	Name: Amy Orlandi Title: Program Coordinator	$ 48,000	1.0000	2.0%	98.0%	$ 48,000
4.	Name: To Be Determined Title: Senior Program Manager	$ -	0.0000	0.0%	0.0%	$ -
5.	Name:	$ -	0.0000	0.0%	0.0%	$ -
6.	Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
	Subtotal		**2.2000**	**54%**	**246%**	**$ 117,600**

1	**Senior Program Manager**	Supervises nutrition education staff, manage nutrition education activities, attend nutrition education and scope of work related meetings, develops program plan and curriculum, and participates in the Regional collaborative. Coordinate contract reporting requirements. Actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials.
2	**Senior Program Coordinator**	Coordinate program staff and nutrition education activities; work with schools, churches, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
3	**Nutrition Educator**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

FFY SNAP-Ed 2011/2012 Innovative Project
CDSS Budget Justification
March 1, 2011-September 30, 2011

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at _25% of salaries

SUBTOTAL: $ 29,400

C. OPERATING EXPENSES:

Food and supplies for demonstrations	$1,377
Translations for Food Demonstrations	$1,200
Recipes for Food Demonstrations	$1,067
Training Curriculum for Food Demonstration Train the Trainer	$667
Training Materials for Food Safety Train the Trainer	$167
Course Handouts for one-time classes	$533
Incentives for Food Smarts Workshops	$0

SUBTOTAL: $5,011

D. EQUIPMENT EXPENSES::

Mobile Cooking Boxes (pots, cutting boards, knives, etc) $ 4,000

SUBTOTAL: $4,000

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage. Attach a travel worksheet if needed.

1. Local travel (outreach, presentations, inter-agency coordination)

# of	Postitio	Total # of	Total	Airfare	Hotel	Transportati	Toll/Parking/	Total
193	1 to 3	155				1650	775	2425

$0

FFY SNAP-Ed 201 012 Innovative Project
CDSS Bu. . Justification
March 1, 2011-September 30, 2011

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1)	$0		
2)	$0		
2)			
		SUBTOTAL:	$0

G. OTHER COSTS:

Type of Costs
Description of other costs associated with this project.

	$0		
	$0		
		SUBTOTAL:	$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

H. INDIRECT COSTS: Indirect cost rate.
15% Total Direct Costs

$ 23,765	SUBTOTAL:	$	23,765

TOTAL	$ -	2.2000			$	182,201

County: San Francisco (Leah's Pantry)

Contact: Leo O'Farrell

A PERSONNEL SALARIES:

1. Name and Position Title		2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (%	6. Total Dollars (12 month)
POSITIONS			Full Time Equivalency			
1. Name:	*Adrienne Markwoth*					
Title:	*Administrator*	$ 74,000	0.20	75.0%	25.0%	$ 66,600
2. Name:	*Emily Dore*					
Title:	*Senior Project Coordinator*	$ 52,000	1.0000	75.0%	25.0%	$ 52,000
3. Name:	My Tu Duong					
Title:	*Registered Dietician and Project Coordinator*	$ 50,000	0.8100	80.0%	20.0%	$ 40,500
4. Name:	Various					
Title:	*Nutrition Educator*	$ 40,000	0.4000	0.0%	100.0%	$ 16,000
5. Name:						
Title:		$ -	0.0000	0.0%	0.0%	$ -
6. Name:						
Title:		$ -	0.0000	0.0%	0.0%	$ -
	Subtotal		**3.1100**	**230%**	**170%**	$ 175,100

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

4	**Administrator (e.g., Director of Programs)**	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program planand participates in the Regional collaborative. Coordinate contract reporting requirements.
5	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
6	**Nutritionist/Nutrition Educator/Nutrition Aide**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
7	**Program Assistant**	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, works directly with individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 20% of salaries

SUBTOTAL: $ 35,020

C. OPERATING EXPENSES:

Food for Workshops	$12,632
Printed Curriculum Materials	$25,256
Non food workshop materials	$1,579
Techology subscriptions	$1,152

SUBTOTAL: $40,619

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total	
6	Administrators	25	0	$1,800		157.085	500	2,457	
210	Project Coordinator & Nutrition Ed	210				1332		1332	
									$3,789
									$0
									$0

SUBTOTAL: $3,789

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1)	**Training program facilitators (non-staff)**	$1,263
2)	**Communications, Materials Coordinator (non-staff)**	$1,895
3)	**Translators**	$3,013

SUBTOTAL: $6,171

G.	OTHER COSTS:														
		Type of Costs													
		Description of other costs associated with this project.								$0					
										$0					
										$0					
	*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department														
	of Social Services approval and must comply with all State and Federal safety requirements with respect to production including														
	Prop 65 requirements for lead content														
												SUBTOTAL:	$0		
H.	INDIRECT COSTS:		Indirect cost rate.												
		15 % of Total Salaries or	% Total Direct Costs												
		or % of Modified Directs (provide what costs to be included)								$ 31,518		BTOTAL:	$ 31,518		
		TOTAL						$ -	3.1100				$ 292,317		

LEAH'S PANTRY'S SUBCONTRACTORS:

Training Program Facilitators: These individuals teach sessions in our Food Smarts Training Program. For example, Judy Jones is a physician with UCSF who is paid a stipend for her work on our faculty. LP has also had an outside RD teach the nutrition sessions. LP also has several training program graduates who come back to teach the cooking and recipe portion of LP training program for an hourly rate.

Communications Coordinator: This individual works at an hourly rate to help format recipes and curriculum materials for use on the BenefitsCalWin website. She also creates outreach materials for our Food Smarts workshops and coordinates the signups for our Food Smarts Training Program.

Translators: LP curriculum materials are available in English, Spanish, Russian and Chinese and need occasional updating. Also, since LP reformatted materials for use on the BenefitsCalWin website, LP needs translators to help replicate this task into Chinese and Spanish.

Workshop materials, beyond food: These materials include slow cookers, rice cookers, knives, cutting boards, kitchen utensils, prep bowls, serving ware, etc that our instructors bring with them to teach our Food Smarts Workshops at agencies around the city. This also includes materials used for various activities that require arts and crafts materials (glue, markers, construction paper) or food materials (examples of different grains, beans, and legumes, etc) These materials ARE NOT given to participants.

Training Registration Innovations: Leah's Pantry would like to advertise our Food Smarts Workshops to CalFresh clients who DO NOT have a relationship with one of our partner agencies. These clients would learn about LP workshops through Pantry to Plate demos at CalFresh offices or via flyer. They would be able to text "workshop" to a particular number and that would sign them up for the workshop. LP would pilot this innovative training registration system, and if it is successful it may inform appointment scheduling strategies for the SF Human Services Agency. With such a system, LP would be able to verify attendance, send reminders, and even send follow up nutrition information via text. This new system would require texting software that is available via subscription. This line item is not intended to add programming, just expand LP's outreach possibilities.

FFY 2012 SNAP-Ed
Innovative Project
March 1, 2011-September 30, 2011

	County:	San Francisco								
	Contact:	Leo O'Farrell								
	Subcontractor:	Hewlett Packard for the Benefits CalWIN Consortium								
A	**PERSONNEL SALARIES:**									
	1. Name and Position Title		**2. Annual Salary**	**3. Total FTE spent on SNAP-Ed (as a decimal)**	**4. Percentage FTE Time for Administrative Duties (% out of**	**5. Percentage FTE Time for Direct Delivery Duties (% out of**	**6. Total Dollars**			
	POSITIONS			Full Time Equivalency						
	1. Name:									
	Title:						$ -			
	2. Name:									
	Title:						$ -			
	3. Name:									
	Title:						$ -			
	4. Name:									
	Title:						$ -			
	5. Name:									
	Title:						$ -			
	6. Name:									
	Title:		$ -				$ -			
		Subtotal		0.0000	0%	0%	$ -			
	Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.									
	POSITION DESCRIPTIONS:									
B.	**FRINGE BENEFITS:**									
	Includes payroll taxes and medical/dental benefits at 35% of salaries									
									SUBTOTAL:	$ -
C.	**OPERATING EXPENSES:**									
								$0		
									SUBTOTAL:	$0
D.	**EQUIPMENT EXPENSES::**									
										$ -
									SUBTOTAL:	$0

FFY 2012 SNAP-Ed
Innovative Project
March 1, 2011-September 30, 2011

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

Travel locally and within state to coordinate grant activities and sharing of materials with CalWIN consortium

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total	
								0	
									$0
									$0
									$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1)

2)

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs	
Hourly rates for technical developers and other support.	
Application Development Manager: The Application Development Manager is the project manager. He/she sets the overall direction of the project, assembles the project team, and checks progress against project milestones, clearing roadblocks and gaining consensus when there are issues. They oversee several other projects at the same time. 155 hours at $125 per hour.	$19,375
Business Analyst: The Business Analyst designs from an end-user perspective; i.e. what do screens look like; where do the links and input fields make the most sense; which the features are necessary; what reports are required; how to navigate through the various functions, etc. 800 hours at $105 an hour	$84,000
Senior Systems Analyst: The Senior Systems Analyst take the designs developed by the Business Analyst and generate the code that make it happen. In CalWIN, they work in COBOL, Java, .Net, and C++ programming languages depending on the project at hand. 780 hours at $130 an hour.	$101,400
Programming Analysts: Working with the Senior Systems Analyst, the Programmer Analyst designs how the back-end functionality works (the actual programming/developing code). 502 hours at $105 an hour.	$52,710
Testers ensure that the code works as designed check for defects that would cause malfunctions. 218 hours at $60 an hour.	$13,080
	$270,565

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $270,565

H. INDIRECT COSTS: Indirect cost rate.

$ - **SUBTOTAL:** $ -

TOTAL $ - 0.0000 $ 270,565

FFY 2012-2013 County Welfare Department
Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013

County: Santa Clara Social Services Agency (CWD)

Federal Share Budget	FFY 2013 Carry in (total unexpended)
Personnel Salaries	$ 9,582.00
Fringe Benefits	$ -
Operating	$ -
Equipment & Other Capital	$ -
Travel	$ -
Subcontractors	$798.863.61
Other Costs	$ -
Indirect Costs	$ -
	$ -
Total	**$ 808,445.61**

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Santa Clara
Contact: Cindie Ambar, 408-755-7724

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *TBD-9 months extra-help* Title: *Accountant Auditor Appraiser I (Previously $0)*	*51,102.00*	*0.25*	*100.0%*	*0.0%*	*$9,582.00*
Subtotal		**0.2500**	**100%**	**0%**	**$ 9,582**

POSITION DESCRIPTIONS:

1	Accountant Auditor Appraiser I	Grant-related accounting. Verifies, screens and may approve fiscal documents such as vouchers, warrants, requisitions, purchase orders, receiving records and invoices; Records transactions in subsidiary and general ledgers; prepares trial balances, reconciliations, and work sheets; Prepares a variety of accounting, statistical, and narrative reports for departmental use.

B. FRINGE BENEFITS:
NOTE: This is an extra-help position that is not eligible for benefits
SUBTOTAL: $ -

C. OPERATING EXPENSES:
SUBTOTAL: $0

D. EQUIPMENT EXPENSES::
SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated
SUBTOTAL: $0

F. SUBCONTRACTORS:
SUBTOTAL: $0

G. OTHER COSTS:
SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.
or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.2500			$ 9,582

FFY 2013 SNAP-Ed County Welfare Department (CWD) Innovative Pilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed Innovative Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **Santa Clara County Public Health Department SNAP-ED Innovative Project**

FFY 2013 Award Amount **$408,958**

Project Contact Name, Title: **Cynthia Ambar, MPA, Project Manager, Social Services Agency Department of Employment and Benefit Services,**

Phone: **(408) 755-7724**

Project Contact Phone Number and Email: **408-755-7724 Cynthia.Ambar@ssa.sccgov.org**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* *Alternate contact: Bonnie Broderick, Manager, Chronic Disease and Injury Prevention, Santa Clara County Public Health Department (408) 793-2706 Bonnie.Broderick@phd.sccgov.org*

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's Network for a Healthy California's website. (http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx)

1. Related State Objectives

See objectives 1,2,7 and 10.

2. Audience

An analysis of California Nutrition Network data was performed to identify census tracts and block groups with a high percentage of populations living below 125% of the Federal Poverty Level (CalFresh eligible). Geographic areas selected for nutrition education interventions include those areas with both a high percentage of CalFresh eligibles as well as areas that are devoid of existing CalFresh nutrition education services. Based on this analysis, we have identified three geographic focus areas within Santa Clara County:

- South Santa Clara County (including the cities of Morgan Hill and Gilroy)
- East San Jose

- Central San Jose (within targeted neighborhoods)

The predominant target populations within our three geographic focus areas include low-income Hispanic and Asian populations. As of October 1, 2011, over half (55%) of CalFresh participants in Santa Clara County were Latino; 14% were Vietnamese.

Further, a significant portion of our work will be to support the needs of low-income, CalFresh eligible seniors. In Santa Clara County in 2010, 15.7% of the population was seniors (ages 60 plus). In the selected geographic focus areas, about 1 in 8 residents was a senior: Gilroy (12.5%), Alum Rock (12.8%), and Mayfair (12.1%). Of households that received Food Stamps/SNAP, 26% (7,066 of 27,385) had at least one person in the household ages 60 and older. As of October 1, 2011, 6% of CalFresh participants were seniors.

In addition to targeting seniors we will be working with families with children in afterschool programs, First 5 Early Learning Academies, subsidized child-care programs, and faith-based organizations. As of October 1, 2011, over half (53%) of CalFresh participants were children and adolescents: 20% of all cases were ages 0-5, 21% were ages 6-12, and 12% were ages 13-17. Seventy-five percent (75%) of households receiving Food Stamps in Santa Clara County had children under age 18.

3. Focus on CalFresh Recipients.

The Santa Clara County Social Services Agency is the lead agency in Santa Clara County for the Innovative Projects grant. The Santa Clara County Public Health Department will collaborate with and work under the oversight of the Santa Clara County Social Services Agency to implement the Innovative Projects grant activities and initiatives outlined in this proposal and ensure CalFresh recipients are targeted.

To ensure nutrition education reaches CalFresh recipients directly, the CWD will have at its offices distribution of nutritional food and educational material, will have displays and videos for healthy food selection and preparation, will offer nutrition education courses to CalFresh recipients who are receiving employment services, and will provide nutrition educational materials to CalFresh recipients at the time of application and redetermination. In addition, nutrition education booths at job fairs and other client events will directly target CalFresh recipients and eligibles. The CWD Manager (Cindie Ambar) providing oversight of the grant will coordinate with the Public Health Department to ensure monthly district office site visits are conducted to assess displays and restock materials as indicated. The CWD Manager will also coordinate with CWD District Officer Managers regarding any additional materials needs or requests.

4. Project Description.

The key goals and objectives of this proposal are to develop and implement an innovative, culturally and linguistically competent nutrition education program for Santa Clara County CalFresh eligibles, focused on seniors, Vietnamese and Latino families and other underserved

populations. The key outcome for this program will be to support Santa Clara County CalFresh participants and eligibles in sustainable behavior change tied to healthy eating and active living that will ultimately improve their health outcomes.

The Santa Clara County Public Health Department is the lead agency within Santa Clara County for local nutrition education and organizational and systems change development with community based organizations, schools and cities. The Department has established strong working relationships, and staff has significant expertise, in nutrition education specific to the needs of seniors, families and children. As the lead agency for the Network for a Healthy California – Bay Area Region, and a recipient of the Centers for Disease Control and Prevention (CDC) Communities Putting Prevention to Work – Obesity Prevention Grant, the Santa Clara County Health Department has worked closely with local, state and national partners including the California Department of Public Health (CDPH), United States Department of Agriculture (USDA), CDC, and others to develop and implement highly innovative and successful nutrition education and obesity prevention programs using strategies that are grounded on evidence-based and peer-reviewed sources.

This grant will further enable the Santa Clara County Public Health Department to leverage and enhance existing nutrition education work being conducted in Santa Clara County while expanding the reach to additional families and individuals.

Key Strategies:

CalFresh Nutrition Education Training Academy

A key element of our program will be the CalFresh Nutrition Education Training Academy. This academy will be modeled after other successful and cost effective train-the-trainer/ peer-to-peer nutrition education programs that the Santa Clara County Public Health Department has implemented and which are being duplicated in other regions.

The Cal Fresh Nutrition Education Training Academy aims to improve the health and well being of Cal Fresh eligibles and participants through a series of ongoing nutrition education classes that will support healthy food choices and an active lifestyle. Nutrition education will be based on health data and previous needs assessments of our many community partners that serve CalFresh participants and eligibles. Nutrition education will include, but will not be limited to, food label reading, healthy menu choices, knowledge and understanding of the sugar and sodium content of foods, especially sugar sweetened beverages, and maximizing food dollars.

In addition to the nutrition related aspects of this program, the program aims to enhance positive behavior change through its CalFresh Nutrition Education Training Academy Certificate Program which will recognize participants for achieving competency around various issues relating to nutrition and physical activity. For seniors, many whom suffer from social isolation, participation in nutrition education provided by peer educators will provide much needed social interaction.

The CalFresh Nutrition Education Training Academy will include a core set of trainers, each of whom has nutrition and training expertise, has specific experience in serving the ethnic CalFresh

population, and is well grounded in current research and best practice models for work in this area.

The trainers will recruit culturally competent, bilingual peer educators from specific targeted geographies, and these trained peer educators will then be responsible for providing the nutrition education classes directly to the CalFresh populations in the communities in which they live. In terms of CalFresh Nutrition Education Training Academy class sites, the Center for Chronic Disease and Injury Prevention will work with our many partners to identify qualifying low-income sites where CalFresh Nutrition Education Training Academy classes can be conducted.

These sites will include, but not be limited to, community centers, senior centers, housing developments, faith based organizations, farmers' markets, FIRST 5 Family Resource Centers, subsidized child-care programs and after-school programs.

The CalFresh Nutrition Education Training Academy educators will undergo extensive training by the Center for Chronic Disease and Injury Prevention bilingual dietitians, health educators and other staff, including forty (40) hours of intensive nutrition education training at the inception of the program. This will be followed by monthly meetings that will include training, data review and programmatic improvements. Quarterly training classes and other support will also be provided.

To ensure the quality and consistency of education provided by the CalFresh Nutrition Education Training Academy educators the Public Health Department will conduct a nutrition education training evaluation survey among the educators, and will provide ongoing technical assistance and support to ensure both quality and consistency of education as well as key message points. In terms of tracking and evaluating outcomes among clients reached by the educators, as noted in the Key Performance Measures / Indicators section of this proposal, the Public Health Department via the educators will conduct standard client education evaluation measures, including but not limited to pre and post surveys for the clients who participate in the CalFresh Nutrition Education Training Academy classes. Additional evaluation strategies will be included in the evaluation plan to be developed by the evaluation consultant.

Celebrity Chefs

Working in conjunction with the USDA, California Department of Public Health, Network for a Healthy California, the Center for Chronic Disease and Injury Prevention has seen the power of incorporating celebrity chefs as a component of the nutrition education process. As such, we will include the participation, on an ongoing basis, of celebrity chefs who specialize in the healthy preparation of ethnic foods. The program will include celebrity chefs specializing in Latino, Asian/Pacific Islander, and other cuisines, and who are proficient in Spanish, Vietnamese, Chinese and other languages. The intent is to work with our community partners to provide high profile venues for celebrity chef signature events that will further support the needs of Cal Fresh eligibles and participants. The Celebrity Chef events will take place at qualifying farmers' markets locations, flea markets, community and cultural centers, and community festivals, among others.

Media

The use of ethnic media has been established as an effective way to reach and educate ethnic communities. The Center for Chronic Disease and Injury Prevention is currently working closely with media partners across Santa Clara County. As a part of this program we will look to further engage our ethnic media partners to help us promote clear and consistent nutrition education messages and the many benefits of CalFresh.

All media will be conducted in compliance with USDA's Guidance to ensure over 50% of mass media impressions are received by persons living in <185% federal poverty level (FPL) households. Further, where possible, we will focus our media efforts where 50% or more of the residents have incomes <125% FPL. We will ensure that all media are both USDA and CDSS approved.

Media will include outdoor advertising, including bus shelter kiosks and billboard/posters, and print media. For our outdoor advertising, we will utilize bus shelter kiosks, along with billboards and posters that are primarily located within census tracts where 50% or more of the residents have incomes <125% of the FPL. For our print advertising, we will work with ethnic newspapers to ensure that at least 50% of all print publication distribution is to residents with incomes <185% of the federal poverty level.

Further, as regards print media, we will work with our print media partners to create special inserts that are distributed to specific low-income zip codes to ensure that our print advertising reaches residents within qualifying low-income census tracts.

5. Summary of Research.

See Section A.

6. Use of Existing Educational Materials.

As the lead agency for the Network for a Healthy California – Bay Area Region and as a Network for a Healthy California Local Incentive Awardee (LIA), the Santa Clara County Public Health Department is very familiar with the FNS approved existing educational materials. As such, the key FNS approved nutrition education materials that the Santa Clara County Public Health Department will be utilizing for this grant will include:

USDA – MyPlate (English and Spanish)
MyPlate is based on the 2010 Dietary Guidelines for Americans and aims to help consumers make better food choices by illustrating the five food groups using a familiar mealtime visual, a place setting. MyPlate provides practical information to help consumers build healthier diets with resources and tools for dietary assessment, nutrition education, and other user-friendly nutrition information.

USDA CalFresh Office Resource Kit (English and Spanish)

The CalFresh Office Resource Kit provides clients with practical demonstrations, tips and recipes that will help them purchase and prepare low-cost nutritious meals and snacks for themselves and their families.

USDA – Young at Heart: Tips for Older Adults (English)
Young at Heart: Tips for Older Adults is a 25 page booklet with tips for healthy eating and physical activity for older adults.

USDA – Eating on a Budget – The 3 P's (English)
Eating of a Budget – The 3 P's include nutrition education tips and materials to help consumers make eating choices that are not only healthy but also economical.

USDA - *Eat Smart Live Strong* (English and Spanish)
Eat Smart Live Strong promotes fruit and vegetable consumption and physical activity. Included are a leader's guide and sessions designed to reinforce these behaviors.

UC Berkeley Center for Weight and Health, University of California, Berkeley - Asian Language Nutrition and Physical Activity Brochures (Cambodian, Chinese, Hmong, Korean, Laotian, Vietnamese, and English)
The UC Berkeley Center for Weight and Health Asian Language Nutrition and Physical Activity Brochures include a series of culturally sensitive and relevant educational materials that can help immigrant parents understand how they can adapt to a new environment and food supply in a way that will foster the health. The materials include the following brochures:

- Healthy Food Options: What to Eat More Of and What to Eat Less Of
- Fast Food & Soft Drinks: How to Make Healthier Choices
- Healthy Weight for My Child
- Children Need to Play & Move Their Bodies Everyday
- Balancing TV & Computer Time with Play Time

Network for a Healthy California Fruit - Vegetable and Physical Activity Toolbox for Community Educators (English and Spanish)
The Fruit, Vegetable, and Physical Activity Toolbox for Community Educators contains sixteen fun, easy to understand nutrition and physical activity education lessons, along with posters, handouts and other support materials.

Network for a Healthy California - ReThink Your Drink materials (English, Spanish and some Vietnamese)
The Network for a Healthy California ReThink Your Drink nutrition education materials include posters, stickers and other educational materials that promote the consumption of water and other healthy beverage choices.

Network for a Healthy California - Harvest of the Month materials (English, Spanish, and some Vietnamese)

Harvest of the Month provides materials and resources to support healthy food choices through increased access and consumption of fruits and vegetables as well as encourage daily physical activity. It uniquely supports core curricular areas through exploration and study. Harvest of the Month presents a strategic opportunity to bring together the classroom, cafeteria, home and community to promote a common goal and healthier habits for students, especially those in low resource schools.

Tufts University – MyPlate for Older Adults (English)
To correspond with MyPlate, Tufts University has replaced its *Modified MyPyramid for Older Adults* with *MyPlate for Older Adults*. *MyPlate for Older Adults* calls attention to the unique nutritional and physical activity needs associated with advancing years.

Food and Drug Administration - *Eating Well as We Age* (English and Spanish)
Eating Well as We Age addresses the financial barriers to eating well that many seniors face, as well as other issues particular to older adults, including issues around chewing, cooking, and loss of appetite.

7. Key Performance Measures/Indicators.

Objective 1: By September 2013, 50% of participants will increase their knowledge of fruits and vegetables and lower sodium and sugar products as measured by pre and post surveys in conjunction with educational sessions.
Objective 2: Participants will be able to identify the healthier option among food choices.
Objective 3: Participants will demonstrate their ability to modify a recipe to improve nutritional value.

The process evaluation measures will include facilitators and barriers to the peer education model. The outcome evaluation measures will include gains in knowledge and skills by participants.

The following table summarizes the key performance measures, indicators, and methods for this project.

Objective 1: By September 2013, 50% of participants will increase their knowledge of fruits and vegetables and lower sodium and sugar products. **Objective 2:** Adults will be able to identify the healthier option among food choices. **Objective 3:** Participants will demonstrate their ability to modify a recipe to improve nutritional value.		
Evaluation Questions	**Key Indicators**	**Methods**
Process Evaluation		

What worked/didn't work with the peer education model?	-Understanding the objectives of the model (trainers and educators) -Understanding nutrition standards (trainers and peer educators) -Lessons learned during implementation (trainers and peer educators) -Number of peer educators trained, when trained, and in what communities (trainers) -Number of community members educated by peer educators (peer educators)	Post-training surveys of trainers (after first training and quarterly thereafter) Periodic on-line surveys of peer educators
Were participants engaged in class activities?	-Participants took handouts -Participants asked questions and made comments	Observation and class logs from a sample of classes
Outcome Evaluation		
Did participants increase their knowledge of fruits and vegetables and lower sodium and sugar products?	-Increase in knowledge about the benefits of fruit and vegetable consumption -Increase in knowledge of lower sodium and lower sugar products	Pre/post surveys in sample of classes at beginning and end of classes
Were participants able to identify the healthier option among food choices?	-Ability to identify the healthier option, including reading a food label and identify healthy menu items	Post surveys in a sample of classes at end of class
Were participants able to demonstrate their ability to make a recipe healthier?	-Ability to substitute healthier for unhealthy ingredients in several recipes	Post surveys in a sample of classes at end of class

2. Evaluation Plans

To ensure the quality and consistency of education provided by the CalFresh Nutrition Education Training Academy educators the Public Health Department will conduct a nutrition education training evaluation survey among the educators, and will provide ongoing technical assistance and support to ensure both quality and consistency of education as well as key message points. In terms of tracking and evaluating outcomes among clients reached by the educators, the Public Health Department via the educators will conduct standard client education evaluation measures, including but not limited to pre and post surveys for the

clients who participate in the CalFresh Nutrition Education Training Academy classes. Additional evaluation strategies will be included in the evaluation plan to be developed by the evaluation consultant.

3. Coordination Efforts

Nutrition messages that are both culturally and linguistically appropriate will be developed and delivered to our target audience through collaboration with state and local partners including Network for a Healthy California (including their Local Incentive Award initiative, and the Latino and Retail Campaigns), Social Services, Bay Area Nutrition and Physical Activity Collaborative, FIRST 5 Santa Clara County, Mexican American Community Association, Second Harvest Food Bank, local school districts, community based organizations, community and cultural centers, retail, and faith based community. Media resources will be leveraged and coordinated in order to achieve repetitive consistent behavior-focused nutrition messaging.

Currently the Public Health Department is drafting a SNAP Ed plan for the county engaging key partners which include the Social Services Agency, U.C. Cooperative Extension, the Food Bank of Santa Clara and San Mateo, the County Office of Education and programs within Public Health. This effort will assure linkages and leverages to best serve the target community both efficiently and effectively. Many of these relationships have been in existence for decades and there is good communication and coordination.

In addition to Public Health's SNAP-Ed strategies, such as dissemination of produce and nutrition education via Produce Mobile at a central CWD campus, and providing nutrition educational displays in the CWD office lobbies, coordination with the CWD occurs at the County's Safety Net Committee. This committee is chaired jointly by Second Harvest and Social Services and is composed of representatives from 40 active member public and non-profit social services agencies, including significant representation from Public Health Department. This collaboration, with the Social Services Agency (CWD) at its lead, will be used as the vehicle to closely coordinate nutrition education efforts *directly to CalFresh participants*. Nutrition education will be a focus of the committee. Grantees will report back to the committee on an ongoing basis and the committee's expertise will be used to assess and provide feedback to maximize the community impact, in addition to providing a broader forum for coordination of all local nutrition messaging and interventions.

Qualifying Criteria
Outdoor Advertising & Print Distribution Locations & Nutrition Education Sites

I. Outdoor Advertising and Print Distribution Qualifying Locations

Type*	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit Shelter	200 E Santa Clara Street, 300 E Santa Clara Street, 100 N 7th Street, 100 S 7th Street	San Jose	95112	06085500901	All Races	0.673	Qualifying Census Tract
Transit Shelter	100 East Santa Clara Street, 200 E Santa Clara Street	San Jose	95112	06085501000	All Races	0.541	Qualifying Census Tract
Eco Poster	200 33rd Street, 1600 E San Antonio, 1500 E San Antonio	San Jose	95112	06085503602	All Races	0.509	Qualifying Census Tract
Eco Poster	1600 Alum Rock, 1700 Alum Rock, 100 S King	San Jose	95116	06085503702	All Races	0.536	Qualifying Census Tract
Eco Poster	2600 Alum Rock Avenue & 100 N Capitol Avenue	San Jose	95116	06085503706	All Races	0.568	Qualifying Census Tract

Type*	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit Shelter	2400 S King Street, 1600 Tully Road	San Jose	95121	06085503304	All Races	0.589	Qualifying Census Tract
Transit Shelter	1500 Parkmoor Avenue, 500 Meridian Avenue, 300 Meridian Avenue	San Jose	95126	06085502002	All Races	0.731	Qualifying Census Tract
Eco Poster	3100 Alum Rock Avenue, 1000 White Road 100 Millar Avenue, 3300 Alum rock Avenue	San Jose	95127	06085504101	All Races	0.548	Qualifying Census Tract
Transit Shelter	1000 Taylor, 700 Taylor	San Jose	95133	06085501400	All Races	0.505	Qualifying Census Tract
Transit Shelter	1700 McKee, 300 N King	San Jose	95133	06085503709	All Races	0.677	Qualifying Census Tract
Transit Shelter	2100 Scott, 1900 Walsh	San Jose	95050	06085505202	All Races	0.631	Qualifying Census Tract
Eco Poster	8200 Monterey Road, 1000 Welburn	Gilroy	95020	06085512601	All Races	0.681	Qualifying Census Tract
Eco Poster	8200 Monterey Road, 1000 Welburn	Gilroy	95020	06085512601	All Races	0.681	Qualifying Census Tract

Type*	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Transit Shelter	1600 Story Road, 1700 Story Road, 1100 S King Road	San Jose	95122	06085503401	All Races	0.531	Qualifying Census Tract
Transit Shelter	1200 Story Road, 1200 McLaughlin Avenue	San Jose	95122	06085503110	All Races	0.716	Qualifying Census Tract
Transit Shelter	400 E Santa Clara Street	San Jose	95112	06085501200	All races	0.642	Qualifying Census Tract

Census Tract Data Sheet 125% FPL

Type*	Address	City	Zip	Census Tract / Block Group	Ethnicity	125% FPL	Notes
Eco Poster	1600 E San Antonio, 200 33rd Street, 1500 E San Antonio	San Jose	95116	06085503602	All Races	0.548	Qualifying Census Tract
Eco Poster	800 Chestnut Street, 500 West Hedding	San Jose	95110	06085500300	All Races	0.712	Qualifying Census Tract
Transit Shelter	300 Meridian Avenue	San Jose	95126	06085502002	All Races	0.656	Qualifying Census Tract

Type*	Address	City	Zip	Census Tract / Block Group	Ethnicity	125% FPL	Notes
Transit Shelter	100 N Bascom Avenue, 2300 Stevens Creek Blvd., 1900 West San Carlos	San Jose	95128	06085502001	All Races	0.528	Qualifying Census Tract

II. Qualifying Nutrition Education Sites

Organization Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Indian Health Center Family Resource Center	25 North 14th St.	San Jose	95112	06855012003	All Races	.642	Qualifying Census Tract
Somos Mayfair Family Resource Center	370 S. King Road	San Jose	95116	06085503602	Al Races	.587	Qualifying Census Tract
Santee Family Resource Center	1313 Audubon	San Jose	95122	06085503110	All Races	.659	Qualifying Census Tract
Community Child Care Council of Santa Clara County	2515 N. 1st St.	San Jose	95131	0608501000	All Races	.534	Qualifying Census Tract

Checkers Child Care Center	302 Checkers Drive	San Jose	95133	06085503709	All Races	,529	Qualifying Census Tract
John XXIII Muti-Service Center	195 E. Santa Fernando	San Jose	95112	06085501000	All Races	.534	Qualifying Census Tract
Fairway Senior Apartment at San Antonio	305 San Antonio	San Jose	95116	06085503602	All Races	.587	Qualifying Census Tract
Wheeler Manor	651 W. 6th Street	Gilroy	95020	06085512601	All Races	0.582	Qualifying Census Tract
Organization Name	**Address**	**City**	**Zip**	**Census Tract / Block Group**	**Ethnicity**	**185% FPL**	**Notes**
St. Mary Church	11 N. First St	Gilroy	95020	06085512601	All Races	0.582	Qualifying Census Tract
Gilroy Senior Center	7371 Hanna	Gilroy	95020	06085512601	All Races	0.582	Qualifying Census Tract
Iglesia de Dios Vivo	7299 Eigleberry	Gilroy	95020	06085512601	All Races	0.582	Qualifying Census Tract

Apostolic Church Power	7100 Chestnut	Gilroy	95020	06085512601	All Races	0.582	Qualifying Census Tract
Asian American for Community Invovlement	2400 Moorpark Ave, Suite 300	San Jose	95128	06085502101	Native American	0.500	Qualifying Census Tract
Billy DeFrank Center	938 The Alameda	San Jose	95126	06085500300	Native American	0.600	Qualifying Census Tract
Gardner Community Center	520 West Virginia St	San Jose	95125	06085501800	Asian	0.572	Qualifying Census Tract
HOPE Rehabilitation Services	1555 Parkmoor Ave	San Jose	95128	06085502002	All Races	0.549	Qualifying Census Tract
John XXIII Multi-Services Center	195 E. San Fernando St.	San Jose	95112	060855009011	All Races	0.715	Qualifying Census Tract
Portuguese Org. for Social Services and Opportunities	1115 E. Santa Clara St.	San Jose	95116	06085501401	All Races	0.604	Qualifying Census Tract
Salvation Army-Senior Activities Center	359 N. 4th St.	San Jose	95112	06085501000	All Races	0.530	Qualifying Census Tract

Self-Help for the Elderly (at M.T. Liang Center)	1050 St. Elizabeth Dr	San Jose	95126	060855022011	Native American	0.576	Qualifying Census Tract
Yu-Ai Kai Senior Center	588 N. 4th St.	San Jose	95112	060855002003	All Races	0.546	Qualifying Census Tract
Eastside Neighborhood Center	2150 Alum Rock Ave	San Jose	95116	06085503710	All Races	0.500	Qualifying Census Tract
Mayfair Senior Center	2039 Kammerer	San Jose	96116	06085503113	All Races	.0513	Qualifying Census Tract
Alma Senior Center	136 W. Alma	San Jose	95110	06085503113	All Races	.0513	Qualifying Census Tract
St. James Senior Center	55 East Julian	San Jose	95112	06085501000	All Races	0.534	Qualifying Census Tract
Emma Pursch Community Center	647 S. King Road	San Jose	95116	06085503602	All Races	.587	Qualifying Census Tract

Organization Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Family Resource Center at Casa Real Apartments	2580 Fontane Road	San Jose	95121	06085503304	All Races	0.589	Qualifying Census Tract
Family Resource Center at Oakwood Glen Apartments	3975 Seven Trees Blvd	San Jose	95111	06085503218	All Races	0.60	Qualifying Census Tract
Vietnam Town Farmers' Market	989 Story Road	San Jose	95122	06085503106	All Races	0.685	Qualifying Census Tract
Girasol Senior Apartments	1700 Alum Rock Ave	San Jose	95116	060855036202	All Races	.587	Qualifying Census Tract
St. Patrick Cathedral	389 East Santa Clara	San Jose	95113	0608501000	All Races	.534	Qualifying Census Tract
Success Academy After School Program	1215 Audubon Drive	San Jose	95122	06085503110	All Races	0.659	Qualifying Census Tract

Berryessa Farmers' Market	1376 Piedmont Road	San Jose	95132				Qualified via Network for a Healthy California USDA approved Surveys

Organization Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Grace Community Center	484 E San Fernando Street	San Jose	95112	06085500901	All Races	0.673	Qualifying Census Tract
Roosevelt Community Center	901 E Santa Clara Street	San Jose	95116	06085501400	All Races	0.505	Qualifying Census Tract
WIC – Bascom Office	2406 Clove Drive	San Jose	95126				WIC – Qualifying Site
WIC – East Valley	1993 McKee Road	San Jose	95116				WIC – Qualifying Site
WIC – Tully	500 Tully Road	San Jose	95111				WIC – Qualifying Site

WIC – Gilroy	7475 Camino Arroyo	Gilroy	95020				WIC – Qualifying Site
WIC - Gardner	195 East Virginia	San Jose	95112				WIC – Qualifying Site

Organization Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Cathedral of Faith	2315 Canoas Garden Avenue	San Jose	95125				Qualifying Proxy Food distribution Site
Live Oak Adult Day Services	651 W 6th Street	Gilroy	95020				Qualifying Proxy Food distribution Site
Hillsdale Evangelical Church	545 Hillsdale	San Jose	95136				Qualifying Proxy Food distribution Site

Organization Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	100%FPL	Notes
Bay Area All Stars After School Program Clyde Fischer Middle School	1720 Hopkins	San Jose	95122	06085503504	Non Hispanic White	0.908	Qualifying Census Tract
Town Park Towers	60 N. 3rd St	San Jose	95112	06085501000	All Races	0.530	Qualifying Census Tract
San Jose Hispanic 7th Day Adventist Church	281 N 33rd St	San Jose	95116	060855036011	All Races	0.511	Qualifying Census Tract
St. Maria Goretti Catholic Church	2980 Senter Road	San Jose	95111				Qualifying Proxy Food distribution Site
First Emmanual Lutheran Church	374 South Third St	San Jose	95112				Qualifying Proxy Food distribution Site
Mayfair Golden Manor	2627 Madden Ave	San Jose	95116				Qualifying Proxy Food distribution Site

Organization Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	100%FPL	Notes
Boxer's Mayfair	44 North Jackson Ave	San Jose	95116				Qualifying Proxy Food distribution Site
Westminster Presbyterian Church	1100 Shasta Ave	San Jose	95126				Qualifying Proxy Food distribution Site
Hacienda Valley	275 Bernett Avenue	MorganHill	95037				Qualifying Proxy Food distribution Site
Plum Tree West Apartment	1055 Monte Bella	Gilroy	95020				Qualifying Proxy Food distribution Site
Sunset Gardens	7750 Wren Avenue	Gilroy	95020				Qualifying Proxy Food distribution Site
Cryy Out Christian Church	3167 Senter Road	San Jose	95111				Qualifying Proxy Food distribution Site

Organization Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	100%FPL	Notes
Seven Trees Community Center	3590 Cas Drive	San Jose	95111				Qualifying Proxy Food Distribution Site
Yu-Ai-Kai	640 North First Street	San Jose	95112				Qualifying Proxy Food distribution Site
Santa Maria Urban Ministry	778 South Almaden Road	San Jose	95110	060855017003	All Races	.529	Qualifying Census Tract

FFY 2013 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: County of Santa Clara Public Health

Federal Share Budget	Carry In FFY 2013
Personnel Salaries	$138,010
Fringe Benefits	$ 67,624.70
Operating	$ 5,413.11
Equipment & Other Capital	
Travel	$ 5,783.51
Subcontractors	$105,202
Other Costs	$ 56,080.00
Indirect Costs	$ 30,845.00
Total Federal	$ -
Total	**$408,958**

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: County of Santa Clara Public Health, CA (Primary Yr2)

Budget Period: Oct, 2012 to Sept, 2013

Contact: Bonnie Broderick, MPH, RD 408-793-2706

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *TBD* Title: Health Program Specialist - Program Lead - oversight, assurance, project management, reports	$ 79,056	0.2000	90.0%	10.0%	$ 15,811.20
2. Name: *TBD* Title: Public Health Nutritionist - Education Coordinator, Lead Trainer and educator	$ 59,928	1.0000	0.0%	100.0%	$ 59,928.00
3. Name: *TBD* Title: Public Health Nutrition Associate /PH Community Specialist - bilingual	$ 43,476	1.0000	0.0%	100.0%	$43,476
4. Name: *TBD* Title: Health Care Program Analyst I - Contract & Fiscal Tracking	$ 55,644	0.2000	100.0%	0.0%	$ 11,128.80
5. Name: *TBD* Title: Office Specialist III - Purchase Ordering, Training Packets	$ 38,328	0.2000	100.0%	0.0%	$ 7,665.60
Subtotal		2.6000	290%	210%	$ 138,009.60

POSITION DESCRIPTIONS:

1	**Administrator (Health Program Specialist)**	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program planand participates in the Regional collaborative. Coordinate contract reporting requirements.
2	**Nutritionist (Public Health Nutritionist)**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
3	**Nutrition Associate (Public Health Nutrition Associate /PH Community Specialist)**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
4	**Contract Manager (Health Care Program Analyst)**	Manages the nutrition education contract including budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Prepares Budget Adjustment Requests (BAR) as necessary.
5	**Secretary/Admin Asst (Office Specialist III)**	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at see below:
Benefit Rate is ~~50%~~ 49%

$ 67,624.70
SUBTOTAL: ~~$ 69,004.80~~

C. OPERATING EXPENSES:

General operating costs such as paper, supplies, copying, ~~$4,500~~
Printing and copying of nutrition educational materials and flyers - ~~$3,250~~ $4,250 ~~$4,413.11~~
Office supplies for staff such as pens, notebooks, binders, tape and staplers. ~~$459~~ 455.11 $5,413.11
Paper for nutrition education materials, event flyers training logsand program records $458
Postage costs for sending reports and client education mailing $250

~~$ 4,413.11~~
SUBTOTAL: ~~$4,417~~
$ 5,413.11

D. EQUIPMENT EXPENSES::

SUBTOTAL: $ -

E. TRAVEL AND PER DIEM: Travel is estimated

2 staff to travel to USD approved conference in Sacramento x 2 nights

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem @2 Full Days & 1 Partial	Airfare	Hotel @ 84/ night per person	Mileage 242 miles round trip @.555/ mile	Toll/Parking/ Other	Total	
1	2	3	$ 154	$ -	$ 168	$ 134	$ 22	$ 478	$ 478
1	3	3	$ 154	$ -	$ 168	$ -	$ -	$ 322	$ 322

2 staff to Child Obesity Conference in LA or other Approved training x 2 nights.

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem @2 Full Days & 1 Partial	Airfare (round trip)	Hotel@175 (LA rate)/ night per person	Departure Airport Parking 1 x 3 days x24 =$72	Shuttle Service to/from Airport 2 x $20	Total	
1	2	3	$ 154	$ 180	$ 350	$ 72	$ 40	$ 796	$ 796
1	3	3	$ 154	$ 180	$ 350	$ -	$ 40	$ 724	$ 724

Local mileage at 260 miles/month for 12 months for 2 staff @ $0.555/mile = ~~$ 1332~~ $3,463 $ 3,463

SUBTOTAL: $ 5,783.51

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Evaluation Contractor to develop and implement evaluation plan and program analysis** ~~$ 25,000~~ $ 29,000

2) **Peer Counseling Contractor to provide nutrition education to targeted population in ~~3~~ 2 targeted neighborhoods and in 3 languages (English, Spanish,and Vietnamese). The peer counselors will be selected from the CalFresh Nutrition Education Training Academy** ~~$ 57,424~~ ~~$ 37,900~~ $ 52,802

3)	Peer Counseling Contractor to provide nutrition education to targeted population in 1 targeted neighborhood and in up to 3 languages (English, Spanish,and Vietnamese). The peer counselors will be selected from the CalFresh Nutrition Education Training Academy	~~$ 19,524~~	$ 23,400	
			SUBTOTAL:	~~$ 82,423.60~~
				$ 105,202.00

G. OTHER COSTS:

Type of Costs

Social Marketing/media communications costs to support nutrition education messages to target population* All media will be conducted in compliance with USDA's Guidance to ensure over 50% of mass media impressions are received by person living in <185% federal poverty level (FPL) households. Marketing and media costs associated with educational initiative activities. All ads will be USDA and CDSS approved. Includes costs of developing designs and messages, if needed, as well as print ads or printing of promotional information. Design and messages will be submitted for review prior to placement. Projected costs are as follows: Outdoor bus shelter kiosks and billboards in 3 languages for ~~$19,000~~ $17,000. Local Print media in 3 languages for ~~$15,000~~ $13,800. We will ensure that all media ads are both USDA and CDSS approved.	~~$ 34,000~~	$30,800.00	
Celebrity Chefs at large community events at least monthly. The costs associated with these monthly events area as follows: Celebrity Chef cost per event of $500 x ~~12~~ 16 events for ~~$6,000~~ $8,000. Cost of tast test recipe samples of $100 per event for ~~$1,200~~ $1,600. Cost of incidentals, per event, including plates/cups, utensils, napkins, etc. of $20 x ~~12~~ 16 events for ~~$240~~ $320. Cost of booth rental at large community events as needed throughout the year for ~~$1,000~~ $1,360.	~~$ 9,340~~	$11,280	
Educational Resources Educational resources will be utilized to successfully meet the SOW activities. These include education materials and resources for displays, trainings such as display boards, banners, taste test supplies and specific education materials determined by the staff and approved for purchase by the Network. Educational resources to enhance tool kit trainings.	$ 8,000		
Nutrition Education Materials required for the delivery of critical program services These items will be used along with the nutrition and physical activity education at qualifying community based organizations, schools, and trainings. Items purchased may include pens, pencils, pedometers, totes, grocery lists, magnets, cups, etc. Each item will be provided in conjunction with nutrition education and contain a nutrition message. Cost will meet requirement of = $4.00 per item. The staff will determine the specific resources. (Estimate 2000items @ $3.00 each $6,000	$ 6,000		
			~~$ 54,140.00~~
		SUBTOTAL:	~~$ 57,340.00~~
			$ 56,080.00

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

H. INDIRECT COSTS: Indirect cost rate.

Indirect Rate is 15% of Total Personnel Costs		$ 30,845.15		$ 30,845.15
		~~$ 31,052~~	SUBTOTAL:	~~$ 31,052.16~~
TOTAL	$ - 2.6000			~~$ 388,030.67~~
				~~$ 383,339.67~~
			TOTAL	$ 408,958.07

County of Santa Clara Pubic Health SNAP-Ed Innovation Project Grant

Subcontract Budget for Peer Counselors - A (YR2)

October 1, 2012 - September 30, 2013

BUDGET CATEGORY

A. SALARIES

Position/Title First & Last Name	Annual Salary (Full Time Basis)	% of Full Time (FTE)	Months Requested	Salary Budget= (Annual x FTE% x Months)
Counseling Coordinator		~~30.0%~~	12	~~$ 13,500~~
TBD	$ 45,000	~~20.0%~~		~~$ 9,000~~
		23.0%		$ 10,350
Peer Counselor (Promotora) TBD	~~$ 60,112~~	~~50.0%~~	12	~~$26,520~~
3 staff x ~~10 7~~ 9.5 hours/wk x ~~52~~ 50 weeks x $17/hr	$ 35,360			~~$ 17,850~~
		72.1%		$ 25,500
Position/Title First & Last Name	$ -			$ -
			~~**Salary Subtotal:**~~	~~$ 40,020~~
				~~$ 26,850~~
			Salary Subtotal:	$ 35,850

JOB DESCRIPTIONS:

Write a brief job description for each position(s)/title(s) listed above. The descriptions should correspond to the scope of work and goals. It is not necessary to repeat descriptions for duplicated positions except for those positions whose work differs from the others of the same title/position.

Counseling Coordinator - Program cordination, training and supervision of Peer Counseling staff. Responsible for data collection, preparing and submitting reports, invoices, and scheduling.

Peer Counselor (Promotora) - Peer Counselors provide nutrition education to Cal Fresh eligible population.

Position 3

B. FRINGE BENEFITS

18%	**Example: Fringe benefits are calculated at XX% of salaries.** Please indicate the percentage in cell **A25** at left.		~~$ 7,204~~
		$ 6,453	~~$ 4,833~~
		~~**Fringe Benefits Subtotal:**~~	~~$ 7,204~~
			~~$ 4,833~~
		Fringe Benefits Subtotal:	$ 6,453

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

For expense categories C-E, please provide a short narrative of the expense details that makes clear the expense and the purpose in general. In those cases where expenses may be significantly different, you may enter multiple expenses for that category. For example, category E could use separate lines for local mileage, costs to travel to a meeting or conference and the expenses related to hosting a conference or meeting, if applicable.

C. SUPPLIES		
Supplies will include...Paper, printing, general office supplies		~~$ 3,001~~
	$3,717	~~$ 1,934~~
Additional supplies will include.... (if applicable)		$ -
	~~**Supplies Subtotal:**~~	~~$ 3,001~~
		~~$ 1,934~~
	Supplies Subtotal:	$3,717
D. TRAVEL/MEETINGS/MILEAGE		
Travel/Meetings/Mileage will include...Mileage at ~~120~~ 60 miles/per month x 12 months x 4 staff (Coordinator and 3 Counselors) x 0.555 per mile.		~~$ 3,197~~
	$3,197	~~$ 1,598~~
	~~**Travel/Meetings/Mileage Subtotal:**~~	~~$ 3,197~~
		~~$ 1,598~~
	Travel/Meetings/Mileage Subtotal:	$3,197
E. CONTRACTS		
Contract 1, if applicable: A detailed description of each contract planned including the vendor name, the purpose and the cost (with an explanation of how the cost was determined).		$ -
Contract 2, if applicable: A detailed description of each contract planned including the vendor name, the purpose and the cost (with an explanation of how the cost was determined).		$ -
	Contracts	$ -
F. INDIRECTS/Administrative Overhead		
10% **INDIRECTS MAY NOT EXCEED 10% OF SALARIES** (salary subtotal from above). If indirects are claimed as an expense please indicate the percentage in cell **A46** at left. For example 5% of salaries would be 5% x 131 = 7.		~~$ 4,002~~
	$ 3,585	~~$ 2,685~~
	~~**Indirects Subtotal:**~~	~~$ 4,002~~
		~~$ 2,685~~
	Indirects Subtotal:	$ 3,585
	~~**BUDGET TOTAL:**~~	~~$ 57,424~~
		~~$ 37,999~~
	BUDGET TOTAL:	$ 52,802

County of Santa Clara Public Health SNAP-Ed Innovation Project Grant

Subcontract Budget for Peer Counselors - B (YR2)

October 1, 2012 - September 30, 2013

BUDGET CATEGORY

A. SALARIES

Position/Title First & Last Name	Annual Salary (Full Time Basis)	% of Full Time (FTE)	Months Requested	Salary Budget= (Annual x FTE% x Months)
Counseling Coordinator TBD	$ 45,000	10.0%	12	$ 4,500
Peer Counselor (Promotora) TBD up to 2 staff x ~~5.5~~ 6.75 hours/wk x 50 weeks x $17/hr	$ 35,360	~~28.0%~~ 32.45%	12	~~$ 9,350~~ $ 11,475
Position/Title First & Last Name	$ -			$ -
			Salary Subtotal:	~~$ 13,850~~ $ 15,975

JOB DESCRIPTIONS:

Write a brief job description for each position(s)/title(s) listed above. The descriptions should correspond to the scope of work and goals. It is not necessary to repeat descriptions for duplicated positions except for those positions whose work differs

Counseling Coordinator - Program cordination, training and supervision of Peer Counseling staff. Responsible for data collection, preparing and submitting reports, invoices, and scheduling.

Peer Counselor (Promotora) - Peer Counselors provide nutrition education to Cal Fresh eligible population.

Position 3

B. FRINGE BENEFITS

18%	**Example: Fringe benefits are calculated at XX% of salaries.** Please indicate the percentage in cell **A25** at left.	$ 2,876	~~$ 2,493~~
		Fringe Benefits Subtotal:	~~$ 2,493~~ $ 2,876

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

For expense categories C-E, please provide a short narrative of the expense details that makes clear the expense and the purpose in general. In those cases where expenses may be significantly different, you may enter multiple expenses for that category. F

C.	**SUPPLIES**		
	Supplies will include...Paper, printing, general office supplies	$ 1,452	~~$ 797~~
	Additional supplies will include.... (if applicable)		$ -
		Supplies Subtotal:	~~$ 797~~
			$ 1,452
D.	**TRAVEL/MEETINGS/MILEAGE**		
	Travel/Meetings/Mileage will include...Mileage at ~~50~~ 75 miles/per month x 12 months x 3 staff (Coordinator and 2 Counselors) x 0.555 per mile.	$ 1,499	~~$ 999~~
			$ -
		Travel/Meetings/Mileage Subtotal:	~~$ 999~~
			$ 1,499
E.	**CONTRACTS**		
	Contract 1, if applicable: A detailed description of each contract planned including the vendor name, the purpose and the cost (with an explanation of how the cost was determined).		$ -
	Contract 2, if applicable: A detailed description of each contract planned including the vendor name, the purpose and the cost (with an explanation of how the cost was determined).		$ -
		Contracts	$ -
F.	**INDIRECTS/Administrative Overhead**		
10%	**INDIRECTS MAY NOT EXCEED 10% OF SALARIES** (salary subtotal from above). If indirects are claimed as an expense please indicate the percentage in cell **A46** at left. For example 5% of salaries would be 5% x 131 = 7.	$ 1,598	~~$ 1,385~~
		Indirects Subtotal:	~~$ 1,385~~
			$ 1,598
		BUDGET TOTAL:	~~$ 19,524~~
			$ 23,400

FFY 2013 SNAP-Ed County Welfare Department (CWD) Innovative Pilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed Innovative Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Taking it to the Street: Providing Nutrition Education to High-Risk CalFresh clients

FFY 2013 Award Amount: $389, 905.61

Project Contact Name, Title:

Cindie Ambar, Project Manager, Santa Clara County Social Services Agency.

Project Contact Phone Number and Email:

Cindie, Cynthia.Ambar@ssa.sccgov.org, (408) 755-7724

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc)* **Alternate contact:**

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's Network for a Healthy California's *website. (**http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx**)*

a. Related State Objectives

See objective 1,2,7,10.

b. Audience

The Santa Clara County Social Services Agency is the lead agency in Santa Clara County for the Innovative Projects grant. The Santa Clara County Public Health Department will collaborate with and work under the oversight of the Santa Clara County Social Services Agency to implement the Innovative Projects grant activities and initiatives outlined in this proposal and ensure CalFresh recipients are targeted.

Second Harvest Food Bank will target a high proportion of CalFresh recipients and eligibles as described under key purposes, which include education events at targeted food distribution sites throughout Santa Clara County and dissemination of nutrition education bags at CWD benefits program campuses.

Nutrition education will also continue to be performed via the Second Harvest Produce Mobile, which has distributed produce at a central CWD benefit office campus since 2008.

To ensure nutrition education reaches CalFresh recipients directly, the CWD will have at its offices distribution of nutritional food and educational material, will have displays and videos for healthy food selection and preparation, will offer nutrition education courses to CalFresh recipients who are receiving employment services, and will provide nutrition educational materials to CalFresh recipients at the time of application and redetermination. In addition, nutrition education booths at job fairs and other client events will directly target CalFresh recipients and eligibles.

c. Focus on CalFresh Recipients.

Nutrition education will include education events at targeted food distribution sites throughout Santa Clara County and dissemination of nutrition education bags at CWD benefits program campuses. Nutrition education will also continue to be performed via the Second Harvest Produce Mobile, which has distributed produce at a central CWD benefit office campus since 2008. In addition, nutrition education will be implemented side-by-side with our CalFresh Outreach activities, which are funded by a different grant.

To ensure nutrition education reaches CalFresh recipients directly, the CWD will have at its offices distribution of nutritional food and educational material, will have displays and videos for healthy food selection and preparation, will offer nutrition education courses to CalFresh recipients who are receiving employment services, and will provide nutrition educational materials to CalFresh recipients at the time of application and redetermination. In addition, nutrition education booths at job fairs and other client events will directly target CalFresh recipients and eligibles.

d. Project Description.

Background

Second Harvest Food Bank of Santa Clara and San Mateo Counties has always believed that nutrition education is an integral part of helping low-income individuals make healthy choices. In fact, a nutrition educator has been part of the staff since 1976. We have increased our allotment of fresh fruit and vegetables to over 50% of our distribution, and our nutritionists reinforce produce consumption through cooking demonstrations, recipe cards, taste tests and other activities for clients at our sites.

Over the past few years, SHFB has also implemented SNAP (CalFresh) community education and application assistance. We began by hiring Public Allies, recruited two Emerson National Hunger Fellows to analyze barriers and solutions, and finally hired seven staff members (in Santa Clara and San Mateo) who are dedicated to conducting SNAP education and application assistance in the community. We have a Mobile CalFresh Assistance van that travels through the county, providing a mobile office to assist clients in application completion. We plan to place our nutrition educators with the CalFresh staff at Second Harvest food distribution sites to reach CalFresh –eligible clients. The CalFresh activities are funded through a separate SNAP-outreach grant. Any assistance provided by the CalFresh mobile van or staff will be provided through in-kind funding and will not be funded by this grant.

Barriers

We believe we have the ideal environment for providing nutrition education to SNAP (CalFresh) participants and eligible populations. However, there are barriers that we hope to address .

- Eating healthy foods can be cost prohibitive to low-income clients
- Some of the produce is unfamiliar to clients and they may reject it
- County Environmental Health regulations require food tastings to be prepared in a licensed kitchen. This means our nutritionists must prepare food offsite in a licensed kitchen and transport it to each teaching site. This limits the number of times that we can do field cooking demonstrations and the types of recipes we can prepare.
- Our clients speak many different languages
- Transportation is an issue for our clients.
- We have only 1 nutritionist in our county, with over 350 food distribution sites to visit

Our key nutrition education messages are cooking methods, increasing fruit and vegetable consumption, shopping on a budget, and food safety.

Our Key Purposes are to increase opportunities for CalFresh recipients and CalFresh-eligibles to receive nutrition education in the following ways:

- Taste new, healthy foods, especially produce, and observe cooking demonstrations by piloting the use of a mobile teaching unit/kitchen, partners' licensed kitchens, and other nutrition education activities. The mobile kitchen will accompany our CalFresh mobile van to provide education at our food distribution sites, such as homeless shelters, emergency housing, soup kitchens, and pantries in FFY12, then we will work with agency partners' to prepare food samples for sites in FFY13. We will also provide a series of classes at agencies such as transitional housing. In addition, we will provide trifold boards with seasonal educational displays, recipes and a recipe holder for 75 of our partner food distribution agencies, like pantries and soup kitchens. We will also provide nutrition education at our direct service sites, such as the Produce Mobile, and Family Harvest for families.
- SHFB will provide nutrition education to existing CalFresh recipients through County Social Services Agency via nutrition education classes and targeted nutrition education bags (see #4 below for further descriptions). We will also provide a recipe holder and monthly recipes to the county Social Service Agency.
- We will provide nutrition messaging through direct mail, billboards and transit shelters in targeted zip code areas where at least 50% of the population is below 185% FPL. Nutrition messages will first be approved by CDSS.

Estimated number of Contacts

Our target in FFY13 is to reach 20,000 of the current 99,000 CalFresh recipients or eligibles in Santa Clara County and 117,500 potentially eligible clients through our CalFresh and partner agencies and direct distribution sites in FFY13 for a total of 137,500 contacts. After receiving feedback from the Social Service Agency and other homeless advocates, we are decreasing the total number of bags from the original 45,000 in FFY 13 to 20,000 but making them a higher quality, reusable bag. We will reach the current and potential recipients through nutrition education bags, mobile kitchen visits and food samples, and recipe card distributions. We will distribute 137,500 recipe cards in FFY 13: 20,000 nutrition bags with recipe cards and other materials for the enrolled CalFresh recipients through Vocational Services and other CWD sites, 48,000 recipe cards for people at our Family Harvest, Brown Bag, Produce Mobile and Mobile Pantry direct food distribution sites, 69, 500 to partner food distribution agencies and at classes.

In addition, we will provide nutrition education classes, in English, Spanish and Vietnamese, to at least 60 agencies to reach 3000 unduplicated CalFresh recipients and eligibles in FFY13. We will recruit these agencies from our partner food distribution agencies and CWD sites. There will be over 2 million viewings of our transit shelter posters during a 4-week campaign at transit shelters and on billboards, according to our past experience. We will also send out a direct mail campaign for 4500 contacts in FFY13.

Our key strategies are to augment our existing nutrition education through several methods, lasting from the present through September 2013. We feel highly confident that these methods will be successful because of observed increase in produce acceptance at sites where our current nutrition education was offered. In addition, the California Association of Food Banks, funded through SNAP-Ed, has adopted our successful lessons and recipe tip cards to be used in their new Produce Toolkit.

In order to overcome our barriers and increase our nutrition education, we will:

1. **Borrow a licensed mobile kitchen or use our partner's licensed kitchens to provide sample tastings of produce.** Ready access to a licensed kitchen will allow more tastings and thus more acceptance of unfamiliar produce.
2. **Have our three bilingual nutrition educators** provide nutrition education in Spanish and Vietnamese at CalFresh application sites, partner agencies, and direct food distribution sites. We will share locations with our mobile CalFresh van and other sites to reach CalFresh-eligible clients. Our CalFresh program, which is funded by separate SNAP outreach funding, will provide side-by-side in-kind outreach activities.
3. **Partner with agencies serving the underserved**, such as the homeless or disabled. We will expand our work with underserved sites, such as cold weather shelters or transitional housing. We are also meeting with agencies that serve the homeless to develop the homeless nutrition resource bag, provide appropriate nutrition education at Project Homeless Connect events, and other activities as appropriate. Examples of activities include a cooking class at a transitional

housing shelter where Second Harvest's Produce Mobile delivers food. We are sharing ways to make healthier choices with SNAP benefits for people living in cars or on the street.

a. Our current partner agencies include a network of over 350 food distribution sites, such as:
    a. Pantries
    b. Shelters
    c. Soup kitchens
    d. Produce Mobiles that distribute fresh fruits and vegetables
    e. Brown Bag sites that distribute food to seniors
    f. Family Harvest sites serving families with minor children
    g. Kids Now sites providing food at children's sites
b. In addition, we also provide CalFresh application assistance with other agencies, such as the Palo Alto and Menlo Park VA Medical Centers, churches, schools, Goodwill, Salvation Army, Saint Vincent de Paul, the local Mexican Consulate and dental/medical clinics. We will pair our nutrition education with CalFresh at some of these partner sites.

4. **Develop and distribute targeted nutrition education bags** for CalFresh recipients, to include nutrition education materials and items to help them prepare food. For example, we have developed bags for the homeless to include a military-style can opener with a nutrition education sticker, a list of nonperishable healthy food choices that can be eaten in a car, county resources for the homeless and lists of restaurants and farmers' markets accepting EBT cards. We are getting advice from partner agencies that serve the homeless about the best ways to provide nutrition information. The can opener costs about $.59 and is included to enable the homeless to open cans of nonperishable food. For the disabled, we will work with our partners to determine the highest need and provide appropriate resources. Other materials in the bag will include SNAP-Ed approved items such as Sesame Street Workshop Kit or My Plate materials, and our recipe cards.
5. **Continue to recruit and train bilingual volunteers** from the community in basic nutrition, food safety, cultural competence and adult education. These trained volunteers are our Health Ambassadors and help with nutrition education and cooking demonstrations for CalFresh recipients, thus expanding the reach of our nutritionists. With the help of a public health intern, we have already field-tested the model for this with two classes of Health Ambassadors.
6. **Develop and deliver more recipe cards for CalFresh clients.** The state SNAP-Ed program has approved our recipe tip cards that are specific to the produce that we distribute. They are colorful, low literacy, include five ingredients or less, and are available in four languages. About 10,000 of our clients report using them every month. A recent study showed that having recipes and perceived control of vegetable consumption increase a SNAP recipient's likelihood of preparing vegetables.(1)

(1)Kim, Kyungmi, et al. Decision of SNAP Recipients to Consume More Vegetables: An Application of the Theory of Planned Behavior. J. of Hunger and Environmental Nutrition 2011; 6: 294-311.

7. **Work with our collaborative partners to get materials, resources and training.** These partners include: Santa Clara County Public Health Department, California Association of Food Banks, Feeding America, and Santa Clara Safety Net Committee which consists of many county agencies. In addition, Santa Clara University and Stanford University are assisting us with research and evaluation tools.
8. **Promote the SHFB Nutrition Measurement System** to our partner agencies to encourage them to order highly nutritious foods from Second Harvest. This food would be distributed to CalFresh-eligible clients.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

g. We have developed an extensive library of FNS-approved materials. Below please see a representative sample. We have also attached a more extensive list. Included on this list are our own recipe tip cards, approved by the state Network program. These are described in Section B, item 6, above.

Title	Author	Description	Language
Recipe Tip Cards	Second Harvest Food Bank of Santa Clara and San Mateo Counties	Simple, healthy recipe cards featuring food bank produce	English/Spanish/Chinese /Vietnamese
Eat Right When Money's Tight	USDA Dec 2008	Tips for planning, shopping and nutrition	English
Eating Nutritiously When the Lights are Out	Ohio State University Extension adapted from MyPyramid.gov	3 day emergency menu for no cook meals, to use for homeless	English
Healthy Latino Recipes Made w/Love	Champions for Change	Healthy Latino recipes	English/Spanish
MyPlate/MiPlato	USDA 2011	Eating guidelines for health and wellness	English/Spanish
Secrets to Healthy Eating	Champions for Change	Cookbook focused on fruits and vegetables	English/Spanish
Sesame Street Eating Well On A Budget	Sesame Street	Offers ways for families to talk about food insecurity issues while providing tips on stretching food dollars, budget meal planning, and receiving foods from a food pantry	English

h. Key Performance Measures/Indicators.

We will have a head start on evaluation through our pilot work with the California Association of Food Banks (CAFB) and their consultants, as described under Key Strategies. We will be working with CAFB to design a rigorous, high-quality evaluation to measure the effect of our lessons and tip cards on client

efficacy and behavior change. In this pilot evaluation, we will conduct a controlled trial, comparing the impact of the intervention on the levels of adoption of health behavior changes, such as preparing and eating produce, between intervention and control groups. We anticipate using the same approach in this study, and our experience with the state pilot will inform and enhance this evaluation effort.

2. Evaluation Plans

Process evaluation

1. Establish agreements with agencies to provide nutrition education to the homeless and veterans.
2. Record nutrition education activities, including number of materials distributed.
3. Collect the number, ethnicity and initials of clients tasting produce and participating in activities at mobile kitchen, Produce Mobile and other Food Bank distribution sites.
4. Conduct client surveys in conjunction with Stanford University faculty and the California Association of Food Banks' evaluation consultants. Surveys will measure intent to change fruit and vegetable consumption, intent to shop on a budget, and intent to use safe food handling techniques.
5. Track the number of transit shelters, billboards, and direct mailing that goes out to approved census tracts.

Impact Evaluation

1. By October 2012, have completed evaluation of our lessons from the California Association of Food Banks. They will use a comparative design in which we provide the intervention to a number of our direct service sites and none to the control sites. The goal is to measure client efficacy and behavior change around produce consumption. The report will guide our future work with clients.
2. Administer pre- and post-tests for nutrition classes to evaluate increase in knowledge and intent to change behavior in food safety, cooking at home, and produce consumption.
3. Evaluate change in amount of produce and other highly nutritious foods ordered by our agency partners due to promotion of our nutrition measurement system.
4. Evaluate change in amount of produce taken by CalFresh-eligible clients at our agency partner sites.
5. Obtain tracking of estimated viewings of billboards and bus shelters from our advertising agency.

We will use the information gathered to adjust our lesson content and approach, as needed. In addition, these results will reveal the efficacy of doing food samples as a method of increasing produce consumption and using home cooking methods to make healthier food choices.

3. Coordination Efforts

Ensuring Grant Related Coordination

In addition to Second Harvest's dissemination of produce and nutrition education via Produce Mobile at a central CWD campus, planned nutrition education events and dissemination of nutrition education bags via the grant at other CWD benefits office campuses, coordination between Second Harvest and the CWD already occurs within a number contexts; in particular in the context of the County's Safety Net Committee. This committee is chaired jointly by Second Harvest and Social Services and is composed of representatives from 40 active member public and non-profit social services agencies, including Public Health. Together, this organization maintains a close eye on a comprehensive set of issues concerning low-income families in the community. This collaboration, with the Social Services Agency (CWD) at its lead, will be used as the vehicle to closely coordinate nutrition education efforts *directly to CalFresh participants*. Nutrition education will be a focus of the committee. Grantees will report back to the committee on an ongoing basis and the committee's expertise will be used to assess and provide feedback to maximize the community impact, in addition to providing a broader forum for coordination of all local nutrition messaging and interventions.

Additionally, the CWD will hold regular joint meetings with grantees to support coordination and provide a context for discussion of the CWD's perspective on the specific needs of CalFresh eligibles, get updates on interventions implemented and results, make recommendations for modifications and to identify additional opportunities or strategies to reach the target population.

Current Collaborations

Second Harvest currently collaborates with numerous community agencies and organizations, including Public Health, to deliver consistent, behavior-focused nutrition messages and comprehensive interventions. If funding is awarded to both Public Health and Second Harvest, Second Harvest Food Bank will engage in enhanced coordination with Public Health to ensure messaging is consistent across target populations and efforts are not duplicated. Current collaborations are with the following:

- Santa Clara County Public Health Department: they also have SNAP-Ed funding, and share materials and trainings with us. We coordinate with them so they can provide their nutrition education at some of our food distribution sites.
- Bay Area Nutrition and Physical Activity Collaborative: funded by SNAP-Ed dollars, this is a six-county regional collaborative that holds quarterly meetings in different counties. It is an opportunity to network with many different agencies and to receive training. South County Collaborative nutrition committee: we attend their monthly meetings and planning sessions to coordinate nutrition and hunger activities in the south part of Santa Clara county
- Kaiser Permanente: we receive funding from Kaiser to operate our Produce Mobiles, one of the sites where we distribute our nutrition tip cards. Kaiser is interested in distributing our tip cards to their patients.

- Palo Alto Medical Foundation: they operate medical clinics throughout Santa Clara County. We are currently negotiating collaborating on community interventions.
- Partner agencies, such as YMCA, Headstart, Boys and Girls Clubs, churches, shelters, etc: We provide nutrition education to these agencies and share our recipe cards. We teach classes for parents and children, adults and youth, sharing and coordinating our messages.
- Second Harvest Nutrition Resource Center: We have a physical and virtual Nutrition Resource Center, where we share nutrition information with our partner agencies, provide trainings and answer questions.

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

*FFY 12 budget has spending authority through September 30, 2013

County: County of Santa Clara

Federal Share Budget	Carry-Over	FFY 2013
Personnel Salaries	27,029.90	$ 187,974.80
Fringe Benefits	657.51	$ 61,751.46
Operating	6,252.76	$ 94,017.59
Equipment & Other Capital	-	$ 16,465.56
Travel	2,470.67	$ 6,914.54
Subcontractors		$ -
Other Costs	-	$ -
Indirect Costs	2,308.45	$ 22,781.66
Total Federal	**38,719.29**	**$ 389,905.61**
Total	**38,719.29**	**$ 389,905.61**

Budget changes:
Increased Operating Costs by 541.25 Office Supply Costs

Reduced travel costs by $77.26.
Deleted Network conference and added
California Dieticians Conference
Reduced Indirect Costs by S463.99
Difference: $0

FFY SNAP-Ed 2011/2012 CWD/LHD ProjectCDSS Budget JustificationOctober 1, 2012-September 30, 2013 - Second Harvest Food Bank

County: Santa Clara County 9.18.2012
Contact: Janet Leader of Second Harvest Food Bank

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Khanh Ngo (was $50K)* Title: *Nutrition Educator*	*$ 57,616*	*1.00*	*10.0%*	*90.0%*	*$ 57,616*
2. Name: *Primavera Hernandez (was $50K)* Title: *Nutrition Educator*	$ 53,394	1.0000	10.0%	90.0%	$ 53,394
3. Name: *Janet Hung (was $50)* Title: *Nutrition Educator*	$ 44,283	1.0000	10.0%	90.0%	$ 44,283
4. Name: Janet Leader (was $90K) Title: Director of Services	$ 91,686	0.2500	100.0%	0.0%	$ 22,922
5. Name: Lynn Lovely (was $49K) Title: Administration Assistant	$ 50,523	0.1000	100.0%	0.0%	$ 5,052
6. Name: Tina Andrews (new addition) Title: Staff Accountant	$ 62,774	0.0750	100.0%	0.0%	$ 4,708
Subtotal		**343%**	**330%**	**270%**	**$ 187,975**

POSITION DESCRIPTIONS:

5	**Admin Assistant**	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.
4	**Director of Services**	Administers the nutrition education contract and budget, supervises nutrition education staff, attends nutrition education and scope of work related meetings, develops program plan and participates in the Regional collaborative. Coordinates contract reporting requirements.
1-to 3	**Nutrition Educator**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting in appropriate language, training Health Ambassadors to provide culturally appropriate nutrition education, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
6	**Staff Accountant**	Process monthly invoice, track expenses and timecards. Use proper expense allocation.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 33 % of salary

SUBTOTAL: $ 61,751

C. OPERATING EXPENSES:

Total for Media Outreach	$7,635
Office Supplies (see detail list as attached)	$12,894
NERI items (see detail list as attached)	$24,136
Printing (see detail list as attached)	$49,353

SUBTOTAL: $94,018

D. EQUIPMENT EXPENSES::

See attached Equipment breakdown list $ 16,466

SUBTOTAL: $16,466

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileag	Toll/Parking/ Other	Total
1	4	1	40	0			880.54	920.54

See attached travel plan. CA Dietetic Association Annual Meeting, San Jose, CA $ 920.54

Other Travel $ 5,994.00

SUBTOTAL: $6,914.54

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1)

2)

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or 6.34% of Modified Directs (provide what costs to be included) **SUBTOTAL:** $ 22,782

TOTAL $ 389,906

7M Carryover			12-Month Budget - 10/01/12 to 09/30/13				
Carry-Over	**Budget Summary**		**Total w/o Taxes**	**$ Tax**	**Total w/Taxes - Revised Value $**	**Original Unit**	**Original Value ($)**
$ 27,029.90	**Personnel**	Salary	187,974.80		187,974.80		177,400.00
$ 657.51		Benefit	61,751.46		61,751.46		49,672.00
$ -	**Non-Personnel**	Transit Shelters, Billboards and Direct Mail	7,634.97		7,634.97		
$ -		Office Supplies	11,911.34	982.69	12,894.03		15,985.35
$ -		NERI Items	22,296.35	1,839.45	24,135.80		11,023.10
$ 6,252.76		Printing	45,591.50	3,761.30	49,352.80		50,131.11
$ -		Equipment	15,210.68	1,254.88	16,465.56		9,675.27
$ 23.00		Staff Training					
$ 2,447.67		Travel	6,914.54		6,914.54		9,342.90
$ 36,410.84	**Sub-Personnel and Non-Personnel**		324,678.06	6,683.57	367,123.96		330,864.69
$ 2,308.45	**Indirect Cost and Rate**			0.0634	22,781.66		25,112.63
$ 38,719.29	**Total**				**389,905.61**		**355,977.32**

	Itemized List		12-Month Budget - 10/01/12 to 09/30/13				
			Unit Cost	Unit	Total		
$ -	**Total for Media outreach**				**7,634.97**		-
		Billboards - $398 per EcoPoster Billboard, per 4-weeks plus production costs	$ 796.00	2.00	1,592.00	-	
		Transit Shelters - $398 per Shelter Face, per 4-weeks	$ 455.00	9.00	4,095.00		
		Direct Mail - 5.5" x 8.5" Card (4-color/2-sided/3rd Class) to 7413 homes in desired census tracts	$ 0.43	4,530.17	1,947.97		
$ -	**Office Supplies**	Office Supplies			**11,911.34**		**13,374.28**
		Food for Samples			500.00		500.00
		Construction Paper per pack	$ 2.25	-	-	3.00	6.75
		Color Paper	$ 4.73	-	-	6.00	28.38
		Plastic Storage Bags for Can openers	$ 4.95	20.00	99.00	-	-
		Poster Board-Neon	$ 25.99	-	-	1.00	25.99

	Itemized List		12-Month Budget - 10/01/12 to 09/30/13				
			Unit Cost	Unit	Total		
		Folders	$ 16.99	5.00	84.95	1.00	25.99
		Boxes	$ 0.65	500.00	325.00	-	-
		Poster Stand w/Acrylic Brochure Holders	$ 135.04	15.00	2,025.60	-	-
		Laminating pouches, 100/box	$ 8.88	9.00	79.92		
		Tri fold boards	$ 150.00	15.00	2,250.00	46.00	6,900.00
		Acrylic brochure holders	$ 39.00	46.00	1,794.00		-
		Velcro tape	$ 9.29	3.00	27.87		-
		Thin Binders for manuals	$ 3.09	-	-	24.00	74.16
		Paper clips (box of jumbo)	$ 0.99	-	-	6.00	5.94
		Binder clips, pack	$ 2.99	-	-	6.00	17.94
		Poster stands	$ 94.50	50.00	4,725.00	61.00	5,764.50
		Post-it notes, 3 per pack	$ 3.09	-	-	5.00	15.45
		Paper clips (pack of 5, small size)	$ 4.59	-	-	2.00	9.18
$ -	**NERI Items**	NERI items			**22,296.35**		**10,183.00**
		My Plate poster English, packs of 25	$ 12.00	200.00	2,400.00	5.00	60.00
		My Plate poster Spanish, packs of 25	$ 12.00	200.00	2,400.00	3.00	36.00
		Produce slide chart/50 per pack/English	$ 10.00	300.00	3,000.00	306.00	3,060.00
		Produce slide chart/50 per pack/Spanish	$ 10.00	299.00	2,990.00	611.00	6,110.00
		Everyday Health Cookbook, Spanish/English	$ 1.00	9,104.00	9,104.00	917.00	917.00
		My Plate Stickers	$ 6.95	110.00	764.50	-	-
		Nutrition Education Posters, 11 x 17, 3 times per year for 75 agencies	$ 1.83	137.00	250.71		
		Nutrition Education Posters, 8 x 14, 3 times per year for 75 agencies	$ 1.22	137.00	167.14		-
		Let's eat for the health of it	$ 61.00	20.00	1,220.00	-	-
$ 6,252.76	**Printing**	Printing			**45,591.50**		**33,991.22**
$ 6,252.76		Imprinted bags	$ 0.59	20,000.00	11,800.00	45,833.00	12,833.24
		Monthly Tip cards for 18 months of seasonal produce to distribute with nutrition education	$ 0.09	137,500.00	11,687.50		-

	Itemized List		12-Month Budget - 10/01/12 to 09/30/13				
			Unit Cost	Unit	Total		
					-		
		Nutrition Education Posters. 18 X 24. 3 times per year for 75 agencies	$ 25.00	225.00	5,625.00	137.00	4,658.00
		Photocopying nutrition education materials	$ 0.09	183,100.00	16,479.00	183,333.11	16,499.98
$ 23.00	**Staff Training**	Staff Training	$ 166.67	-	-	-	-
$ -	**Equipment**	Total Equipment			**15,210.68**		**8,142.89**
		Equipment for Homeless Clients					-
		Military style can openers, P51	$ 0.59	20,000.00	11,800.00	3,056.00	2,444.80
		Equipment for Cooking					-
		Cambro insulated food carriers	$ 130.00	-	-	2.00	260.00
		Cambro dolly with handle	$ 228.00	-	-	2.00	456.00
		Folding cart	$ 350.00	-	-	2.00	700.00
		Blender	$ 75.00	1.00	75.00		-
		Cutting boards	$ 10.00	4.00	40.00		-
		10" chef knife	$ 20.00	1.00	20.00	2.00	40.00
		8" chef knife	$ 18.00	1.00	18.00	2.00	36.00
		4" pairing knife w/cover	$ 10.00	1.00	10.00	2.00	20.00
		kitchen shears	$ 12.50	1.00	12.50	2.00	25.00
		knife blade cover	$ 4.50	1.00	4.50	2.00	9.00
		vegetable peeler	$ 6.60	1.00	6.60	2.00	13.20
		12 quart plastic storage tub	$ 18.00	1.00	18.00	2.00	36.00
		12 quart plastic storage lid	$ 7.10	1.00	7.10	2.00	14.20
		2 quart plastic storage tub	$ 5.00	1.00	5.00	2.00	10.00
		2 quart plastic storage lids	$ 2.45	1.00	2.45	2.00	4.90
		8 quart plastic storage tub	$ 12.65	1.00	12.65	2.00	25.30

Itemized List		12-Month Budget - 10/01/12 to 09/30/13				
		Unit Cost	Unit	Total		
	8 quart plastic storage lid	$ 3.10	1.00	3.10	2.00	6.20
	spatula - 9"	$ 2.20	1.00	2.20	2.00	4.40
	spatula - 13-1/2"	$ 3.65	1.00	3.65	2.00	7.30
	spatula - 16-1/2"	$ 4.20	1.00	4.20	2.00	8.40
	Pots/pans set	$ 200.00	1.00	200.00	-	-
	measuring cups - set of 5 for liquids	$ 26.99	1.00	26.99	2.00	53.98
	measuring cups - dry, stainless steel	$ 8.95	1.00	8.95	2.00	17.90
	measuring spoons	$ 3.15	1.00	3.15	2.00	6.30
	stainless steel bowl 1-1/2 qt.	$ 2.20	1.00	2.20	2.00	4.40
	Stainless steel bowl 3 qt	$ 3.55	1.00	3.55	2.00	7.10
	Stainless steel bowl 5 qt	$ 5.65	1.00	5.65	2.00	11.30
	stainless steel bowl 8 qt	$ 6.60	1.00	6.60	2.00	13.20
	stainless steel bowl 13 qt	$ 10.85	1.00	10.85	2.00	21.70
	slotted 13" cooking spoons	$ 1.95	1.00	1.95	2.00	3.90
	colander - 11 qt heavy duty aluminum	$ 26.25	1.00	26.25	2.00	52.50
	13" blunt perforated serving spoons	$ 3.95	1.00	3.95	2.00	7.90
	13" blunt serving spoons	$ 3.95	1.00	3.95	2.00	7.90
	Serving spoons (solid)	$ 1.95	1.00	1.95	2.00	3.90
	stem thermometer	$ 4.75	1.00	4.75	2.00	9.50
	box grater	$ 6.08	1.00	6.08	2.00	12.16
	ladle - 6oz	$ 10.95	1.00	10.95	2.00	21.90
	2.5" deep hotel pan - 1/2 size	$ 9.85	-	-	2.00	19.70
	4" deep hotel pan - 1/2 size	$ 12.85	1.00	12.85	2.00	25.70
	whip - 16"	$ 6.60	1.00	6.60	2.00	13.20
	whips - 8"	$ 5.65	1.00	5.65	2.00	11.30
	can opener	$ 10.05	1.00	10.05	2.00	20.10

	Itemized List		12-Month Budget - 10/01/12 to 09/30/13				
			Unit Cost	Unit	Total		
		souffle cups (500/case)	$ 50.00	40.00	2,000.00	61.00	3,050.00
		sampling spoons (3000/case)	$ 43.31	6.00	259.86	9.00	389.79
		germicidal bleach	$ 2.49	2.00	4.98		-
		tongs - 12' locking	$ 6.30	1.00	6.30	2.00	12.60
		dishwashing set (drainboard & rack)	$ 19.99	-	-	1.00	19.99
		nonstick slotted turner	$ 2.50	1.00	2.50	-	-
		baking sheet pan - 1/4 sheet	$ 7.95	1.00	7.95	2.00	15.90
		Foodservice tray	$ 19.95	1.00	19.95	2.00	39.90
		gloves (100/box) - medium latex	$ 5.75	5.00	28.75	2.00	11.50
		first aid kit	$ 21.99	1.00	21.99		-
		paper towels (8/pack)	$ 10.00	1.00	10.00		-
		Trash bags (100 bag/box)	$ 39.69	1.00	39.69		-
		small paper plates (500/package)	$ 49.49	-	-	2.00	98.98
		Handy wipe towels (4/package)	$ 3.00	15.00	45.00		-
		Ziplock bags - quart/216 per box	$ 19.00	2.00	38.00		-
		Ziplock bags - gallon/140 per box	$ 17.39	5.00	86.95		-
		aluminum foil - 2 pack	$ 24.93	2.00	49.86		-
		plastic wrap	$ 14.06	4.00	56.24		-
		jumbo electric skillet	$ 37.99	-	-	1.00	37.99
		Butane cartridges (12/pack)	$ 16.85	1.00	16.85		-
		Napkins (small beverage) 4000/pk	$ 17.99	6.00	107.94		-
2,447.67					**6,914.54**		**8,665.10**
	Travel						
$ 2,447.67	-	California Dietetic Association Annual Meeting, San Jose, CA. April, 2013	$ -	-	**920.54**		**440.00**
		Round trip mileage to San Jose Convention Center: 7 miles @.555/mile x 4 staff (different days)	$ 0.56	28.00	15.54		-
		Registration for 1 member @ $150	$ 150.00	1.00	150.00		

Itemized List		12-Month Budget - 10/01/12 to 09/30/13				
		Unit Cost	Unit	Total		
	Registration for 3 non members @ $225	$ 225.00	3.00	675.00		
	Parking - 4 people @ $10/day	$ 10.00	4.00	40.00		
	Lunch	$ 10.00	**4.00**	**40.00**	4.00	440.00
		$ -	-	-		-
-	3,600 miles per person x 3 Nutrition Educators, Divided by 12 months/3 people = 300 miles/month/person.	0.555	10,800.00	**5,994.00**	14,820.00	8,225.10

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	San Ysidro WS 340ft N/O Leavesley F/N - 1	Gilroy	95020	06085512602	Hispanic	53.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	San Ysidro ES 340ft N/O Leavesley F/N - 1	Gilroy	95020	06085512602	Hispanic	53.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	San Antonio Rd ES 152ft S/O El Camino Real F/N - 1	Mountain View	94040	06085509404	Hispanic	60.9%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	El Camino Real NS 170ft W/O Rengstorff Ave F/E - 1	Mountain View	94040	06085509404	Hispanic	60.9%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Showers WS 56ft N/O Latham F/N - 1	Mountain View	94040	06085509404	Hispanic	60.9%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not	Transit Shelter	Showers WS 56ft N/O Latham F/S - 2	Mountain View	94040	06085509404	Hispanic	60.9%	Qualifying Census Block Group

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
have Addresses	Display							
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Showers WS 60ft N/O Latham F/N - 1	Mountain View	94040	06085509404	Hispanic	60.9%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Showers WS 60ft N/O Latham F/S - 2	Mountain View	94040	06085509404	Hispanic	60.9%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	El Camino Real NS 180ft W/O Showers Dr F/E - 1	Mountain View	94049	06085509404	Hispanic	60.9%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Santa Clara SS 90ft E/O 11th St F/W - 1	San Jose	95112	6085501300	Hispanic and Asian	51.3%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Santa Clara SS 90ft E/O 11th St F/E - 2	San Jose	95112	6085501300	Hispanic and Asian	51.3%	Qualifying Census Block Group
Transit Shelter (Note: Transit	Transit Shelter	San Carlos SS 250ft E/O	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Shelters do not have Addresses	Display	Meridian F/W - 1						Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	San Carlos SS 250ft E/O Meridian F/E - 2	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Meridian WS 150ft N/O Parkmoor F/N - 1	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Meridian WS 150ft N/O Parkmoor F/S - 2	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Race WS 190ft S/O San Carlos F/N - 1	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Race WS 190ft S/O San Carlos F/S - 2	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit	Transit Shelter	Meridian ES 270ft N/O	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Shelters do not have Addresses	Display	Parkmoor F/S - 1						Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Meridian ES 270ft N/O Parkmoor F/N - 2	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Santa Clara SS 90ft E/O 11th St F/W - 1	San Jose	95112	6085501300	Hispanic and Asian	51.3%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Santa Clara SS 90ft E/O 11th St F/E - 2	San Jose	95112	6085501300	Hispanic and Asian	51.3%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	San Carlos SS 250ft E/O Meridian F/W - 1	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	San Carlos SS 250ft E/O Meridian F/E - 2	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit	Transit Shelter	Meridian WS 150ft N/O	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Shelters do not have Addresses	Display	Parkmoor F/N - 1						Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Meridian WS 150ft N/O Parkmoor F/S - 2	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Transit Shelter (Note: Transit Shelters do not have Addresses	Transit Shelter Display	Race WS 190ft S/O San Carlos F/N - 1	San Jose	95126	6085501900	Hispanic	57.1%	Qualifying Census Block Group
Billboards	Billboards	Monterey ES 528ft N/O Welburn F/N - 1	Gilroy	95020	06085512601	Hispanic	54.8%	Qualifying Census Block Group
Billboards	Billboards	Monterey ES 528ft N/O Welburn F/S - 1	Gilroy	95020	06085512601	Hispanics.	54.8%	Qualifying Census Block Group
Billboards	Billboards	Santa Clara SS 100ft E/O 17th St F/W - 1	San Jose	95112	6085512601	Hispanic	54.8%	Qualifying Census Block Group
Billboards	Billboards	Monterey ES 528ft N/O Welburn F/N - 1	San Jose	95126	6085512601	Hispanic	54.8%	Qualifying Census Block Group
Billboards	Billboards	Monterey ES 528ft N/O Welburn F/S - 1	San Jose	95126	6085501300	Hispanic and Asian	51.3%	Qualifying Census Block Group
Billboards	Billboards	Santa Clara SS 100ft	San Jose	95116	6085501900	Hispanic	57.1	Qualifying Census

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*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
		E/O 17th St F/W - 1						Block Group
Billboards	Billboards	Lincoln ES 580ft S/O Lonus F/N - 1	San Jose	95116	6085501900	Hispanic	57.1	Qualifying Census Block Group
Billboards	Billboards	Lincoln ES 580ft S/O Lonus F/S - 1	San Jose	95126	6085501502	All Races	53.9%	Qualifying Census Block Group
Billboards	Billboards	William NS 10ft W/O 23rd St F/E - 1	San Jose	95126	6085501502	All Races	53.9%	Qualifying Census Block Group
Billboards	Billboards	24th WS 250ft N/O William F/S - 1	San Jose	95126	6085501900	Hispanic	57.1	Qualifying Census Block Group
Second Harvest food distribution site	Alviso (Star of the Sea Church)		Alviso	95002				Proxy site
Direct Mail Postcards			San Jose	95112	6085501300	Hispanic and Asian	51.3%	Qualifying Census Block Group
Direct Mail Postcards			San Jose	95116	6085501502	All Races	53.9%	Qualifying Census Block Group
Direct Mail Postcards			San Jose	95116	6085501600	All Races	59.8%	Qualifying Census Block Group
Direct Mail Postcards			San Jose	95126	6085501900	Hispanic	57.1	Qualifying Census Block Group

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Direct Mail Postcards			San Jose	95117	6085506304	Hispanic	53.7%	Qualifying Census Block Group
Direct Mail Postcards			Mountain View	94040	6085509404	Hispanic	60.9%	Qualifying Census Block Group
Direct Mail Postcards			Gilroy	95020	6085512601	Hispanic	54.8%	Qualifying Census Block Group
Direct Mail Postcards			Gilroy	95020	6085512602	Hispanic	53.1%	Qualifying Census Block Group
Second Harvest food distribution site	Home Church		Campbell	95008				Proxy site
Second Harvest food distribution site	Campbell United Methodist Church-Brown Bag		Campbell	95008				Proxy site
Second Harvest food distribution site	Campbell Community Ctr		Campbell	95008				Proxy site
Second Harvest food distribution site	Campbell United Methodist Church		Campbell	95008				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	West Valley Community Services		Cupertino	95014				Proxy site
Second Harvest food distribution site	Cupertino Union Church		Cupertino	95014				Proxy site
Second Harvest food distribution site	West Valley Presbyterian		Cupertino	95014				Proxy site
Second Harvest food distribution site	West Valley Community Services - Kids		Cupertino	95014				Proxy site
Second Harvest food distribution site	Organization of Special Needs Families		Cupertino	95014				Proxy site
Second Harvest food distribution site	YMCA - Northwest Branch		Cupertino	95014				Proxy site
Second Harvest food distribution site	St. Joseph's Family Center		Gilroy	95020				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Salvation Army Gilroy		Gilroy	95020				Proxy site
Second Harvest food distribution site	Gilroy Senior Ctr		Gilroy	95020				Proxy site
Second Harvest food distribution site	St. Joseph's Family Center - Lord's Table		Gilroy	95020				Proxy site
Second Harvest food distribution site	Salvation Army Gilroy - Hot Meals		Gilroy	95021				Proxy site
Second Harvest food distribution site	St. Joseph's Family Center - Wheeler Manor		Gilroy	95020				Proxy site
Second Harvest food distribution site	Salvation Army Gilroy - Youth		Gilroy	95021				Proxy site
Second Harvest food distribution	Si Se Puede! Learning Center		Gilroy	95020				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site								
Second Harvest food distribution site	Chamberlain 's Mental Health Services		Gilroy	95020				Proxy site
Second Harvest food distribution site	Monterra Village		Gilroy	95020				Proxy site
Second Harvest food distribution site	Rebekah Children's Service		Gilroy	95020				Proxy site
Second Harvest food distribution site	Los Gatos Adult Recreation Ctr		Los Gatos	95030				Proxy site
Second Harvest food distribution site	Milpitas Food Pantry		Milpitas	95035				Proxy site
Second Harvest food distribution site	Operation Share		Milpitas	95035				Proxy site
Second Harvest food distribution	Tzu-Chi Buddhist		Milpitas	95035				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site	Foundation							
Second Harvest food distribution site	Christian Worship Ctr		Milpitas	95035				Proxy site
Second Harvest food distribution site	Park Victoria Baptist Church		Milpitas	95035				Proxy site
Second Harvest food distribution site	Today's Youth Matter		Milpitas	95035				Proxy site
Second Harvest food distribution site	Big Brothers Big Sisters of Santa Clara County		Milpitas	95035				Proxy site
Second Harvest food distribution site	Bay Area After-School Stars		Milpitas	95035				Proxy site
Second Harvest food distribution site	Fresh Lifelines for Youth		Milpitas	95035				Proxy site
Second Harvest food distribution	Fresh Lifelines for		Milpitas	95035				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site	Youth							
Second Harvest food distribution site	People That Care		Morgan Hill	95037				Proxy site
Second Harvest food distribution site	St. Catherine's Reachout		Morgan Hill	95037				Proxy site
Second Harvest food distribution site	Advent Lutheran Church		Morgan Hill	95037				Proxy site
Second Harvest food distribution site	Community Solutions - La Casa del Puente		Morgan Hill	95038				Proxy site
Second Harvest food distribution site	Community Solutions - La Isla Pacifica		Morgan Hill	95038				Proxy site
Second Harvest food distribution site	Community Solutions - Criminal Justice Services		Morgan Hill	95038				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Morgan Hill Jasmine Square		Morgan Hill	95037				Proxy site
Second Harvest food distribution site	People That Care Produce Mobile		Morgan Hill	95037				Proxy site
Second Harvest food distribution site	Pillar Ridge Mobile Home Park Mobile Pantry		Moss Beach	94038				Proxy site
Second Harvest food distribution site	Community Services Agency		Mountain View	94043				Proxy site
Second Harvest food distribution site	SVDP - Saint Athanasius		Mountain View	94043				Proxy site
Second Harvest food distribution site	Mountain View Senior Ctr		Mountain View	94042				Proxy site
Second Harvest food distribution	Day Worker Center of Mountain		Mountain View	94040				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site	View							
Second Harvest food distribution site	SVCF Kickoff to Kindergarten		Mountain View	94040				Proxy site
Second Harvest food distribution site	Community Services Produce Mobile		Mountain View	94043				Proxy site
Second Harvest food distribution site	San Antonio Place Produce Mobile		Mountain View	94040				Proxy site
Second Harvest food distribution site	InnVision - Urban Ministry of Palo Alto		Palo Alto	94301				Proxy site
Second Harvest food distribution site	South Palo Alto Food Closet		Palo Alto	94306				Proxy site
Second Harvest food distribution site	Mayview Community Health Center		Palo Alto	94306				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Jewish Family & Childrens Services - Palo Alto		Palo Alto	94301				Proxy site
Second Harvest food distribution site	Ventura School		Palo Alto	94306				Proxy site
Second Harvest food distribution site	Lytton Gardens		Palo Alto	94301				Proxy site
Second Harvest food distribution site	InnVision - Urban Ministry of Palo Alto		Palo Alto	94301				Proxy site
Second Harvest food distribution site	La Comida de California		Palo Alto	94301				Proxy site
Second Harvest food distribution site	PASHP - Stevenson House		Palo Alto	94306				Proxy site
Second Harvest food distribution	InnVision - Encina Families		Palo Alto	94301				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site								
Second Harvest food distribution site	Youth Community Service		Palo Alto	94303				Proxy site
Second Harvest food distribution site	InnVision - Encina Childrens		Palo Alto	94301				Proxy site
Second Harvest food distribution site	Palo Alto Family YMCA		Palo Alto	94303				Proxy site
Second Harvest food distribution site	ACS Menlo Atherton & Redwood High Schools		Palo Alto	94303				Proxy site
Second Harvest food distribution site	InnVision Palo Alto		Palo Alto	94301				Proxy site
Second Harvest food distribution site	Ephesus		San Jose	95112				Proxy site
Second Harvest food distribution	C.O.M.E. First		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site	Immanuel Lutheran							
Second Harvest food distribution site	Eastside Fish		San Jose	95127				Proxy site
Second Harvest food distribution site	Fish/Southside Transfiguration Church		San Jose	95118				Proxy site
Second Harvest food distribution site	Friendship Church of God in Christ		San Jose	95116				Proxy site
Second Harvest food distribution site	Our Lady Of Guadalupe Food Program		San Jose	95116				Proxy site
Second Harvest food distribution site	Most Holy Trinity Pantry		San Jose	95122				Proxy site
Second Harvest food distribution site	Cathedral of Faith - Reaching Out		San Jose	95125				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Sacred Heart Community Services		San Jose	95110				Proxy site
Second Harvest food distribution site	Santa Maria Urban Ministry of San Jose		San Jose	95110				Proxy site
Second Harvest food distribution site	St. Martin Of Tours Church		San Jose	95128				Proxy site
Second Harvest food distribution site	Operation Share		San Jose	95123				Proxy site
Second Harvest food distribution site	Gloria Dei - Lord's Pantry		San Jose	95127				Proxy site
Second Harvest food distribution site	South Hills Community Church		San Jose	95120				Proxy site
Second Harvest food distribution site	Salvation Army San Jose Corps		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Operation Share		San Jose	95127				Proxy site
Second Harvest food distribution site	St. Joseph's Cathedral - Social Ministry		San Jose	95113 -2321				Proxy site
Second Harvest food distribution site	St. Julie's Food Pantry		San Jose	95119				Proxy site
Second Harvest food distribution site	Health Trust Food Basket		San Jose	95126				Proxy site
Second Harvest food distribution site	MeKong Community Center Pantry		San Jose	95122				Proxy site
Second Harvest food distribution site	City Team Ministries - Family Services		San Jose	95112				Proxy site
Second Harvest food distribution site	EAH Housing - Markham		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
	Plaza Pantry							
Second Harvest food distribution site	New Beginnings Church		San Jose	95122				Proxy site
Second Harvest food distribution site	Crossroad Community Service		San Jose	95127				Proxy site
Second Harvest food distribution site	InnVision - Georgia Travis Pantry		San Jose	95112				Proxy site
Second Harvest food distribution site	Antioch Food Basket		San Jose	95112				Proxy site
Second Harvest food distribution site	Eastside COGIC Pantry		San Jose	95122				Proxy site
Second Harvest food distribution site	Union Community Resources - Carpenter's Union		San Jose	95125				Proxy site
Second Harvest	True Vine		San Jose	95127				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
food distribution site	Pantry							
Second Harvest food distribution site	Cypress Senior Ctr		San Jose	95117				Proxy site
Second Harvest food distribution site	Cambrian Ctr		San Jose	95124				Proxy site
Second Harvest food distribution site	St. Maria Goretti Catholic Church - Brown Bag		San Jose	95111				Proxy site
Second Harvest food distribution site	Gloria Dei - Brown Bag		San Jose	95127				Proxy site
Second Harvest food distribution site	First Immanuel Lutheran Church		San Jose	95112				Proxy site
Second Harvest food distribution site	Mayfair Golden Manor		San Jose	95116				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Alma Senior Ctr		San Jose	95110				Proxy site
Second Harvest food distribution site	Our Lady Of Guadalupe Church - Brown Bag		San Jose	95116				Proxy site
Second Harvest food distribution site	Sacred Heart Church		San Jose	95110				Proxy site
Second Harvest food distribution site	Southside Senior Ctr - Brown Bag		San Jose	95123				Proxy site
Second Harvest food distribution site	Westminster Presbyterian Church		San Jose	95126				Proxy site
Second Harvest food distribution site	Willow Glen United Methodist Church		San Jose	95125				Proxy site
Second Harvest food distribution site	Yu-Ai-Kai		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Eastside Ctr		San Jose	95116				Proxy site
Second Harvest food distribution site	John XXIII Senior Ctr - Brown Bag		San Jose	95112				Proxy site
Second Harvest food distribution site	Portuguese Community Ctr - Brown Bag		San Jose	95116				Proxy site
Second Harvest food distribution site	Boxer's Mayfair		San Jose	95116				Proxy site
Second Harvest food distribution site	Girasol Apartments		San Jose	95116				Proxy site
Second Harvest food distribution site	VIVO Foundation - Brown Bag		San Jose	95148				Proxy site
Second Harvest food distribution site	First Presbyterian Church		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Mayfair Community Ctr		San Jose	95116				Proxy site
Second Harvest food distribution site	Cryyout Christian Church		San Jose	95111				Proxy site
Second Harvest food distribution site	Seven Trees Community Ctr		San Jose	95111				Proxy site
Second Harvest food distribution site	First Christian Church		San Jose	95112				Proxy site
Second Harvest food distribution site	Loaves & Fishes Family Kitchen		San Jose	95112				Proxy site
Second Harvest food distribution site	Martha's Kitchen		San Jose	95110				Proxy site
Second Harvest food distribution site	First Presbyterian Church of San Jose		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	CTC - Day Worker Center		San Jose	95122				Proxy site
Second Harvest food distribution site	InnVision - Cecil White Center		San Jose	95110				Proxy site
Second Harvest food distribution site	Church of the Chimes		San Jose	95118				Proxy site
Second Harvest food distribution site	City Team Ministries - Soup Kitchen		San Jose	95112				Proxy site
Second Harvest food distribution site	ACT for Mental Health		San Jose	95110				Proxy site
Second Harvest food distribution site	Momentum for Mental Health - Donna's Place		San Jose	95126				Proxy site
Second Harvest food distribution	Horizon Services/Horizon South		San Jose	95110				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site								
Second Harvest food distribution site	ARH Recovery Homes - House On The Hill		San Jose	95128				Proxy site
Second Harvest food distribution site	Momentum for Mental Health - Discovery Center		San Jose	95126				Proxy site
Second Harvest food distribution site	Momentum for Mental Health: S.A.R.T. Rehab		San Jose	95126				Proxy site
Second Harvest food distribution site	Vida Nueva		San Jose	95122				Proxy site
Second Harvest food distribution site	Momentum for Mental Health - FSP Residential		San Jose	95126				Proxy site
Second Harvest	Salvation Army San		San Jose	95126				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
food distribution site	Jose - Rehabilitatio n							
Second Harvest food distribution site	Momentum for Mental Health - Litteral House		San Jose	95126				Proxy site
Second Harvest food distribution site	LifeChoices Treatment Services		San Jose	95112				Proxy site
Second Harvest food distribution site	Momentum for Mental Health - Crossroads Village		San Jose	95126				Proxy site
Second Harvest food distribution site	Project Ninety - Santa Clara County		San Jose	95112				Proxy site
Second Harvest food distribution site	City Team Ministries - Men's Recovery		San Jose	95131				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Keys to Success		San Jose	95112				Proxy site
Second Harvest food distribution site	San Jose Alano Club		San Jose	95122				Proxy site
Second Harvest food distribution site	Rainbow Recovery		San Jose	95123				Proxy site
Second Harvest food distribution site	Parisi House on the Hill		San Jose	95151				Proxy site
Second Harvest food distribution site	Alma Senior Nutrition		San Jose	95110				Proxy site
Second Harvest food distribution site	Catholic Charities - Eastside Senior Nutrition		San Jose	95134 -2107				Proxy site
Second Harvest food distribution site	Catholic Charities - John XXIII Senior		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
	Nutrition							
Second Harvest food distribution site	Willow Glen Senior Nutrition		San Jose	95125				Proxy site
Second Harvest food distribution site	Salvation Army San Jose - Senior Nutrition		San Jose	95112				Proxy site
Second Harvest food distribution site	Southside Senior Nutrition		San Jose	95123				Proxy site
Second Harvest food distribution site	Evergreen Senior Nutrition		San Jose	95135				Proxy site
Second Harvest food distribution site	Live Oak - Willow Glen		San Jose	95125				Proxy site
Second Harvest food distribution site	Live Oak - Los Gatos		San Jose	95125				Proxy site
Second Harvest food distribution	Live Oak - Downtown		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site								
Second Harvest food distribution site	Live Oak - Gilroy		San Jose	95125				Proxy site
Second Harvest food distribution site	Catholic Charities - Day Break San Jose		San Jose	95135				Proxy site
Second Harvest food distribution site	Santa Clara County Senior Nutrition Program		San Jose	95110				Proxy site
Second Harvest food distribution site	Bible Way Christian Center		San Jose	95131				Proxy site
Second Harvest food distribution site	Union Community Resources		San Jose	95125				Proxy site
Second Harvest food distribution site	San Jose Spanish 7th Day Adventist		San Jose	95116				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Portuguese Community Center (POSSO)		San Jose	95116				Proxy site
Second Harvest food distribution site	Silicon Valley Independent Living Center		San Jose	95131				Proxy site
Second Harvest food distribution site	Next Door Solutions to Domestic Violence		San Jose	95112				Proxy site
Second Harvest food distribution site	City Team Ministries - Heritage Home		San Jose	95131				Proxy site
Second Harvest food distribution site	InnVision - Julian Street Inn		San Jose	95110				Proxy site
Second Harvest food distribution site	YWCA - Support Network for Battered Women		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	InnVision - Commercial Street		San Jose	95110				Proxy site
Second Harvest food distribution site	Salvation Army San Jose - Emmanuel House		San Jose	95112				Proxy site
Second Harvest food distribution site	San Jose Family Shelter - Family Supportive		San Jose	95133 -1667				Proxy site
Second Harvest food distribution site	EHC - Shelter		San Jose	95125				Proxy site
Second Harvest food distribution site	Asian Americans for Community Involvement - Shelte		San Jose	95128				Proxy site
Second Harvest food distribution	InnVision - Montgomery Street Inn		San Jose	95110				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site								
Second Harvest food distribution site	InnVision - Villa		San Jose	95110				Proxy site
Second Harvest food distribution site	Maitri		San Jose	95112				Proxy site
Second Harvest food distribution site	First Christian Church		San Jose	95112				Proxy site
Second Harvest food distribution site	San Jose Day Nursery		San Jose	95112				Proxy site
Second Harvest food distribution site	Unity Care Group - House #2		San Jose	95126				Proxy site
Second Harvest food distribution site	Unity Care Group - House # 3		San Jose	95126				Proxy site
Second Harvest food distribution site	Unity Care Group - House #4		San Jose	95126				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Unity Care Group - House # 5		San Jose	95126				Proxy site
Second Harvest food distribution site	Unity Care Group - House #7 Phoenix		San Jose	95126				Proxy site
Second Harvest food distribution site	Unity Care Group - House #8		San Jose	95126				Proxy site
Second Harvest food distribution site	South Bay Teen Challenge		San Jose	95127				Proxy site
Second Harvest food distribution site	Girl Scouts of Northern California		San Jose	95128 -4502				Proxy site
Second Harvest food distribution site	Bill Wilson - Drop In Center		San Jose	95112				Proxy site
Second Harvest food distribution site	SJB Child Developmen t Centers		San Jose	95126				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Achievekids		San Jose	95127				Proxy site
Second Harvest food distribution site	Advent Group Ministries		San Jose	95119				Proxy site
Second Harvest food distribution site	S.T.A.R. Programs		San Jose	95128				Proxy site
Second Harvest food distribution site	InnVision - Georgia Travis Drop-in Ctr		San Jose	95110				Proxy site
Second Harvest food distribution site	Friends of Farm Drive		San Jose	95136				Proxy site
Second Harvest food distribution site	City of San Jose Parks Rec & Neighborhood Services		San Jose	95122				Proxy site
Second Harvest food distribution	Sacred Heart Community		San Jose	95110				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site	Services							
Second Harvest food distribution site	San Jose Family Shelter - Voyager		San Jose	95133				Proxy site
Second Harvest food distribution site	African American Community Ctr - Children		San Jose	95112				Proxy site
Second Harvest food distribution site	YWCA of Silicon Valley		San Jose	95112				Proxy site
Second Harvest food distribution site	Salvation Army San Jose - Youth		San Jose	95112				Proxy site
Second Harvest food distribution site	Martha's Kitchen/Nativity School		San Jose	95110				Proxy site
Second Harvest food distribution site	Somos Mayfair Children's Program		San Jose	95116				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	MACSA - South County		San Jose	95116				Proxy site
Second Harvest food distribution site	MACSA - Youth Prevention		San Jose	95116				Proxy site
Second Harvest food distribution site	MACSA - Youth Interventions		San Jose	95116				Proxy site
Second Harvest food distribution site	Next Door - THU		San Jose	95112				Proxy site
Second Harvest food distribution site	Catholic Charities - Washington United Youth Ctr		San Jose	95110				Proxy site
Second Harvest food distribution site	Cross Cultural Community Svc		San Jose	95122				Proxy site
Second Harvest food distribution	YWCA - Project		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site	Inspire							
Second Harvest food distribution site	Asian American Recovery Services Inc.		San Jose	95122				Proxy site
Second Harvest food distribution site	Boys & Girls Club of SV - Levin Clubhouse		San Jose	95111				Proxy site
Second Harvest food distribution site	Boys & Girls Club of SV - Smythe Clubhouse		San Jose	95122				Proxy site
Second Harvest food distribution site	Asian Americans for Community Involvement - Youth		San Jose	95128				Proxy site
Second Harvest food distribution site	American Indian Education Center		San Jose	95122				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	CTC - WorkNet		San Jose	95122				Proxy site
Second Harvest food distribution site	San Jose Grail Family Services		San Jose	95116				Proxy site
Second Harvest food distribution site	Catholic Charities - CORAL		San Jose	95112				Proxy site
Second Harvest food distribution site	Santa Maria Urban Ministry - Studio 17		San Jose	95110				Proxy site
Second Harvest food distribution site	3rd Street Community Center		San Jose	95112				Proxy site
Second Harvest food distribution site	Maranatha Outreach Center		San Jose	95112				Proxy site
Second Harvest food distribution site	EAH Housing - Youth		San Jose	95122				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Californians for Justice		San Jose	95133				Proxy site
Second Harvest food distribution site	San Jose Conservation Corp. - Charter School		San Jose	95112				Proxy site
Second Harvest food distribution site	YMCA - East Valley Branch		San Jose	95148				Proxy site
Second Harvest food distribution site	YMCA - Central Branch		San Jose	95126				Proxy site
Second Harvest food distribution site	Voices United		San Jose	95112				Proxy site
Second Harvest food distribution site	City Team Ministries - Youth		San Jose	95116				Proxy site
Second Harvest food distribution site	Family and Children Services - LGBTQ		San Jose	95126				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
	Youth Space							
Second Harvest food distribution site	YMCA - South Valley Branch		San Jose	95123				Proxy site
Second Harvest food distribution site	Advent Group Ministries - Step Up		San Jose	95119				Proxy site
Second Harvest food distribution site	California Community Partners for Youth (CCPY)		San Jose	95106				Proxy site
Second Harvest food distribution site	Catholic Charities - First 5 Program D4		San Jose	95126				Proxy site
Second Harvest food distribution site	California Youth Outreach		San Jose	95112				Proxy site
Second Harvest food distribution site	Grace Community Center		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Mekong Community Center		San Jose	95122				Proxy site
Second Harvest food distribution site	Catholic Charities - Behavioral Health Services		San Jose	95112				Proxy site
Second Harvest food distribution site	San Jose Conservatio n Corps		San Jose	95111				Proxy site
Second Harvest food distribution site	Catholic Charities - Mission Rebuild		San Jose	95112				Proxy site
Second Harvest food distribution site	Maria Goretti Church		San Jose	95111				Proxy site
Second Harvest food distribution site	Center for Employment Training		San Jose	95110				Proxy site
Second Harvest food distribution	Friends of Farm Drive		San Jose	95136				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site								
Second Harvest food distribution site	Grant Elementary School		San Jose	95112				Proxy site
Second Harvest food distribution site	Edenvale School		San Jose	95111				Proxy site
Second Harvest food distribution site	San Jose City College		San Jose	95128				Proxy site
Second Harvest food distribution site	Evergreen Valley College - WIN Program		San Jose	95135				Proxy site
Second Harvest food distribution site	Most Holy Trinity Church		San Jose	95122				Proxy site
Second Harvest food distribution site	Sherman Oaks Community Center		San Jose	95128				Proxy site
Second Harvest	Robert		San Jose	95127				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
food distribution site	Sanders School							
Second Harvest food distribution site	Hank Lopez Community Center		San Jose	95122				Proxy site
Second Harvest food distribution site	VIVO Foundation		San Jose	95148				Proxy site
Second Harvest food distribution site	Healthy Start Early Learning Center		San Jose	95116				Proxy site
Second Harvest food distribution site	Washington United Youth Center 1		San Jose	95110				Proxy site
Second Harvest food distribution site	San Jose Seventh Day Adventist		San Jose	95116				Proxy site
Second Harvest food distribution site	East Side Neighborhood Center		San Jose	95116				Proxy site
Second Harvest	Washington		San Jose	95110				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
food distribution site	United Youth Center 2							
Second Harvest food distribution site	East Valley Pentecostal Church		San Jose	95148				Proxy site
Second Harvest food distribution site	Almaden Elementary School		San Jose	95118				Proxy site
Second Harvest food distribution site	New Beginnings Pentecostal Church		San Jose	95122				Proxy site
Second Harvest food distribution site	Paseo Senter at Coyote Creek		San Jose	95112				Proxy site
Second Harvest food distribution site	Spartan Keyes Action Center		San Jose	95112				Proxy site
Second Harvest food distribution site	Goodwill of Silicon Valley		San Jose	95112				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Katherine R. Smith Elementary School		San Jose	95122				Proxy site
Second Harvest food distribution site	Franklin McKinley School		San Jose	95116				Proxy site
Second Harvest food distribution site	InnVision - Georgia Travis Produce Mobile		San Jose	95110				Proxy site
Second Harvest food distribution site	Martha's Kitchen Produce Mobile		San Jose	95110				Proxy site
Second Harvest food distribution site	Santee Women's Association Produce Mobile		San Jose	95122				Proxy site
Second Harvest food distribution site	Luther Burbank School Produce		San Jose	95128				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
	Mobile							
Second Harvest food distribution site	Salvation Army San Jose Produce Mobile		San Jose	95112				Proxy site
Second Harvest food distribution site	Gateway East Produce Mobile		San Jose	95116				Proxy site
Second Harvest food distribution site	American Indian Education Produce Mobile		San Jose	95122				Proxy site
Second Harvest food distribution site	MACSA Sinclair Produce Mobile		San Jose	95116				Proxy site
Second Harvest food distribution site	Olinder Neighborhood Produce Mobile		San Jose	95116				Proxy site
Second Harvest food distribution	Great Oaks Produce		San Jose	95111				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site	Mobile							
Second Harvest food distribution site	Calworks Produce Mobile		San Jose	95112				Proxy site
Second Harvest food distribution site	Hoffman Via Monte Produce Mobile		San Jose	95118				Proxy site
Second Harvest food distribution site	Health Trust Dental Clinic Produce Mobile		San Jose	95122				Proxy site
Second Harvest food distribution site	Ohlone Chynoweth Commons Produce Mobile		San Jose	95136				Proxy site
Second Harvest food distribution site	Dahl School Produce Mobile - Catholic Charities		San Jose	95111				Proxy site
Second Harvest food distribution	MidPen Timberwood Produce		San Jose	95111				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site	Mobile							
Second Harvest food distribution site	TOCKNA Produce Mobile		San Jose	95112				Proxy site
Second Harvest food distribution site	YMCA - Arbuckle Produce Mobile		San Jose	95116				Proxy site
Second Harvest food distribution site	City Year - Dorsa Produce Mobile		San Jose	95122				Proxy site
Second Harvest food distribution site	VMC Produce Mobile		San Jose	95116				Proxy site
Second Harvest food distribution site	Latino College Prep Produce Mobile		San Jose	95148				Proxy site
Second Harvest food distribution site	Estrella/Gardner Produce Mobile		San Jose	95125				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Friendship Church Produce Mobile		San Jose	95116				Proxy site
Second Harvest food distribution site	Bible Way Christian Center Produce Mobile		San Jose	95131				Proxy site
Second Harvest food distribution site	Santee Mobile Pantry I		San Jose	95122				Proxy site
Second Harvest food distribution site	Lanai-Cunningham Mobile Pantry		San Jose	95122				Proxy site
Second Harvest food distribution site	Santee Mobile Pantry II		San Jose	95122				Proxy site
Second Harvest food distribution site	Boys and Girls Club of SV Smythe Kids NOW		San Jose	95122				Proxy site
Second Harvest	Boys and		San Jose	95111				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
food distribution site	Girls Club of SV Levin Kids NOW							
Second Harvest food distribution site	Rocketship/ YMCA Kids NOW		San Jose	95110				Proxy site
Second Harvest food distribution site	San Martin Family Center		San Martin	95046				Proxy site
Second Harvest food distribution site	St. Justin Community Ministry		Santa Clara	95051				Proxy site
Second Harvest food distribution site	Rahima Foundation		Santa Clara	95054				Proxy site
Second Harvest food distribution site	River of Life Foundation Pantry		Santa Clara	95054				Proxy site
Second Harvest food distribution site	St. Clare Parish		Santa Clara	95050				Proxy site
Second Harvest food distribution	Solidarity		Santa Clara	95051				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
site								
Second Harvest food distribution site	Pathway Society - Mariposa Lodge		Santa Clara	95050				Proxy site
Second Harvest food distribution site	Bill Wilson - Runnaway & Homeless Youth Shelter		Santa Clara	95050				Proxy site
Second Harvest food distribution site	Salvation Army Santa Clara - Children		Santa Clara	95051				Proxy site
Second Harvest food distribution site	Pathway Society - Children's		Santa Clara	95050				Proxy site
Second Harvest food distribution site	Girls For A Change		Santa Clara	95051				Proxy site
Second Harvest food distribution site	MidPen Riverwood Grove Produce		Santa Clara	95054				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
	Mobile							
Second Harvest food distribution site	River of Life Produce Mobile		Santa Clara	95054				Proxy site
Second Harvest food distribution site	Scott Lane Kids NOW		Santa Clara	95050				Proxy site
Second Harvest food distribution site	Montague YMCA Kids NOW		Santa Clara	95054				Proxy site
Second Harvest food distribution site	Fellowship Plaza		Saratoga	95070				Proxy site
Second Harvest food distribution site	Sunnyvale Community Services		Sunnyvale	94086				Proxy site
Second Harvest food distribution site	Salvation Army Sunnyvale		Sunnyvale	94087				Proxy site
Second Harvest food distribution site	St. John's Lutheran Church		Sunnyvale	94087				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Trinity Church of Sunnyvale		Sunnyvale	94085				Proxy site
Second Harvest food distribution site	Our Daily Bread		Sunnyvale	94086				Proxy site
Second Harvest food distribution site	Sunnyvale Senior Nutrition		Sunnyvale	94086-6313				Proxy site
Second Harvest food distribution site	Catholic Charities - Day Break Sunnyvale		Sunnyvale	94086				Proxy site
Second Harvest food distribution site	Sunnyvale Community Services - Kids		Sunnyvale	94086				Proxy site
Second Harvest food distribution site	Salvation Army Sunnyvale - Kids		Sunnyvale	94087				Proxy site
Second Harvest food distribution site	Columbia Neighborhood Center		Sunnyvale	94085				Proxy site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Second Harvest food distribution site	Columbia Neighborhood Center		Sunnyvale	94085				Proxy site
Second Harvest food distribution site	Salvation Army Sunnyvale Produce Mobile		Sunnyvale	94087				Proxy site
Second Harvest food distribution site	Sunnyvale Community Services Produce Mobile		Sunnyvale	94086				Proxy site

FFY 2013 SNAP-Ed County Welfare Department (CWD) Innovative Pilot Project

1. Project Synopsis

Project Title:

Shasta County Group Grocery Store Nutrition Education

Shasta County Nutrition and Physical Activity Education Through Technology

Shasta County CalFresh Breastfeeding Project: *Bringing Breastfeeding Support to CalFresh Families*

FFY 2013 Award Amount $357,809

Project Contact Name, Title: Laura McDuffey, Community Development Coordinator

Project Contact Phone Number: 530.229.8486

and Email: lmcduffey@co.shasta.ca.us

Additional Information*(i.e., best time(s) to reach, alternate contact,days of week/month not available, etc.)* Available M-Th 8 – 4, Fridays 8-1. Thank you!

a. Related State Objectives

See State Level Objectives.

b. Audience

Gender: Female and Male
Ethnicity: All Ethnic Groups
Language: English and Spanish
Ages: Children, Adults 18+, Adults 60 years and older

c. Focus on CalFresh Recipients

Shasta County Health and Human Services Agency has reorganized how services are provided to Shasta County residents by creating regional centers that provide one-stop service delivery to the community. Co-located services include WIC, CalFresh, Medi-Cal, Public Health Nursing, immunizations, application assistance, Behavioral Health Counseling, Adult Protection and In-Home Support Services to name a few. Using GIS maps tracking CalFresh participation and Medi-Cal births, the county has focused on expanding the regional service centers to areas of highest need including Downtown Redding (central county), Anderson (south county), Shasta

Lake City (north county), Burney/Fall River Mills (East Mountain region) and our newest office in Enterprise (east Redding). Not only has this allowed us to improve access to services, it has improved collaboration across programs that serve many of the same participants.

d. Project Description

Shasta County Group Grocery Store Nutrition Education

This project will provide nutrition education through grocery store field trips/classes to CalFresh recipients, including outreach to special populations such as senior citizens, homeless individuals and families, young parents and transition-aged foster youth. The classes will be marketed directly to CalFresh recipients through mail, technology, as well as organizations that work with low income families, the homeless and foster youth.

A degreed nutritionist will meet participants at pre-identified grocery stores and utilize established curriculum from Share our Strength called "Shopping Matters." This curriculum teaches participants how to maximize their CalFresh benefits by purchasing highly nutritious affordable foods in grocery stores. In-store tours/classes will be conducted in full-service grocery stores with high volume of monthly CalFresh EBT transactions. Tours/classes will focus on eating sufficient fruits/vegetables, low sodium consumption (focus on label reading), comparing unit prices, and identifying whole grain foods.

Shasta County Nutrition Education through Technology

Several Divisions in our agency will collaborate to deliver this project including staff from Health, Outreach, & Behavioral Services; Women, Infants and Children (WIC); Healthy Communities; and Eligibility & Employment. The project will be informed and implemented through collaboration with local SNAP-Ed funded programs, C-IV Consortium, qualifying retail outlets, and local community coalitions and initiatives. The goal of the project is to use existing technology to reach a large number of CalFresh recipients with nutrition and physical activity promotion messages.

The target population will be accessed through the Eligibility and Employment Division of the Health and Human Services Agency. Nutrition messages will be delivered during client visits to SNAP/TANF Offices. Delivery may include: posters, commercials, PowerPoint presentation slides on televisions, and nutritional videos to loop in waiting rooms.

Clients are able to utilize the"C4Yourself" system to access information about their current benefits, or submit a new application. This system is part of a regional C-IV Consortium which includes 39 California counties. Currently, there is a link on the C4Yourself website titled "Food & Nutrition". We aim to expand this link to connect with nutrition resources and use it to provide online nutrition education opportunities. Our desire is to collaborate with current efforts to bring online nutrition education through the CalWIN consortium which could link C-IV and

CalWIN to the same or similar online nutrition education platforms. This would create a statewide, coordinated process for CalFresh participants to link to quality on-line nutrition education opportunities through their local web portals.

The Interactive Voice Response System is a toll free number clients utilize to contact Shasta County's Eligibility and Employment Customer Service Center. Anytime clients wish to access information regarding their case, they do so using this system. Nutrition messages, both English and Spanish, will be added to the call flow for clients to hear while they're using the system.

The C-IV System will also be utilized to deliver nutrition and physical activity promotion messages through three regular mailings.

Brief nutrition trainings will be provided at monthly update meetings for Eligibility and Employment staff. The purpose is to educate Eligibility and Employment staff about the nutrition messages that will be posted within their workstations for clients to view during face to face appointments. Staff will have introductory knowledge of the nutrition messages and be able to answer basic questions from clients. Between trainings, staff can access, mainly by phone, a degreed nutritionist who can answer any additional questions that may arise include more complex nutrition questions. These trainings are designed to assist Eligibility and Employment workers to gain more nutrition knowledge and skills that they can share with their clients. These monthly trainings are also part of a broader effort to change work culture processes by helping benefits workers transition from a "gatekeeper" mentality—one that is solely concerned with fraud prevention---to a "tour guide" mentality which emphasizes client education and access to community services and benefits.

Shasta County CalFresh Breastfeeding Project: *Bringing Breastfeeding Support to CalFresh Families*

Low-income women struggle to maintain exclusive breastfeeding in our community demonstrating over 40% drop in breastfeeding rates in the first month. If we look specifically at the data for WIC participants who are also CalFresh participants, we see exclusive breastfeeding rates drop more than 50% by two months. This data articulates the special challenges for CalFresh participants to maintain breastfeeding past the first months of an infant's life. The Shasta County CalFresh Breastfeeding Project is designed to bring behaviorally focused nutrition messages to CalFresh participants at the point of service.

CalFresh families attending their benefit appointments will have access to "Walk-in" breastfeeding support services. Funds from this grant will allow us to offer breastfeeding services at the four, busiest regional CalFresh offices in Shasta County: Downtown Redding (Central), Shasta Lake (North County), Enterprise (East County) and Anderson (South County). CalFresh eligibility workers will identify families in need and provide referrals to breastfeeding staff at their location.

Although we will be coordinating with the county WIC program by using their ***free*** breastfeeding educational materials, the breastfeeding walk-in services described in this grant are above-and-beyond the services WIC provides and are not funded by WIC. Of the 84 WIC agencies in California, NONE provide walk-in breastfeeding support clinics. The services

described in this grant will not supplant or replace current WIC services. We have notified state WIC Breastfeeding Promotion and Support staff of this project and they are supportive of our efforts. We are working closely with the Shasta County WIC Program.

We also plan to provide deeper support to CalFresh participants by offering breastfeeding home-visit services to selected CalFresh families with transportation issues. We know transportation can be especially difficult for new mothers so we want to provide a way for them to receive support in the comfort and safety of their own homes. Finally, we plan to provide specific in-hospital breastfeeding support to CalFresh participants at the local rural hospital, Mayers Memorial Hospital, and in selected provider offices in our east-mountain region. Because of the rural, mountainous terrain, this area has very limited access to nutrition and breastfeeding education. Approximately 85% of births at Mayers Memorial Hospital are families enrolled in MediCal which means they are either enrolled in CalFresh or CalFresh eligible. The hospital, and several area providers, have approached our agency asking for our assistance in providing education to their low-income families. Before receiving fund form this allocation, we have not had adequate funding to respond to their requests. Funds from this grant will allow us to provide much-needed breastfeeding education to CalFresh participants in this rural, mountain region.

A breastfeeding Supervisor will provide oversight and consultation in all areas related to breastfeeding promotion at our regional sites. All staff involved with this grant will coordinate with the project lead, to ensure program delivery compliments, but does not displace, WIC services. Some Health & Human Services WIC staff will be crossed trained to provide some of the additional breastfeeding services outlined in the grant. Their time on this project will be tracked using project and activity codes specific to the grant. Our WIC Division has received external, non-WIC funding for other projects in the past and they are familiar with implementing tracking and staffing procedures that fulfill grant requirements while adhering to state and federal regulations for allowable expenses.

Anticipated Reach for each Project

Grocery Store Project:

- 6 participants per grocery store visit x 12 trips = 72

Technology Project:

- We currently have 3,713 users of the C4Yourself system for Shasta County. Approximately 200 new cases are added each month. The Consortium includes 38 other counties, so we would reach their clients as well. These clients would all have access to the nutrition link.
- The Interactive Voice Response (IVR) system had 1,362 client inbound calls in June. They would each have access to the nutrition information on this site. We are promoting four nutritional messages which will loop throughout wait times on the phone. These include the following: 1) promotion of fruit and vegetables, 2) whole grains, 3) importance of eating breakfast, 4) men's nutrition, and 5) choosing water over sugary beverages.
- We currently serve 13,142 CalFresh cases. Each quarter, approximately 67% of our total caseload receive QR-7 reporting forms. This is the number of families we would reach by mail.

- For our reception area contacts, our reception traffic averages 9,532 visits per month. Each of these clients would see a video or PowerPoint nutrition message as they sit and wait. We will be able to provide exact number of waiting room visits at the end of the grant period.

Breastfeeding Project:
- 50 breastfeeding contacts monthly x 12 months = 600
- 3 home visiting contacts monthly x 12 months = 36
- 5 hospital/provider visits monthly x 12 months = 60

e. Summary of Research.

Our Grocery Store tour, Shopping Matters, is based on research that shows that careful food shopping practices and nutrition label use are associated with better dietary quality. In another study, low-income mothers who possess basic food and financial skills, such as knowing how to stretch their groceries, prepare meals and make a budget, were shown to experience food insecurity at about half the rate as mothers who lacked such skills.

Breastfeeding has long been proven to protect mothers and infants from chronic health problems such as infections, diabetes and cancer[i]. This protection is strongest when breastfeeding is exclusive---babies receive no foods or fluids other than breast milk—and when it continues at least for the first six months of life. The American Academy of Pediatrics recommends breastfeeding for the first six months and continuing, with the addition of age-appropriate foods, up to one year. For a CalFresh family on a limited food budget, breastfeeding reduces or eliminates the need for infant formula which leaves more CalFresh benefit and food dollars available to support the mother's nutritional needs.

Recent calls to support breastfeeding from the Surgeon General[ii], and the institute of Medicine[iii], and the National Prevention Council[iv] highlight breastfeeding as a key strategy for stemming the epidemic of childhood obesity. Exclusive breastfeeding protects infants from excessive weight gain and thus prevents the early onset of childhood obesity[v]. Breastfeeding also provides health benefits to the mother by reducing the risk of certain post-partum medical complications and the development of cancer and obesity later in the mother's life[vi]. More recently, breastfeeding has been found to play a foundational role in preventing childhood overweight and the development of later obesity. A recent analysis, which included 61 studies and nearly 300,000 participants, showed that breastfeeding consistently reduced risks for overweight and obesity[vii]. Experts at the CDC estimate that 15 to 20 percent of obesity could be prevented through breastfeeding.[viii]

Use of Existing Educational Materials.

We will be utilizing the "Shopping Matters for Adults" curriculum, written by Share Our Strength, Harvest of the Month material from Network for a Healthy California, and other USDA approved materials. As deemed appropriate WIC breastfeeding materials are provided to clients during the consultation including *Babies Are Born To Breastfeed, You Can Make Plenty Of Milk, Breastfeeding When Separated From Your Baby, Managing Breastfeeding Problems,* and *Tools To Reduce Overfeeding.*

f. Key Performance Measures/Indicators.

Grocery Store Project: This project works with families and individuals for a one-time visit to a participating grocery store. Network data collection forms are obtained, as well as an evaluation survey at the end of the class. This evaluation captures demographics of the students, how they felt about the class, and how they will change their behavior in the future. We hope to reach 72 individuals with 75% of them stating they are "thinking about" or "planning on" making better food choices in the future.

Technology Project: This project is an indirect service. We expect that over 9,000 individuals will observe and read the nutrition information posted in the Eligibility and Welfare-to-Work offices throughout Shasta County. 100% of Eligibility Interview spaces will have nutrition information posted at their worksite for clients to read during interview down-time. Approximately 67% of clients will receive a mailing attached to their quarterly recertification paperwork. Twenty non-profit community organizations who serve low-income families will have nutrition information posted for clients to view.

Breastfeeding Project: Each new mother receiving breastfeeding education completes a network data form, and is assessed by her breastfeeding advocate. Our goal is to have 600 contacts for breastfeeding support. Of those 600 visits, we expect that 80% will verbally express, or demonstrate, an understanding of the education or knowledge provided.

2. Evaluation Plans

Evaluation will be a component of all three projects: Shasta County Group Grocery Store Nutrition Education, Nutrition Education through Technology, and CalFresh Breastfeeding Project.

1. These projects will encompass Impact and Process Evaluation techniques.
2. We will continue to work with the HHSA Outcomes and Evaluation Staff for the contract year to continue to track outcomes for our evaluation plans. Findings from current and future evaluations will be used to refine nutrition education activities and increase rigor of the subsequent intervention and evaluation.
3. We will create a data file of survey data using *Network* provided code sheets, and, when possible, using *Network* provided data entry templates. We will track materials sent to clients and nutrition messages placed in common CWD waiting areas. Data will be analyzed and reported to the *CDSS* as requested. The Data file will also contain the number of materials distributed, number of clients reached, and barriers to implementing the intervention.

3. Coordination Efforts

Staff will attend local coalition meetings to foster healthy eating and physical activity. We will partner with Shasta County Public Health *Network* staff, WIC, and Regional *Network* staff to coordinate messaging so families are receiving the complimentary nutrition education messages and avoid duplication of services.

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[i] Ip S, Chung M, Raman G, et al. Breastfeeding and maternal and infant health outcomes in developed countries. Rockville, MD: Agency for Healthcare Research and Quality, 2007. www.ahrq.gov/clinic/tp/brfouttp.htm.
[ii] U.S. Department of Health and Human Services. The Surgeon General's call to action to support breastfeeding. Washington, D.S.: U.S. Department of Health and Human Services. Office of the Surgeon General, 2011. www.surgeongeneral.gov/topics/breastfeeding/calltoactiontosupportbreastfeeding.pdf.
[iii] Institute of Medicine. Early childhood obesity prevention policies. Washington, D.C.: National Academies Press, 2011. www.iom.edu/Reports/2011/Early-Childhood-Obesity-Prevention-Policies.aspx.
[iv] National Prevention Council. National prevention strategy. Washington, D.C.: U.S. Department of Health and Human Services, Office of the Surgeon General, 2011. www.healthcare.gov/center/councils/nphpphc/strategy/report.pdf.
[v] Arenz S, Rucheri R, Koletzko B. von Kries R. Breastfeeding and childhood obesity---a systemic review. Int J Obesity. 2004;28:1247-1256.
[vi] Pessl, M. Professional Education in Breastfeeding and Lactation with Lactation Educator Track. Evergreen Perinatal Education. March/April 2010. www.evergreenperinataleducation.com.
[vii] Owen CG, Martin RM, Whincup PH, Smith GD, Cook DG. Effect of infant feeding on the risk of obesity across the life course: A quantitative review of published evidence. Pediatrics. 2005; 1 1 5:1367-1377.
[viii] Dietz WH. Breastfeeding may help prevent childhood overweight. JAMA. 2001;285:2506-2507.

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Adult Education & Job Training Site	CalWorks	1400 California St.	Redding	96001	–	–	–	Proxy
CalFresh Office	Shasta County Health and Human Services Agency	2650 Breslauer Way	Redding	96001	–	–	–	Proxy
CalFresh Office	Shasta County Health and Human Services Agency	1220 Sacramento St.	Redding	96001	–	–	–	Proxy
CalFresh Office	Shasta County Health and Human Services Agency	2757 Churn Creek Rd.	Redding	96002	–	–	–	Proxy
CalFresh Office	Shasta County Health and Human Services Agency	2889 East Center St.	Anderson	96007	–	–	–	Proxy
CalFresh Office	Shasta County Health and Human Services Agency	4216 Shasta Dam Blvd.	Shasta Lake	96019	–	–	–	Proxy
WIC Program	Shasta County Health and Human Services Agency	37092 State Hwy 299 E.	Burney	96013	–	–	–	Proxy

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh Office	Shasta County Health and Human Services Agency	36911 State Hwy 299E.	Burney	96013	–	–	–	Proxy
Emergency Food Assistance	Shasta Senior Nutrition Programs	100 Mercy Oaks Dr.	Redding	96003	–	–	–	Proxy
Emergency Food Assistance	Salvation Army	2691 Larkspur Ln.	Redding	96002	–	–	–	Proxy
Emergency Food Assistance	Shasta Senior Nutrition Programs	1525 Median Way	Shasta Lake City	96019	–	–	–	Proxy
Emergency Food Assistance	People of Progress	1242 Center St.	Redding	96001	–	–	–	Proxy
Emergency Food Assistance	Anderson Cottonwood Christian Assistance	2979 East Center St.	Anderson	96007	–	–	–	Proxy
Farmers Market	Library Park	1500 Center St.	Redding	96001	06089010100	All Races	58.6%	ACS Census Data
Public/ Community Health Center	Shasta Community Health Center	1035 Placer St.	Redding	96001	06089010100	All Races	58.6%	ACS Census Data

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Food Store	Food Maxx	1330 Churn Creek Rd.	Redding	96003	06089010802	All Races	28.6%	Qualifies per SNAP Redemption per Network Retail Program
Food Store	Winco	1050 Old Alturas Rd.	Redding	96003	06089010802	All Races	28.6%	Qualifies per SNAP Redemption per Network Retail Program
Food Store	Walmart	1515 Dana Dr	Redding	96003	06089010300	All Races	33.9%	Qualifies per SNAP Redemption per Network Retail Program
Food Store	Walmart	5000 Rhonda Rd	Anderson	96007	06089012000	All Races	38.7%	Qualifies per SNAP Redemption per Network Retail Program
Food Store	Safeway	2275 Pine St.	Redding	96001	06089010200	All Races	42.4%	Qualifies per SNAP Redemption per Network Retail Program
Food Store	Safeway	1070 E. Cypress Ave.	Redding	96002	06089010300	All Races	33.9%	Qualifies per SNAP Redemption per Network Retail Program

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Food Store	Safeway	2601 Balls Ferry Rd	Anderson	96007	06089012100	All Races	42.7%	Qualifies per SNAP Redemption per Network Retail Program
Food Store	Safeway	37264 Main St.	Burney	96013	06089012701	All Races	33.1%	Qualifies per SNAP Redemption per Network Retail Program
Food Store	Raley's	110 Hartnell Ave.	Redding	96002	06089010900	All Races	50.9%	ACS Census Data/Qualifies per SNAP Redemption per Network Retail Program
Hospital	Mayers Memorial Hospital	43563 State Hwy 299 E.	Fall River Mills	96028	06089012702	All Races	37.3%	Qualifies per low-income population at venue site. 85% of births are families enrolled in Medi-Cal.
WIC Program	County WIC Program	43504 State Hwy 299 E.	Fall River Mills	96028	–	–	–	Proxy

FFY 2012 County Welfare
Department Innovative Project

Budget Cover Sheet

tober 1, 2012-September 30, 2013*

County: Shasta

Federal Share Budget	FFY 2013
Personnel Salaries	$ 161,768.00
Fringe Benefits	$ 65,291.00
Operating	$ 52,783.00
Equipment & Other Capital	$ -
Travel	$ 1,644.00
Subcontractors	$ -
Other Costs	$ 8,380.00
Indirect Costs	$ 67,943.00
Total Federal	$ -
Total	$ 357,809.00

Total Allocation: $ 357,809.00

FFY SNAP-Ed 2t 12 Innovative Project
CDSS Budget Justification
September 1, 2012-October 30, 2013

County: Shasta
Contact: Laura McDuffey 530-229-8486

A PERSONNEL SALARIES:

Figures below represent salary expenses for 12 months (10/1/2012 thru 9/30/2013)

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars FY 2013 (12 Months)
POSITIONS		Full Time Equivalency			
1. Name: Chris Peaslee Title: Nutrition Assistant III	$ 35,380	0.50	0.0%	100.0%	$ 17,690
2. Name: Janna Ricketts Title: Staff Services Analyst I	$ 33,862	1.00	0.0%	100.0%	$ 33,862
3. Name: Laura McDuffey Title: Community Development Coordinator	$ 64,792	0.15	5.0%	95.0%	$ 9,719
4. Name: Raelene Yates, RD Title: Regional Services Supervising Nutritionist	$ 54,350	0.50	5.0%	95.0%	$ 8,153
5 Name: Kristi Richi, RD Title: Regional Services Nutritionist	$ 65,021	0.50	0.0%	100.0%	$ 32,511
6 Name: Heather Howard Title: Clinic Services Coordinator	$ 47,174	0.20	0.0%	100.0%	$ 9,435
7 Name: Phyllis West Title: Public Health Assistant - Extra Help	$ 35,734	0.50	75.0%	25.0%	$ 17,867
8 Name: *see Position Description below* Title: Community Health Advocates	$ 32,531	1.00	0.0%	100.0%	$ 32,531
Subtotal		4.3500	10%	390%	$ 161,768

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Nutrition Assistant III**	Under the oversight of the Community Development Coordinator and the Regional Services Supervising Nutritionist, will implement specific nutrition education curriculum to CalFresh participants in grocery stores and through use of technology. Attend nutrition education and scope of work related meetings. Assure all materials are culturally competent for Shasta County citizens. Expand nutrition education into existing TANF/CalWorks offices. Expand existing regional outreach program to provide nutrition education tools to outreach and eligibility staff.
2	**Staff Services Analyst I**	Assist in development and maintenance of a data collection system with emphasis on fiscal information, reporting needs and outcomes evaluation. Coordinate with staff in CIV, C4Yourself, and IVR to incorporate nutrition components into those programs. Oversee project budget including state share documentation from staff. Work closely with the Contract and Evaluation units to oversee invoices, project reporting requirements, and outcome data analysis.

3	**Community Development Coordinator**	Oversee program staff for all project activities. Attend nutrition education meetings and oversee scope of work related meetings. Oversee outcome goals and objectives and work with Staff Services Analyst to complete regular reports. Oversee outreach and nutrition education events. Expand our existing regional outreach, eligibility and employment staff's knowledge of nutrition program components to increase community awareness of good nutrition and healthy active lifestyles.
4	**Supervising Regional Services Nutritionist**	Provide technical oversight for all nutiriton staff and all three projects. Ensure accuracy and cultural competency of all educational activities and materials. Also ensure message delivery uses standard educational techniques, such as motivational interviewing, and ensures staff remain focused on key educational messages. Work with Community Development Coordinator and Clinical Division Chief to encourage program delivery throughout the county and specifically targeting employment and eligibility workers and CalFresh recipients at our four main regional sites: Central County (Downtown Redding), South County (Anderson), East County (Enterprise) and North County (Shasta Lake).
5	**Regional Services Nutritionist**	Provides breastfeeding education and support services to CalFresh participants during Breastfeeding Walk-in Clinic hours. Maintains current IBCLC status. Refers participants to medical providers and community resources as needed. Provides group breastfeeding education to CalFresh participants. Work with eligibility workers to learn tools for promoting breastfeeding and making referrals. Attends breastfeeding education and scope-of-work related meetings. Provides technical oversight and training to breastfeeding project staff. Assists with education-outreach efforts for the project. Oversees technical documentation requirements.
6	**Clinical Services Coordinator--Breastfeeding**	Provides breastfeeding education and support services to CalFresh participants during Breastfeeding Walk-in Clinic hours. Maintains current IBCLC status. Refers participants to medical providers and community resources as needed. Provides group breastfeeding education to CalFresh participants. Documents education per agency standards. Work with eligibility workers to learn tools for promoting breastfeeding and making referrals. Provides technical oversight and training to breastfeeding project staff. Assists with education-outreach efforts for the project.

7	**Public Health Assistant**	Order supplies and materials. Create correspondence and flyers to support the nutritional education program. Provide clerical support to the Community Development Coordinator. Nutritionist, and Analyst as required to support the nutrition education contract. Assist in coordinating technology project materials, working with C4 Consortium to implement online. Work closely with Analyst to implement project in regional office waiting areas.
8	***Community Health Advocates** In an effort to provide education throughout Shasta County, will provide Community Health Advocate services with 10, pre-existing staff (1.0 FTEs) allocating a discrete, portion of each staff member's time to the project so breastfeeding services can be available to eligibility workers and CalFresh families in our four main regional sites and in	Under the supervision of the Regional Services Nutritionist, with IBCLC technical oversight, provide breastfeeding education and support to CalFresh families by helping them to prevent common problems, provide anticipatory guidance and solve breastfeeding problems as they occur. Use effective educational methods, such as motivational interviewing, to encourage successful breastfeeding. Provide group breastfeeding education and child birth education classes to CalFresh participants. Work with eligibility workers to learn tools for promoting breastfeeding and making referrals. Provide in-home breastfeeding consultations to CalFresh participants with transportation barriers. Provide in-hospital, post-partum breastfeeding education and support for CalFresh families to improve breastfeeding rates after discharge. Assists with education-outreach efforts for the project.

B. Includes payroll taxes and medical/dental benefits at 45% of salaries (minus Public Health Assistant which is at 3% as Extra Help)

SUBTOTAL: $ 65,291

OPERATING EXPENSES:

C.

Communications: OS Phone/Voice Mail/SBC	$4,000	
Facilities Management: rents, leases, utilities	$27,010	See attachment A for more info
Information Systems (IT): IS Support (LAN,etc.)	$8,010	See attachment A for more info
Office Supplies (pens, paper,etc) for Innovative Project	$6,048	See attachment A for more info
Other Operating Expenses Printing/Mailing costs for educational materials that are approved for the Innovative Project	$7,715	

SUBTOTAL: $52,783

EQUIPMENT EXPENSES:

D.

$ -

$0

E. TRAVEL AND PER DIEM: Travel is estimated

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Training Fee	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
1	1, 4, &5	2	$102	$0	$375	$147	$20	$644.00

Network Conference 2013 in Sacramento, CA. 3 staff attend in 2013 - mileage based on 260 miles round trip x .55/mile. Hotel rooms at est. $125/ea (including taxes.) Parking at $10 per conference. Per diem based on $34 per staff per day.

Transportation for grocery store project (rent van to transport clients, mileage etc.)

events	of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	ion/ Mileage	Toll/Parking/ Other	Total
			NA (local)	NA	NA		NA	$0.00

Mileage for breastfeeding home visits, hospital visits and provider visits

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
1	multiple	multiple	NA (local)	NA	NA	1,801x.555 miles	NA	$1,000.00

							Grand Total FFY 2012	$1,644

SUBTOTAL: $1,644

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) $0
2) $0

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

Technology costs for Electronic education (C4Y updating; CIV system adjustments to include quarterly mailings) C4Y updating cost is decided by State at time of request. To use the CIV system to send nutritional information, the cost is $1900 per time. $1900 x 4 mailings = $7600	$	7,600
Grocery Stroe Project: Incentives are estimated at $60 per grocery store visit. These would be to purchase cookbooks, measuring cups, and other incentives to provide to the participants. $60 x13 visits = $780 .	$	780
*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.		
TOTAL:		$8,380

___ INDIRECT COSTS: Indirect cost rate.					
II. 42% of Total Salaries or ___% Total Direct Costs				SUBTOTAL:	$ 67,943
or ___% of Modified Directs (provide what costs to be included)			$ -		
TOTAL	$ -	)			$ 357,809

CDSS FFY 2013 SNAP-Ed Innovative Project

I. Project Synopsis

Project Title: "Healthy Habits are a SNAP!"-Stanislaus County
Funding Amount Request: $342,967
Project Contact Name, Title: Sysvanh Kabkeo, Manager IV
Project Contact Phone Number and Email: 209-558-2827 Kabkeos@stancounty.com

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2013 listed on the CDPH's Network for a Healthy California website:
http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx

a. Related State Objectives

See State Level Objectives.

b. Audience

Gender: Female and Male
Ethnicity: All Ethnic Groups
Language: English and Spanish
Ages: Children, Adults 18+, Adults 60 years and older

c. Focus on CalFresh Recipients.

The CWDs will focus on CalFresh participants by reaching them in the CalFresh Offices and other USDA programs such as Head Start. CWDs will collaborate with partners to impact CalFresh audiences.

d. Project Description.

CalFresh Offices

- Nutrition Education Classes at the CalFresh Offices (30 occurrences at 30 min/each, 5 – 10 clients per session). These would include class offerings / food demonstrations and cooking classes in the CalFresh waiting rooms provided by a trained paraprofessional /nutritionist or health educator. All activities would be provided in both English and Spanish. The designated area would be colorful, inviting and have reinforced messages (posters, pictures, props) in the classroom setting. Reinforcing messages will also be on the large video information board which is located in the waiting rooms, in entrance to CalFresh offices on bulletin boards, and also in interview rooms used by CalFresh eligibility workers. Classes will be coordinated with eligibility appointments in order to promote attendance. All these activities can reach **5000** (some may be duplicated). Other activities would include educational information on how to select healthy food options from the vending machines, i.e, low fat, low sugar options, water; and physical activity promotion demonstration for children/and adults.

Head Start

- Nutrition Education class series would be offered to Head Start parent groups. (10 series/sites of 5 classes at 1 -2 hours/ each) This would reach a minimum of **150 – 200** participants. These classes would be offered in both English and Spanish. A minimum of 2 – 3 "Champion Moms" would be identified who would assist in sustaining other activities such as healthy recipe sharing, walking clubs, etc.

Both above projects will be in collaboration between CWD and LHD (Local Health Department).

e. Summary of Research.

See Section A.

f. Modification of Project Methods/Strategies

Not applicable.

g. Use of Existing Educational Materials.

Source	Title	Description	Languages(s)
Dairy Council of CA	Be a Healthy Eating Role Modes	Teaches parents how to model healthy eating	English
WIC Materials	CA WIC Educational materials of various titles	WIC Nut Ed, PA promotion materials	English and Spanish
Network for Healthy California	Champions for Change Materials	http//www.cachampionsforchange.net/en/index.php	English and Spanish
USDA	ChooseMyPlate.gov and other materials from USDA	Online resources that provides educational materials and information on the basics of a healthy diet.	English and Spanish
Fresh Approach	Cooking Matters	This curriculum is designed to teach low income parents basic cooking skills. Developed by Fresh Approach of the Bay Area and is Network Approved	English
OCHCA (adapted from CDC – Rethink your Drink	Rethink Your Drink	Adult lessons on how to make healthy beverage choices	English
UCCE	Eating Smart being Active	Curriculum teaching various healthy eating/active living information	English and Spanish

Harvest of the Month	Harvest of the Month fact sheets	HOTM information	English and Spanish

h. Development of New Educational Materials

Not Applicable. No new materials will be developed.

i. Key Performance Measures/Indicators.

Pre and post tests will be given and collected for all nutrition sessions. Tests will include questions on pre-event knowledge and compare to post event knowledge. For the series based education, behavior change will be evaluated (change in consumption of fruit and vegetable intake, physical activity level and consumption of sugar sweetened beverage).

2. Evaluation Plans

Stanislaus County will be providing pre- and post-tests and gather information regarding current intake of fresh fruits, vegetable, sugar-sweetened beverages, and current level of PA. From these data, we can assess how effective the intervention was in changing the target population's attitude, awareness, and/or behavior.

3. Coordination Efforts

Stanislaus County has a robust County Nutrition Action Plan (CNAP) program which has been coordinating efforts for several years. Those collaborative efforts include Head Start, WIC, local welfare department and others who have consistently promoted healthy nutrition. This current effort will expand on existing agreements as well as develop new partnership for nutrition dissemination.

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013*

*FFY 13 budget has spending authority through September 30, 2014

Department Name: Stanislaus County CSA

Federal Share Budget		FFY 2013
Personnel Salaries	$	73,152.00
Fringe Benefits	$	-
Operating	$	-
Equipment & Other Capital	$	-
Travel	$	-
Subcontractors	$	262,500.00
Other Costs	$	-
Indirect Costs	$	7,315.00
Total Federal	$	342,967.00

FFY SNAP-Ed 201 /13 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Stanislaus
Contact: Sysvanh Kabkeo

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. 7 month Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Sysvanh Kabkeo* Title: *SNAP-ED Coordinator*	*$ 91,440*	*0.80*	*100.0%*	*0.0%*	*$ 73,152*
2. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal	**$ 91,440**	**0.8000**	**100%**	**0%**	**$ 73,152**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

5	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $ -

C. OPERATING EXPENSES:

$0
$0
$0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

$0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) Health Services Agency - See attached subcontractor budget	$262,500		
2)			
		SUBTOTAL:	$262,500

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

	$0		
	$0		
	$0		
		SUBTOTAL:	$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

H. INDIRECT COSTS: Indirect cost rate.

_10% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included)			$ 7,315	**SUBTOTAL:**	$ 7,315
TOTAL	$ 91,440.00	0.8000			$ 342,967

FFY SNAP-Ed 201. ,13 CWD/LHD Project
CDSS Budget Justification
October 1 2012-September 30, 2013

County: Stanislaus
Contact: Elaine Emery

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: TBD Title: Project Coordinator/Health Ed/Nutritionist	$ 99,486	1.0	40.0%	60.0%	$ 99,486
2. Name: Ayde De La Torre Title: Community Health Worker III	$ 70,408	1.0	10.0%	90.0%	$ 70,408
3. Name: Amber Gomes Title: Admin Clerk	$ 68,161	0.50	100.0%		$ 34,080
4. Name: Title:					
5. Name: Title:					$ -
6. Name: Title:	$ -				$ -
Subtotal		**2.5000**	**50%**	**150%**	**$ 203,974**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Project Coordinator /Nutritionist**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1 2012-September 30, 2013

2	**Community Health Worker**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
3	**Admin Clerk**	Provide administrative support for the program. Arrange travel, meeting events. General clerical support to staff, preparing reports, collecting data for requried reports.

FFY SNAP-Ed 201_ /13 CWD/LHD Project
CDSS Budget Justification
October 1 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries =

SUBTOTAL:

C. OPERATING EXPENSES:

Office supplies for Nut Ed activities such as pens, pencils, notepads, paper, print cartridges and postage $200/month x 12 = $2400	$2,400	
Communication (phone and service) $150 month x 12 month = $1800	$1,800	
Computer maintenance and services/network connection set-up $200x 12 mo x 2 computers	$4,800	
Copier rental $200/month	$1,200	
	SUBTOTAL:	$10,200

D. EQUIPMENT EXPENSES::

Office furniture/desks for staff $2500 x 3=$7500	$	7,500
1 computer for position 1 at $1000	$	1,000
	SUBTOTAL:	$8,500

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1 2012-September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed See attached sheet.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
1	1,2	6	180			594		774
2	1,2	6	180			594		774
3	1,2	2	68		275	90	300	733
4	1,2	2	136		550	180	50	916
5	1,2					2529		2529

SUBTOTAL: $5,726

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) $0

2)

SUBTOTAL: $0

G. OTHER COSTS:

Education and Training materials

Healthy Cookbooks to be distributed and untilized during food demos and classes 5000 x $3.50	$17,500
Posters, bulletin board materials reinforcing healthy eating messages 200 x $4.00	$800
Food demonstration and tastings for 4500 - 5000 at CalFresh offices 5000 x $2.50	$10,000
Color printing and duplicating in-house nutrition ed materials 8000x.30	$2,400
MyPlate kits 2 x $450	$900
Food demonstration and tastings for 20 at 50 events at Head Start offices 1000 x $2.50	$2,500

FFY SNAP-Ed 201. .13 CWD/LHD Project
CDSS Budget Justification
October 1 2012-September 30, 2013

				SUBTOTAL:	$34,100
H. INDIRECT COSTS: Indirect cost rate.					
__25_% of Total Salaries or ___% Total Direct Costs					
or ___% of Modified Directs (provide what costs to be included)			$ -	**SUBTOTAL:**	
TOTAL	$ -	2.5000			$ 262,500

FFY 2013 SNAP-Ed County Welfare Department (CWD) Innovative Pilot Project

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Tehama County Frugal, Fresh and Fit

FFY 2012--2013 Proposed Budget_$ $ 299,251.16

Project Contact Name, Title: Amanda Sharp, Program Manager

Project Contact Phone Number and Email: 530-528-4021 ~ asharp@tcdss.org

Additional Important Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc) 9-5 p.m. Monday-Friday. Alternate contact: Tara Loucks-Shepherd, Analyst ~ tloucks@tcdss.org or 530-528-4158*

a. Related State Objectives

See objectives 1,2, 7 and 10.

b. Audience

Tehama County Frugal, Fresh and Fit will provide nutrition education to adult certified eligible and likely eligible CalFRESH participants speaking English or Spanish.

Through partnerships with community based organizations and collaboration on process implementation and program performance with neighboring county social services departments through the Center for Nutrition and Activity Promotion (CNAP) , we will reach this population through:

- Nutrition awareness
- Food tasting -demo kitchen and small appliance cooking in classroom, and at large events
- "Cooking Matters" 6 week courses with certifications
- Seasonal/locally grown food awareness and tastings
- Tehama FoodShare (emergency food aid and low cost nutritious food purchase program)
- County-wide recipe contest and cookbook publication
- In-store public service announcements, newspaper and promotion of events and nutrition education programs

c. Project Description.

We will focus nutrition education through referrals from TCDSS certified eligible as well as through community based organizations at food-related outreach activities and events focused on adults at or below 185% poverty level. Our target is to reach clients who are accessing emergency food resources in addition to CalFresh benefits. Events will be held at a centralized location accessible by public transportation, as well as in mobile activities at local stores, farmers markets, low income resource fairs,

health fairs, food pantries, soup kitchens, veterans and elderly services and community events. We also plan to release a newsletter and media campaign and recipe/nutrition fliers to provide information on nutrition and fitness as well as events and activities conducted through this project through local promotion and in-store announcements.

"Tehama County Frugal, Fresh and Fit" will focus on the key message of low-cost, highly nutritious, fresh and local food and fitness through behavior modification. Program information will include budgeting food expenses, budgeting your caloric intake, and making a fitness budget for time dedicated to fitness activities. The program will be delivered in several areas:

1) A kitchen and classroom facility designed to conduct nutrition education, cooking and food preparation demonstrations and recipe testing
2) Mobile cooking demonstrations at events and in stores
3) Technical assistance activities for 6-10 partner staff assisting staff with promotion of nutrition education and physical health and wellness activities and policy changes
4) Partner location cooking and nutrition education classes
5) County-wide recipe contests employing fresh and local harvest, meatless options, foods kids love, seasonal favorites and contest winners
6) Newsletters and fliers with nutrition education schedules, outreach information and recipes
7) Education through in-store announcements, fliers and newspapers

The total number of participants estimated to be reached varies by aspect of this program. Kitchen and classroom activities are expected to reach 300 participants in an 18-month period. Mobile cooking demonstrations are projected to reach 600 individuals. Partner cooking and nutrition education classes are expected to reach 50 individuals in both English and Spanish. County-wide recipe contests using low cost foods available for purchase under CalFresh are expected to reach 1,000 participants. Production and delivery of newsletters and fliers may reach as many as 2,500 unduplicated individuals. We expect to have more than 5,000 unique consumers exposed to newspaper advertising of nutrition information and events.

In efforts to adjust for duplication, as many participants may be reached through more than one of these projects, we estimate to reach approximately 5,000 unduplicated individuals over 18 months.

Classroom/Kitchen:	12 cooking and nutrition sessions reaching 8-12 per class =144
Mobile Demos:	12 mobile demos in off-site locations = 500
Technical Assistance:	10 technical assistance activities for 6-10 partnering staff from food banks, local Community Based Organizations, and Snap-ED eligible sites
Partner classes:	2 -3 @6-week "Cooking Matters" classes = 30
Recipe Contest:	2 seasonal recipe contests and assemble a winning recipe cookbook = 1,000
Promo/Newsletter:	12 newsletters with DSS pre-approved content = 250
Advertisements:	Newspaper, flier and website advertising and education about nutrition, events and fitness = 5,000

d. Summary of Research.

SEE SECTION A.

e. Use of Existing Educational Materials.

- ***Recipe Finder*** (online at SNAP-Ed Connection) http://recipefinder.nal.usda.gov/
- ***Resource library - Nutrition through the Seasons*** http://snap.nal.usda.gov/foodstamp/nutrition_seasons.php
- ***Loving Your Family Feeding Their Future*** A healthy family guidebook that focuses on making healthier habits such as varying your veggies, go lean with protein and balancing what you eat with physical activity. http://snap.nal.usda.gov/nal_display/index.php?info_center=15&tax_level=3&tax_subject=261&topic_id=1941&level3_id=6322&level4_id=0
- ***My Plate,*** *USDA,* Personalized eating plans and interactive tools to help plan/ assess food choices; English, Spanish
- ***Eat Right When Money's Tight*** Tip Sheet and USDA material (PDF|1.5MB) - USDA. FNS. SNAP. In English and in Spanish (PDF|419KB)
- ***COOKING MATTERS FOR ADULTS*** (teaches low-income adults (offered in English and Spanish) how to prepare and shop sensibly for healthy meals on a limited budget. "Share our Strength" material.
- ***Farmer of the Month/ Harvest of the Month*** Program adapted on the Butte County Center for Nutrition Education program http://www.harvestofthemonth.com/program-overview.asp
- ***Food Buying Guide The Food Buying Guide for Child Nutrition Programs*** This is necessary to ensure that meals provide needed nourishment and meet program requirements for reimbursement. USDA Materials.
- ***Serving it Safe Manual describes why food safety*** is important and gives guidance on how foodservice personnel can assure the preparation and service of safe foods. Provides information based on the 2001 Food Code. Available online, Spanish version also available: *http://www.fns.usda.gov/in/Resources/serving_safe.html*
- *Other USDA/FNS authorized materials if requested or available*

f. Key Performance Measures/Indicators.

Goal 1: To increase the number of healthy meals that eligible CalFresh recipients know how to prepare using a variety of nutritious, CalFresh-eligible foods, fresh foods, and locally-produced foods.

Goal 2: To reduce the number of people relying on emergency food resources such as food pantries and soup kitchens by educating them about the types of food and preparation processes for preparing healthy and inexpensive meals.

Goal 3: To increase awareness of budgeting for food, calorie intake and time spent in physical activities.

Goal 4: To show overall food budget cost reductions for monthly spending by purchasing healthy foods in the recipe library provided through this program.

Key performance measures/indicators will be collected using pre and post session surveys for the classroom demo and 6-week programs, provider surveys for all trainings and in-services, and taste testing and ease of preparation ranking for the recipe contest. The activity tracking information will be administered and summarized within the Education and Administrative Reporting System

(EARS) data reporting requirements. Survey information will be summarized and reported to the research and evaluation unit.

2. Evaluation Plans

1) ***Baseline survey*** *Establish the average monthly food spend per person, where people buy food and how often they prepare their own meals and create a meal plan.*

2) ***Comparison survey*** *Compare after participation in program activities to see if the monthly food spend has reduced, if they make more of their own meals, and if they access retailers with CalFresh benefits and can create a meal plan.*

WHICH GROUP?

- *6-week nutrition ed. classes*
- *Classroom/Kitchen*

3) ***"Before" food Usage and Acquisition Survey*** *Find out where participants get their food every month – surveyed at large events early in the project*

4) ***"After" food Usage and Acquisition Survey*** *Compare data in summer 2013 to determine if more people are able to purchase food rather than get it at food banks*

WHICH GROUP?

- *Mobile Demo's*

5) ***General Public Survey*** *Survey at fair, rodeo and other public events to determine public awareness of CalFresh benefits, food and healthy options for eating, recipe contest, and nutrition programs*

6) ***Recipe Survey*** *Determine how people reacted to the county-wide recipe contest and whether they would try the recipes*

WHICH GROUP?

- *General Public*

7) ***Actual Cost Measurements***

We will measure the actual cost per participant by including costing data in nutrition education courses and mobile demos as well as for the recipe contest.

Design- we will use pre-approved USDA food surveys, food policy council surveys and approved surveys whenever possible especially if they include measurements we want to gather. We will design our own surveys when pre-approved surveys are not available. Every effort will be made to translate all surveys into Spanish and English, and be available on paper and electronically. Data collection will be electronic and on paper and entered into a database to calculate results. Survey Monkey will also be used. Results

will be used to understand the purchasing habits of Tehama County CalFresh clients, and the general public to better understand the barriers to using CalFresh benefits. The results will help us identify causes for high food spends whether it be lack of cooking equipment, homelessness, lack of training on how to cook or shop, or need for more financial and budgeting literacy to help use funds wisely. This information will be compiled with other food related data being collected in attempts to form a Food Policy Council in the county. This other data collection will be funded by the Community Action Agency through their Community Services Block Grant (CSBG) funds as indicated on the budget sheet showing additional resources, or, if granted funds, through a planning grant which has not yet been approved. Data collected through these additional surveys will be used to acquire donations and reduced price staple goods at local stores to increase the likelihood of high quality, healthy food being purchased. We want to change habits, and hope that by contributing to the Food Share coalition program, stores will help consumers make more purchases using CalFresh by selling staple items at a lower cost. This combined surveying effort will give us a fuller picture of the status of food needs in the County.

Financial information will be gathered by comparing per person costs estimated to the actual costs using financial tracking and spending data through the EARS system and internal financial software.

We also hope to see an increased acceptance of the use of CalFresh benefits and reduced stigma using CalFresh at stores and farmer's markets. By including a county-wide recipe contest, we believe there will be greater interest in CalFresh as a supplement for more qualifying citizens.

3. Coordination Efforts

We will collaborate with Northern Valley Catholic Social Services as our partner in food class presentations for "My Table" 6-week classes. We will work with CNAP of Butte County for technical assistance, reporting training, partner training and support. We are working closely with Glenn County on several regional projects, and will share best practices with them during the program. Our agency is a founding member of Tehama Food Share coalition and our efforts with more than 20 local organizations, stores, producers/farms and corporations will grow as the nutrition education program is provided within our county.

- **Estimated Cost per Participant**

We expect to reach hundreds in our live demos and nutrition education courses. The estimated cost per participant includes averaging a large audience with educational and event information on SNAP-Ed activities in the county that may reach of tens of thousands of local listeners/readers = $60.00 per participant.

Census Tract Data Sheet

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Food Store	Raley's	725 S. Main St.	Red Bluff	96080	061030007002	All Races	53.1%	Qualifying Census Block Group
CalFresh/SNAP Office	Tehama County Department of Social Services	310 S. Main St.	Red Bluff	96080		---	--%	Proxy Site
CalFresh/SNAP Office	Tehama County Healthcare District	145 Solono St	Corning	96021	061030010003	All Races	60.6%	Qualifying Census Block Group
Other: Community Event	Rodeo Cook Off	801 Main St	Red Bluff	96080	061030005003	All Races	61.1%	Qualifying Census Block Group
Food Store	Grocery Outlet	320 S Main St	Red Bluff	96080	061030007003	All Races	53.1%	Qualifying Census Block Group
Other: Discount Department Store	Wal-Mart	1025 S Main St	Red Bluff	96080	061030007002	All Races	53.1%	Qualifying Census Block Group
Food Store	Safeway	600 Edith Ave	Corning	96021	061030011002	All Races	61.8%	Qualifying Census Block Group
Government Building	Court House (Farmers Market)	455 Pine St	Red Bluff	96080	061030005003	All Races	61.6%	Qualifying Census Block Group
Adult Education & Job Training Site	Red Bluff FRC/NVCSS	220 Sycamore St	Red Bluff	96080	061030005004	All Races	52.7%	Qualifying Census Block Group

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Adult Education & Job Training Site	Corning FRC/NVCSS	1480 South St	Corning	96021	061030011006	All Races	52.5%	Qualifying Census Block Group
Farmers Market	Red Bluff Chamber of Commerce (Location of Farmers Market)	100 Main St	Red Bluff	96080	061030005004	All Races	52.7%	Qualifying Census Block Group
Public School	Red Bluff Union High School	1260 Union Street	Red Bluff	96080	061030005003	All Races	61.1%	Qualifying Census Block Group
Food Store	Save-Mor	570 Solono St	Corning	96021	061030010003	All Races	60.6%	Qualifying Census Block Group
Farmers Market	Corning Chamber of Commerce (Location of Farmers Market)	1110 Solono St	Corning	96021	061030011006	All Races	52.5%	Qualifying Census Block Group
Food Store	La Fortuna Market	17572 Stagecoach Rd	Corning (Rancho Tehama)	96021	061030003002	All Races	51.6%	Qualifying Census Block Group
Apartments	Spring Mountain	240 Edith Avenue	Corning	96021	061030011002	All Races	46.3%	*50% of participants will be below 185% FPL

Type*	Site Name	Address	City	Zip	Census Tract / Block Group	Ethnicity	185% FPL	Notes
Apartments	Cabernet Apartments	15 Cabernet Court	Red Bluff	96080	061030006001	All Races	36.7%	*50% of participants will be below 185% FPL
Apartments	Brickyard Apartments	1275 Walnut Street	Red Bluff	96080	061030005004	All Races	44.6%	*50% of participants will be below 185% FPL
Apartments	Villa Columba	460 Main Street	Red Bluff	96080	061030005004	All Races	44.6%	*50% of participants will be below 185% FPL
Apartments	Kimball Crossing	820 Kimball Road	Red Bluff	96080	061030007005	All Races	53.1%	Qualifying Census Block Group *50% of participants will be below 185% FPL
Apartments	Creekside Village	319 South Jackson St	Red Bluff	96080	061030007002	All Races	53.1%	Qualifying Census Block Group *50% of participants will be below 185% FPL
Other: Senior Food Program Site	City of Red Bluff Senior Center/Community Center	1500 South Jackson St	Red Bluff	96080	061030007005	All Races	53.1%	Qualifying Census Block Group *50% of participants will be below 185% FPL

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Farmer's Market	*Frontier Village (Farmer's Market location)*	*645 Antelope Blvd*	*Red Bluff*	*96080*	*061030006001*	*All Races*	*36.7%*	**50% of participants will be below 185% FPL*
Other: Community Event Site	*Tehama District Fairgrounds*	*650 Antelope Blvd*	*Red Bluff*	*96080*	*061030006003*	*All Races*	*36.7%*	**50% of participants will be below 185% FPL*
Other: Private School and Community Event Site	*Sacramento River Discovery Center/Diversion Dam*	*1000 Sale Lane*	*Red Bluff*	*96080*	*061030001004*	*All Races*	*38.6%*	**50% of participants will be below 185% FPL*

State of California
Department of Community Services and Development
CSBG Programmatic Data-Client Characteristic Report Annual
CSD 295-CCR (Rev. 11/2006)

Q 119

Jehama

Please use the CSD 295 -- Client Characteristic Report Instructions and Helpful Hints document to complete this form.

1 Contractor Name: _____ Contract #: _____
Prepared By (print name/title): _____ Report Period: _____

Demographic data should be collected on ALL clients receiving services under any program administered by the designated Community Action Agency.

Yellow Highlighted Sections represent demographics collected on INDIVIDUALS

2	Total unduplicated number of persons about whom one or more characteristics were obtained	
3	Total unduplicated number of persons about whom no characteristics were obtained	

Blue Highlighted Sections represent demographics collected on FAMILIES

4	Total unduplicated number of families about whom one or more characteristics were obtained	
5	Total unduplicated number of families about whom no characteristics were obtained	

6. Gender	Number of Persons*
a. Male	#VALUE!
b. Female	#VALUE!
*Total	#VALUE!

7. Age		Number of Persons*
a. 0-5		#VALUE!
b. 6-11		#VALUE!
c. 12-17		#VALUE!
d. 18-23		#VALUE!
e. 24-44	*Sum of 7e*	#VALUE!
f. 45-54	*thru 7h =*	#VALUE!
g. 55-69	#VALUE!	#VALUE!
h. 70+		#VALUE!
*Total		#VALUE!

8. Ethnicity/Race	
I. Ethnicity	
a. Hispanic, Latino or Spanish Origi	#VALUE!
b. Not Hispanic, Latino or Spanish (	#VALUE!
*Total	#VALUE!
II. Race	
a. White	#VALUE!
b. Black or African American	#VALUE!
c. American Indian and Alaskan Native	#VALUE!
d. Asian	#VALUE!
e. Native Hawaiian and Other Pacific Islander	#VALUE!
f. Other	#VALUE!
g. Multi-Race (any 2 or more of the above)	#VALUE!
*Total	#VALUE!

9. Education Level of Adults	Number of Persons 24+**
a. 0-8	#VALUE!
b. 9-12/non-graduate	#VALUE!
c. High sch. Grad./GED	#VALUE!
d. 12+ some post secondary	#VALUE!
e. 2 or 4 yr. College graduates	#VALUE!
**Total	#VALUE!

10. Other Characteristics	Yes	No	Number of Persons* Total *
a. Health Insurance	#VALUE!	#VALUE!	#VALUE!
b. Disabled	#VALUE!	#VALUE!	#VALUE!

11. Family Type	Number of Families***
a. Single parent/female	#VALUE!
b. Single parent/male	#VALUE!
c. Two-parent household	#VALUE!
d. Single person	#VALUE!
e. Two adults - no children	#VALUE!
f. Other	#VALUE!
***Total	#VALUE!

12. Family Size	Number of Families ***
a. One	#VALUE!
b. Two	#VALUE!
c. Three	#VALUE!
d. Four	#VALUE!
e. Five	#VALUE!
f. Six	#VALUE!
g. Seven	#VALUE!
h. Eight or more	#VALUE!
***Total	#VALUE!

13. Source of Family Income	Number of Families
a. Unduplicated # of Families Reporting One or More Sources of Income***	#VALUE!
b. Unduplicated # of Families Reporting No Income	#VALUE!
Total UNDUP Families who responded as either having a source of income or having no income ***	#VALUE!
Record the sources of each family income as reported in 13a above:	
c. TANF	#VALUE!
d. SSI	#VALUE!
e. Social Security	#VALUE!
f. Pension	#VALUE!
g. General Assistance	#VALUE!
h. Unemployment Insurance	#VALUE!
i. Employment + Other Source	#VALUE!
j. Employment only	#VALUE!
k. Other:	#VALUE!
****Total (c. through k.)	#VALUE!

14. Level of Family Income % of HHS guideline	Number of Families ***
a. Up to 50%	#VALUE!
b. 51% to 75%	#VALUE!
c. 76% to 100%	#VALUE!
d. 101% to 125% *****	#VALUE!
e. 126% to 150% *****	#VALUE!
f. 151% and over *****	#VALUE!
g. 176% to 200% *****	#VALUE!
h. 201% and over *****	#VALUE!
***Total	#VALUE!

15. Housing	Number of Families ***
a. Own	#VALUE!
b. Rent	#VALUE!
c. Homeless	#VALUE!
d. Other	#VALUE!
***Total	#VALUE!

16. Other family characteristics	Number of Families***
a. Farmer	#VALUE!
b. Migrant Farmworker	#VALUE!
c. Seasonal Farmworker	#VALUE!

* The sum in this category should not exceed the value of Section 2.
** The sum in this category should not exceed the value of Section 7e-h.
*** The sum in this category should not exceed the value of Section 4.
**** The numbers reported under either column should not exceed the value of Section 2.

FFY 2012 County Welfare Department
Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013

County: Tehama County DSS

Federal Share Budget	Carry-In FFY 2013
Personnel Salaries	$ 10,910.00
Fringe Benefits	$ 6,328.00
Operating	$ 5,394.00
Equipment & Other Capital	$ -
Travel	$ 641.00
Subcontractors	$ 193,026.00
Other Costs	$ -
Indirect Costs	$ 3,258.00
Total Federal	$ -
Total	$ 219,557.00

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Tehama County DSS
Contact: Amanda Sharp asharp@tcdss.org

TCDSS

Oct 1 2012-Sept 30 2013

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on	4. Percentage FTE Time for	5. Percentage FTE Time for	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: TBD Title: TCDSS Program Manager	$ 64,875	0.0800	95.0%	5.0%	5,190.00
2 Name: TBD Title: Program Analyst	$ 47,500	0.0600	95.0%	5.0%	2,850.00
3 Name: TBD Title: Fiscal Supervisor	$ 41,000	0.0600	100.0%	0.0%	2,460.00
4 Name: TBD Title: Social Services Case Worker, ETW	$ 41,000	0.0100	0.0%	100.0%	410.00
Subtotal	$ 194,375	0.2100	190%	10%	$ 10,910

POSITION DESCRIPTIONS:

1	**Program Manager**	Plans, organizes and directs employment, eligibility, and/or social services units or programs in a public social services department or agency. Additional responsibility for administrative services units. Second level managerial capacity to provide management and supervision of various units and/or programs. **Provides direct supervision to program supervisors in the assigned program areas. Manages budget areas for Nutrition Ed. program, supervises supervisors, analysts and coordinators. Provides some program support at large outreach events and program activities. General program coordinator. Coordinates contract reporting requirements. Coordinates efforts with contractors and subrecipients.**
2	**Program Analyst (Staff Services Analyst)**	Gather, tabulate, analyze, chart and report data. Interview and consult with departmental officials, employees and others to give and receive information. Make recommendation on reports and policies, program and functional areas in social services. Prepare correspondance. **Conducts surveys, performs research, performs statistical analysis on assignments. Researches and collects data on Food Stamp Nutrition Ed. program performance, prepares reports, makes suggestions on program issues and policy.**
3	**Fiscal Supervisor**	Plans, organizes and supervises the work of fiscal line staff in preparation of fiscal reports, vouchers, payment authorizations, invoices and expenditures. Reviews revenues and posts revenues and expenditures to the county fiscal ledger. **Works with the Fiscal Manager to understand programs and develop budgets. Tracks and records all eligible expenditures and submits fiscal reporting for Food Stamp Nutrition Education program**
4	**Social Services (ETW) Case Worker II**	**Initiates independent contact with partners, employers and service providers, interviews and evaluates eligible program participants. Provides a variety of clerical duties related to organizing, prioritizing and scheduling. Meets deadlines. Completes forms and reports. Establishes and maintains cooperative efrfective working relationships with trainers and program participants. Organizes caseload to document necessary data. General knowledge of program goals to support Nutrition Education program.**

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 58 % of salaries

58% **SUBTOTAL:** $ 6,328

C. OPERATING EXPENSES:

Portable projector for laptops for group presentations	$429
Office Supplies/Postage	$2,000
Cubicle re-configuration for staff workspaces	$1,785
Resource Phone line and service addition	$460
3-G card for apple IPAD (2 @ $30 /month for 12 months)	$720

SUBTOTAL: $5,394

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which
Attach a travel worksheet if needed.
1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total	
~~1~~	~~1~~	~~2~~	~~84~~		~~222~~	~~170~~	~~25~~	~~501~~	~~2.5March '12, Network for a Healthy California Conventio~~
2	1	1	73		99	308	21	501	*FAN Out Meeting, 1- Sacramento California
1	1	4				140		140	Travel for training and CNAP or network events

$0 $641

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Tehama County Community Action Agency**	$111,666
2) **Northern Valley Catholic Social Services - Tehama County**	$62,871
3) **CNAP (CSU Chico) Center for Nutrition Education and Activity Promotion**	$18,489

SUBTOTAL: $193,026

G. OTHER COSTS:

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

_14_% of Total Salaries or ___% Total Direct Costs
or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ 3,258

TOTAL	$ 194,375.00	0.7900			$ 219,557

Attac nt F

BUDGET J FIFICATION
FFY 2012

Contractor: CSU, Chico Research Foun n-CNAP
Contract #:

County: Tehama Center for Nutrition Education and Activity Promotion

Contact: Jenny Sharkey, Phone: (530) 898-3211

CNAP
Oct 1 2012-
Sept 30 2013

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS					
1. Name: TBD Title: Project Coordinator/Nutrition Education Specialist	52,000	0.19	0%	100.0%	$ 9,724
2. Name: TBD Title: Program Assistant/Community Nutrition Assistant (Variable PT over 12 months)	10,000	0.10	0%	100.0%	$ 950
SUBTOTAL	**62,000**	**0.2820**	**0%**		**$ 10,674**

SAMPLE POSITION DESCRIPTIONS:

Project Coordinator	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
Program Assistant	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, works directly with individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles.

B. FRINGE BENEFITS: $ 3,843

Includes payroll taxes and medical/dental benefits at approx. 37% of salaries on average. 36.00%

$ 3,843

C. OPERATING EXPENSES:

Office supplies $ 132
Print/Copy costs $ 170

SUBTOTAL: $ 302

D. EQUIPMENT EXPENSES: To be used exclusively for allowable *Network* activities

SUBTOTAL: $ -

Rev 2/11

Attachment F

BUDGET JUSTIFICATION
FFY 2012

Contractor: CSU, Chico Research Foundation-CNAP
Contract #:_____

E. TRAVEL AND PER DIEM:

1. Event, Description, Location. (I.e., Coordinator meeting, Conference, local travel, etc.)*

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
14	1,2	10				232.5		$ 600

*Local Travel: Local travel by the Project Coordinator and Community Nutrition Asst. to conduct nutrition education lessons/trainings:

	Roundtrips	Miles	@ .555 / mi.	
Red Bluff	5	90	$ 250	$ 250
Corning	6	68	$ 226	$ 226
Rancho Tehama/Los Molinos/Cottonwood	3	74.5	$ 124	$ 124

SUBTOTAL: **$ 600**

F. SUBCONTRACTORS:

SUBTOTAL: **$ -**

G. OTHER COSTS:

	$ -
Train the trainer supplies	$ 250

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: **$ 250**

Total Direct Costs $ 15,669

H. INDIRECT COSTS:

18% of Total Direct Costs (Capped by funding agency) 18% $2,820

TOTAL **$ 62,000.00** **0.2820**

The total expected contract amount for the second half of the program. **$18,489**

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
Tehama- Community Action Agency (Subrecipient)
October 1, 2012-September 30, 2013

County: Tehama County
Contact: Mike Baldwin mbaldwin@tcdss.org

Community Action
Oct 1 2012-
Sept 30 2013

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full-Time Equivalency			
1. Name: Michael Baldwin Title: *Community Services Supervisor*	*$ 44,060*	*0.30*	*80.0%*	*20.0%*	*$ 13,218*
2. Name: TBD Title: Community Services Aide	$ 23,075	0.8000	0.0%	100.0%	$ 18,460
3. Name: TBD Title: Community Services Aide	$ 23,075	0.8000	0.0%	100.0%	$ 18,460
4. Name: TBD Title: Community Services Aide	$ 23,075	0.1000	2.0%	98.0%	$ 2,308
Subtotal		**2.0000**	**82%**	**318%**	**$ 52,446**

SAMPLE POSITION DESCRIPTIONS:

1	**Community Services Supervisor**	Will supervise Community Services Aides in their work to perform nutrition education programs to the general community through store demos, individualized training classes, public events and in the training kitchen. He will coordinate dates, schedules and calendars, assign work and supervise activities. He will coordinate required trainings and approve printed copy for advertisement, etc. He will submit budget information, invoices and expenditures to maintain accurate budgets. He will coordinate collection of data through surveys to provide to TCDSS staff for reporting. Any additional program related duties will be performed as needed.
2	**Community Services Aide**	Community Services Aides provide clerical, organizational and administrative assistance, work with eligibility determination, screening, scheduling, transport and delivery of program services. Under the direct supervision of the Community Services Supervisor, the aides will provide cooking education demos at local stores, farm markets, public events, the training kitchen, and other activities using the mobile cart and kitchen equipment. Aides will track data using surveys, enter the data into computer systems and create reports to submit to TCDSS analyst for reporting on the overall grant. Aides may work with clients, business owners social services and partner agency staff, and other stakeholders.
3	**Community Services Aide**	Community Services Aides provide clerical, organizational and administrative assistance, work with eligibility determination, screening, scheduling, transport and delivery of program services. Under the direct supervision of the Community Services Supervisor, the aides will provide cooking education demos at local stores, farm markets, public events, the training kitchen, and other activities using the mobile cart and kitchen equipment. Aides will track data using surveys, enter the data into computer systems and create reports to submit to TCDSS analyst for reporting on the overall grant. Aides may work with clients, business owners social services and partner agency staff, and other stakeholders.

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
Tehama- Community Action Agency (Subrecipient)
October 1, 2012-September 30, 2013

4	Community Services Aide	Community Services Aides provide clerical, organizational and administrative assistance, work with eligibility determination, screening, scheduling, transport and delivery of program services. Under the direct supervision of the Community Services Supervisor, the aides will provide cooking education demos at local stores, farm markets, public events, the training kitchen, and other activities using the mobile cart and kitchen equipment. Aides will track data using surveys, enter the data into computer systems and create reports to submit to TCDSS analyst for reporting on the overall grant. Aides may work with clients, business owners social services and partner agency staff, and other stakeholders.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 58% of salaries

58%

SUBTOTAL: $ 30,418

C. OPERATING EXPENSES:

	1 year total	Staff Using Item
Printing, copies	$500	1,2,3
Vehicle Expenses	$1,650	1,2,3
Rental Fees (kitchen facility) ($1200/month @ 30% usage for this project)	$4,320	1,2,3
Rent - Office ($400/month @ 30% usage for this project)	$4,800	1,2,3
General Office Supplies	$1,050	1,2,3
	$12,320	

SUBTOTAL: $12,320

D. EQUIPMENT EXPENSES:

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which
Attach a travel worksheet if needed.
1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total	
1	1,2,3	3	378	1320	1200	170	100	########	7th Biennial Childhood Obesity Conference, Long Beach, Ju
1	1,2,3	4				101		$ 101.00	Day travel for CNAP trainings or network events
~~1~~	~~1,2,3~~	~~2~~	~~252~~	0	~~516~~	~~170~~	~~50~~	~~$ 988.00~~	Network for a Healthy California, Statewide Conference, Mar
2	1,2,3	2	$ 252.00	$ -	$ 78.00	$ 616.00	$ 42.00	$ 988.00	FAN Out Meetings*

F. SUBCONTRACTORS:

SUBTOTAL: $0

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
Tehama- Community Action Agency (Subrecipient)
October 1, 2012-September 30, 2013

G. OTHER COSTS:

Type of Costs					
Production of newsletter with recipe and nutrition ed information				$1,200	
Marketing and promotional expenses - design services, production				$880	
Signage for events and activities				$210	
Food and paper products for nutrition education classes (Cooking Matters)- (100 participants = $3.50 per tasting)				$350	
Food and paper products for off site cooking education demos - 500 individuals *1.00 per tasting				$500	
Recipe contest printing and binding = 400 copies @$5.00 (blurb.com) plus production				$2,500	not purchased in 2012
Food and supplies for recipe contest testing and judging				$2,800	
Mobile cart for demos				$325	not purchased in 2012
Wash Basins/Handwashing				$200	
Teaching Kitchen Site Equipment:					
Plastic Bins	4	$	26.00	$104	
Grills	2	$	65.00	$130	
Storage rolling bin	2	$	30.00	$60	
electric pan	2	$	27.00	$54	
microwave	1	$	129.00	$129	
Shade popUp, bag, weights	1	$	808.00	$808	(buyshade.com/4imprint.com)
Utensils, pans, etc	1	$	300.00	$300	
Mobile Demo Cart	1	$	750.00	$750	(kwikstand.com)
Cooking Kits (utensils,gloves,recip	25	$	25.00	$625	
Curriculum and Educational Materials					
Eat right when money's tight, Get cookin', MyPlate, Other				$300	

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $12,225

H. INDIRECT COSTS: Indirect cost rate.

0 % of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	2.0000			$ 111,666

FFY SNAP-Ed 2012-2013 Innovative Project
CDSS Budget Justification
NVCSS- Sub Recipient
Tehama County
October 1, 2012-September 30, 2013

County: Tehama County
Contact: Camilla Delsid, Northern Valley Catholic Social Services — cadelsid@nvcss.org

NVCSS
Sub Recipient
Oct 1 2012-
Sept 30 2013

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *TBD* Title: Program Manager	$ 52,000	0.1000	*95%*	*5.0%*	$ *5,200*
2. Name: *TBD* Title: Parent Educator- Red Bluff	$ 26,410	0.3300	5.0%	95.0%	$ 8,715
3. Name: *TBD* Title: Parent Educator - Corning	$ 26,410	0.3300	5.0%	95.0%	$ 8,715
Subtotal		**0.7600**	**105%**	**195%**	**$ 22,631**

POSITION DESCRIPTIONS:

1	**NVCSS Director/Manager**	Supervision and planning of NVCSS and Family Resource Center activities, budgets and staff supervision. This individual will carry out the plans for 12 workshops between Corning and Red Bluff Family Resource Centers designed to provide nutrition education and meal planning through a certification workshop process lasting 12 weeks. Provides budget and administrative oversight, managment and program accountability.
2	**Parent Educator - RED BLUFF**	Red Bluff Parent Educator- prepares plans for upcoming workshop sessions including designing menu, choosing recipes, analyzing portion size and amounts needed for each family size - assembles learning materials, provides instruction on cooking techniques, ideas for future purcases, healthy lifestyle, food choices, increased exercise, family eating together - using USDA approved food materials. Counts attendance, tracks success, monitors and responds to questions. Provides input to CAA regarding completion and certification of workshop attendees. Stationed in Red Bluff at Family Resource Center, NVCSS
3	**Parent Educator- CORNING**	Corning Parent Educator- prepares plans for upcoming workshop sessions including designing menu, choosing recipes, analyzing portion size and amounts needed for each family size - assembles learning materials, provides instruction on cooking techniques, ideas for future purcases, healthy lifestyle, food choices, increased exercise, family eating together - using USDA approved food materials. Counts attendance, tracks success, monitors and responds to questions. Provides input to CAA regarding completion and certification of workshop attendees. Stationed at Corning FRC, NVCSS.

B. FRINGE BENEFITS:
Includes payroll taxes and medical/dental benefits at 47 % of salaries

47%
SUBTOTAL: $ 10,636

C. OPERATING EXPENSES:

	QTY	# of 6 wk Sessions	Students	6 wk Per Student			
Foods for demonstration		12	12	$36		$5,184	
Cooking utensils, pans	1				$450	$450	
SNAP-ed materials					$360	$360	
Certificates, participation items	144				$4	$576	
Supplies for planning menus	144				$32	$4,608	
Rent, maintenance, insurance	12				$400	$4,800	(pro rated by % for staff 1,2,3)
Phone, Utilities	12				$125	$1,500	(pro rated by % for staff 1,2,3)
Food Van Maintenance	12				$62	$744	
							$18,222

FFY SNAP-Ed 2012/2013 Innovative Project
CDSS Budget Justification
NVCSS- Sub Recipient
Tehama County
October 1, 2012-September 30, 2013

D. EQUIPMENT EXPENSES::

	$ -
SUBTOTAL:	$0

E. TRAVEL AND PER DIEM: Travel is estimated

Event, Description, Location: (i.e., Coordinator Network Conference, local travel, etc.)

Q121
Updated 9.21.12

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total	
~~2~~	~~2,3~~	~~2~~	~~168~~		~~446~~	~~176~~	~~25~~	~~$ 815.00~~	~~Network for a Healthy California, Statewide Confe~~
2	2,3	2	160			614.8	40	$ 814.80	FAN Out Meetings*

F. SUBCONTRACTORS:

SUBTOTAL:	$0

G. OTHER COSTS:

Type of Costs	
Small Appliances	$305
Refrigeration/Coolers/Thermometer for cold foods	$658
Paper supplies for workshops	$488
Promotional and marketing materials	$265
Utensils, pots and pans, cutting boards, measuring items, kitchen items	$438
Projector for program presentations	$429

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Services approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content

SUBTOTAL:	$2,583

H. INDIRECT COSTS: Indirect cost rate.

24 % of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ 7,984

TOTAL	$ -	0.7600		$ 62,871

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed CWD/LHD Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Del Norte County Department of Health and Human Services

FFY 2013 Award Amount $75,000

Project Contact Name, Title: Carmen Fong-Chavez, Program Manager

Project Contact Phone Number and Email: (707)464-3191, ext. 299 cchavez@co.del-norte.ca.us

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* **Alternate Contact: Dorothy Waddelow, Staff Services Analyst, (707)464-3191, ext. 254, dwaddelow@co.del-norte.ca.us**

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's **Network for a Healthy California's** ***website. (http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx)***

a. Related State Objectives

See Objectives 1,2,7 and 10.

b. Audience

Specify the audience category as explained in Section A: Identifying and Understanding the Target Audience and other relevant characteristics of the proposed audience (e.g., age, gender, ethnicity, language.)

Gender: Male 30% // Female 70%

Ethnicity: White 80% // Latino 3% // Black .5% // Asian 6% // Native American 10% // Native Hawaiian .5%

Language: English 95% // Spanish 4% // Hmong .9% // Lao .1% // Other Non-English .2%

Ages: Adults 95% // Youth (16 to 17 yr. old) 5%

c. Focus on CalFresh Recipients.

Describe how the project will focus education on CalFresh recipients.

Materials will be provided to CalFresh applicants and recipients with application and recertification packets. Information will be posted in CWD lobby and interview rooms. Events will be held in locations where over 50% of the participants will be potentially eligible to CalFresh: lobby or multipurpose rooms located at CWD office, One Stop Center, Farmers Market.

d. Project Description.

CWD will collaborate with LHD for SNAP-Ed activities targeting CalFresh recipients. Our main objective is to establish a county-wide SNAP-Ed presence by delivering community education, distributing nutrition education materials and/or conducting nutrition education classes at CWD, One Stop Center, Farmers Market, school sites and other locations where we can reach CalFresh recipients and potential CalFresh recipients. The intended audience for the school sites will be potential CalFresh families attending the Open House and Back to School night activities. Key activities will be to establish an infrastructure for conducting nutrition activities that are also obesity prevention activities. The key educational messages will be: Basics for Handling Food Safely, Fruits and Vegetables, Healthier Food and Drink Choices. This project will continue throughout FFY 2013, and we expect to reach 400 individuals per month, approximately 4,800 individuals during the fiscal year (may be duplicated count of individuals). Through posters, handouts, classes, we anticipate we will reach each individual an average of 1 to 2 times during the project duration.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Title: Maximizing the Message: Helping Moms and Kids Make Healthier Food Choices.
Source: USDA, Food and Nutrition Service.

Title: Three Simple Steps to Eating More Fruits and Vegetables.
Source: Centers for Disease Control and Prevention – Fruits and Veggies More Matters.

Title: Basics for Handling Food Safely.
Source: USDA, Food Safety and Inspection Service.

Materials from: http://teamnutrition.usda.gov/Resources/eatsmartmaterials.html
Including, but not necessarily limited to Eat Smart, Play Hard. Mini-Posters and Handouts.

Materials will be used in English and Spanish and will be printed in color.

g. Key Performance Measures/Indicators.

1. Increase in fruit and vegetable consumption.
2. Increase participation in physical activities.
3. Increase eating healthy meals.
4. Decrease consumption of sugar-sweetened beverages.

2. Evaluation Plans

The Nutritional Education project will be evaluated by measuring the key performance measures identified in the previous section, through the use of a pre and post survey at each cooking/taste demonstration of CalFresh recipients.

The potential survey questions are:

1. The number of servings of fruits and vegetables they usually eat each day.
2. Amount of time spent in physical activities each week.
3. If the household makes healthy meal choices when eating out.
4. The average number of sugar-sweetened drinks each family member drinks per day.

The results will be used to determine the effectiveness of the demonstration and identify future areas we may want to focus on.

3. Coordination Efforts

Describe efforts to coordinate, complement and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions.

CWD and LHD offices will be coordinating our nutrition education efforts. We anticipate both agencies will be working in collaboration to coordinate and execute nutritional education events. Regular meetings, phone calls, and emails will ensure our efforts are in synch and we are sending out a unified message. By working together, the goal is to maximize the effect of education and encouragement of CalFresh participants to eat healthier and be more active. CWD and LHD will coordinate with other funded agencies who participate in the SNAP-Ed program, such as local WIC programs.

Del Norte County Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh Office	County of Del Norte, DHHS	880 Northcrest Drive	Crescent City	95531	06015000101	All Races	58.8%	Proxy
School – Open House	Margaret Keating Elementary School	300 Minot Creek Road	Klamath	95548	06015000203	All Races	55.1%	
School – Open House	Crescent Elk Middle School	994 G Street	Crescent City	95531	06015000101	All Races	58.8%	
School – Open House	Joe Hamilton	1050 E Street	Crescent City	95531	06015000101	All Races	58.8%	

8.14.12

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: County of Del Norte, Department of Health & Human Services

Federal Share Budget		FFY 2013
Personnel Salaries	$	24,725.00
Fringe Benefits	$	11,621.00
Operating	$	-
Equipment & Other Capital	$	120.00
Travel	$	3,490.00
Subcontractors	$	2,000.00
Other Costs	$	19,596.00
Indirect Costs	$	9,087.00
Total Federal	$	70,639.00

Updated 9.20.12

FFY SNAP-Ed 201. CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Del Norte
Contact: Carmen Fong-Chavez

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Vocational Assistant II (Vac) (E) Title: Program Assistant (12 months)	$22,441	1.00	20.0%	80.0%	$ 22,441
2. Name: Jocelyn Woodral Title: ICW Supervisor/Project Coordinator	$ 45,672	0.0500	100.0%	0.0%	$ 2,284
Subtotal	**$68,113**	**1.0500**	**120%**	**80%**	**$ 24,725**

1	**Program Assistant**	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, works directly with individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles.
2	**ICW Supervisor/Project Coordinator**	Coordinate program staff and nutrition education activities, plan and follow through on educational events at health fairs, schools and other promotional activities. Actively acquire education materials to promote existing physical activity promotional components of nutrition education and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 47% of salaries

SUBTOTAL: $ 11,621

C. OPERATING EXPENSES:

$0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

1 Display table to be used at community events $120

SUBTOTAL: $120

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/Car Rental/Gas/ Other	Total	
	1,2	3	264	930	388		163	1745	Sacramento, 2 people/2 nights motel/car rental
	1,2	3	264	930	388		163	1745	Sacramento, 2 people/2 nights motel/car rental

All travel for Network Conferences &/or required trainings/meetings.

Per Diem breakdown - $10 breakfasts, $10 lunches, $20 dinners, plus $6 per night incidentals per person. $3,490

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

Nutritionis/Nutrition Education/Nutrition Aide $40 per hr., 10 hrs @ 5 classes - minimum 10 participants per class $2,000

SUBTOTAL: $2,000

G. OTHER COSTS:

Type of Costs

Printing Educational Material 500 @ $9.00 each	$4,500
Printing 14950 Brochures @ $.50 each	$7,475
Printing 45 Posters @ $10.00 each	$450
3030 Just the Facts Bookmark - Good Snacks @ $.35 each	$1,061
2600 Good Nutrition Pocket Sliders @ $.55 each	$1,430
1070 Cookbooks @ $4.00	$4,280
Food Drink & paper supplies for taste sampling $2.50 per person/10 people per class @ 5 classes	$125
Laminate 45 Posters @ $6.10 each	$275

**Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.*

SUBTOTAL: $19,596

H. INDIRECT COSTS: Indirect cost rate.

25% of Total Salaries & Fringe Benefits or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included)

SUBTOTAL: $ 9,087

TOTAL	**$ 68,113.00**	**1.0500**	**$ ~~74,952.00~~**		**$ 70,639**

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed CWD/LHD Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county.

I. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **SNAP-Ed Fresno County**

FFY 2013 Award Amount **$350,000**

Project Contact Name, Title: **Jessica Ramirez, Staff Analyst**

Project Contact Phone Number and Email: **jeramirez@co.fresno.ca.us; (559) 600-2352**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* *Alternate Contact: Michael Lopez, Senior Staff Analyst; michaellopez@co.fresno.ca.us ; (559) 600-2345*

*For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2013 listed on the CDPH's Network for a Healthy California's website. (**http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx**)*

a. Related State Objectives

See objective 1,2,7 and 10. .

b. Audience

The target audience will be all CalFresh participants or potentially eligible (<185% FPL) residing within Fresno County. Demographic data provided by the census reveal that ethnically, Fresno County is comprised of 73% Latino, 13% Caucasian, 6% African-American persons and 7% Asian

persons. Gender data show population of females 55.1%, males 49.9%. Languages English spoken 34.4%, Spanish 62.2% and Hmong 3.4%.

c. Focus on CalFresh Recipients.

Fresno County Department of Social Services (DSS) will focus on four objective areas. First, DSS will allocate funds for two Health Education Specialists and 0.5 FTE of a Project Coordinator, a Staff Analyst and an Office Assistant (respectively) and develop this resource for Fresno County CalFresh-eligible clients in partnership with the Fresno County Department of Public Health. Assigned staff will participate in Network-sponsored training opportunities to increase their knowledge and skills. Objective #2 will establish/or strengthen relationships between department staff, the regional network partners and the Fresno County Department of Public Health in the development of a County Nutrition Action Plan (CNAP). Objective #3 will provide nutrition education classes to DSS staff and SNAP-eligible community members. Objective #4 will be to provide resources in nutrition education to the Fresno County residents qualifying for CalFresh, including healthy recipes, culturally and ethnically diverse cookbooks and information on local Farmer's Market locations.

d. Project Description.

DSS will utilize Health Education Specialists who will be responsible for presenting SNAP-ed approved nutrition education information at designated health education seminars offered three to five (3-5) times per month to consumers at CWD offices. Nutrition education information will be disbursed via above mentioned short seminars (30-60 minutes), cooking demonstrations and a 5-day class series. In addition, DSS outreach staff will be trained to answer basic nutrition questions and offer nutritional education materials to all households applying for CalFresh benefits. As part of the social media effort, DSS will add nutrition education resources to the Fresno County CalFresh website, including links local Farmer's Market locations.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

See attached.

g. Key Performance Measures/Indicators.

Fresno County DPH/DSS will maintain documentation for each objective: Meeting documentation (agendas, sign in sheets and notes) to demonstrate progress toward the County Nutrition Action Plan (CNAP); Nutrition education classes: date, time, location, recruitment, and participant sign in, sample lesson plans, class assessment surveys and quality assurance oversight summaries. In order to gauge the program's progress, Fresno County DPH/DSS will be administering a survey at the start of the information session to each consumer who participates. The client will again be surveyed after the session to see what was learned from the information presented. Questions requesting information on behavior modification will be specifically asked to see if the consumer has implemented the health education information presented and modified his or her dietary habits. Fresno County DSS will provide all benchmark information gathered to CDSS/FNS.

2. Evaluation Plans

[illegible] To help you, included in this packet are evaluation materials used by the Network. Please use these evaluation tools when you are describing your evaluation. There will be further information regarding evaluation(s) provided in future correspondence.

- Pre-intervention assessment surveys: administered before information sessions. Questions will solicit current knowledge of health information. (Formative)
- Class assessment surveys: administered after seminars outlined above. Questions will ask participant whether they learned anything from the sessions about healthy eating. (Outcome/Impact)
- Site visits/observations of classes: conducted by Health Education Specialist, to ensure that information presented is accurate and appropriate to client needs. (Outcome/Impact)
- All information will be utilized to gauge the effectiveness of the SNAP-Ed curriculum DSS/DPH chooses to employ.

3. Coordination Efforts

Fresno County Department of Social Services (DSS) will partner with Fresno County Department of Public Health (DPH) to conduct county-wide nutrition education interventions, community events and campaigns. DPH and DSS will collaborate on all critical programmatic efforts, including jointly planning messaging and programming approaches, providing each other with technical assistance and data in each respective area of expertise (e.g. nutrition, health education, accessing CalFresh participant populations, learning needs of CalFresh participants). Additionally, DSS will partner with other community partners to complete a CX3 process and develop a County Nutrition Action Plan (CNAP).

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity **	*100% FPL*	*185% FPL*	*Notes*
CalFresh	Selma Regional Center	3800 McCall Ave.	Selma	93662	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Programs
CalFresh	Coalinga Regional Center	311 Coalinga Plaza	Coalinga	93210	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Programs
CalFresh	Heritage Center	3151 N. Millbrook	Fresno	93703	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Programs
CalFresh	West Fresno Regional Center	142 E. California Ave	Fresno	93706	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Programs
CalFresh	Reedley Regional Center	1680 E. Manning Ave.	Reedley	93654	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
TANF	CalWorks (Welfare-to-Work Program)	4455 E. Kings Canyon Rd.	Fresno	93702	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Programs

Public Housing	Housing Authority of the City and County of Fresno	1331 Fulton Mall	Fresno	93721	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Public Housing	Housing Authority of Fresno	937 Klette Ave.	Fresno	93706	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Public Housing	Fresno Housing Authority	4410 Hamilton Ave.	Fresno	93702	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Public Housing	Fresno County Housing Authority	1030 E. Parlier Ave.	Parlier	93648	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Public Housing	Fresno County Housing Authority	1625 Allardt Dr.	Firebaugh	93622	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Programs
Public Housing	Indian Housing Authority	4702 N. Bendel Ave.	Fresno	93722	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Programs
Public Housing	Fresno Housing Authority	2415 5th St.	Sanger	93657	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program

Public Housing	City Housing Authority	1233 W. Atchison Ave.	Fresno	93706	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Head Start	Fresno Migrant Head Start	4610 W. Jacquelyn Ave. #101	Fresno	93722	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Head Start	Kings Canyon Head Start	4995 E. Balch Ave.	Fresno	93727	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Food Banks	Community Food Bank	3403 E. Central Ave.	Fresno	93725	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Food Banks	Catholic Charities	149 Fulton Mall	Fresno	93701	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Public/Community Health Centers	Fresno County Dept. of Public Health	1221 Fulton Mall	Fresno	93721	0619000100	AR	N/A	90.2%	ACS 2006-2010
Public/Community Health Centers	CalViva Community Solutions Center	1315 Van Ness Ave.	Fresno	93721	06019000100	AR	N/A	90.2%	ACS 2006-2010
Public/Community Health Centers	West Area Fresno Clinic	302 Fresno Street	Fresno	93706	6019000300	AR	N/A	72.0%	ACS 2006-2010
Public/Community Health Centers	R.E.A.C.H Program	515 N. Cedar Avenue	Fresno	93702	6019002502	AR	N/A	70.8%	ACS 2006-2010

Public/Community Health Centers	Fresno County Dept of Behavioral Health- Outpatient Clinic	4441 E. Kings Canyon Rd	Fresno	93702	6019002702	AR	N/A	77.8%	ACS 2006-2010
Public/Community Health Centers	Fresno County Dept of Behavioral Health Asian Pac Islander Clinic	4445 E. Inyo Ave, Modular C.	Fresno	93702	6019002702	AR	N/A	77.8%	ACS 2006-2010
Shelters/Temporary Housing	Rescue Mission	310 G St.	Fresno	93706	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Shelters/Temporary Housing	Poverello House	412 F. St.	Fresno	93706	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Shelters/Temporary Housing	Naomi's House	445 F St.	Fresno	93706	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Shelters/Temporary Housing	New Life for Girls	207 Broadway St.	Fresno	93701	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Shelters/Temporary Housing	Marjaree Mason Center	1600 M St.	Fresno	93721	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance Program
Shelters/Temporary Housing	The Sanctuary Youth Shelter	2336 Calaveras	Fresno	93721	N/A	N/A	N/A	N/A	Means Tested Low-Income Assistance

									Program
Community Centers	Dickey Youth Development Center	1515 E. Divisadero Avenue	Fresno	93721	06019000600	AR	N/A	77%	ACS 2006-2010
Community Centers	Einstein Neighborhood Center	3566 E. Dakota Avenue	Fresno	93726	06019005203	AR	N/A	65.3%	ACS 2006-2010
Community Centers	El Dorado Neighborhood Center	1343 E. Barstow Avenue	Fresno	93710	06019005403	AR	N/A	69.9%	ACS 2006-2010
Community Centers	Fink-White Neighborhood Center	535 S. Trinity Street	Fresno	93706	06019000200	AR	N/A	73.5%	ACS 2006-2010
Community Centers	Frank H. Ball Neighborhood Center	760 Mayor Avenue	Fresno	93706	06019000300	AR	N/A	72%	ACS 2006-2010
Community Centers	Holmes Neighborhood Center	212 S. First Street	Fresno	93702	06019000501	AR	N/A	84.6%	ACS 2006-2010
Community Centers	Mary Ella Brown Community Center	1350 E. Annadale Avenue	Fresno	97306	06019001000	AR	N/A	76%	ACS 2006-2010
Community Centers	Mosqueda Community Center	4670 E. Butler Avenue	Fresno	93702	06019001304	AR	N/A	70.6%	ACS 2006-2010
Community Centers	Pinedale Community Center	7170 N. San Pablo Avenue	Fresno	93650	06019004404	AR	N/A	56.1%	ACS 2006-2010
Community Centers	Quigley Neighborhood Center	808 W. Dakota Avenue	Fresno	93705	06019004802	AR	N/A	68.4%	ACS 2006-2010

Community Centers	Romain Neighborhood Center	745 N. First Street	Fresno	93701	06019002400	AR	N/A	79.8%	ACS 2006-2010
Community Centers	Sunset Neighborhood Center	1345 W. Eden Avenue	Fresno	93706	06019000700	AR	N/A	62.6%	ACS 2006-2010
Community Centers	Ted C. Wills Community Center	770 N. San Pablo Avenue	Fresno	93728	06019002300	AR	N/A	54.6%	ACS 2006-2010
Community Centers	West Fresno Boys & Girls Club	930 Tulare St	Fresno	93706	06019000300	AR	N/A	72%	ACS 2006-2010
Community Centers	Zimmerman Boys & Girls Club	540 North Augusta Street	Fresno	93701	06019002400	AR	N/A	79.8%	ACS 2006-2010
Community Centers	East Fresno Boys & Girls Club	1621 South Cedar Avenue	Fresno	93702	06019001304	AR	N/A	70.6%	ACS 2006-2010
Community Centers	Pinedale Boys & Girls Club	343 West Minarets Avenue	Pinedale	93650	06019004404	AR	N/A	56.1%	ACS 2006-2010
Community Centers	El Dorado Boys & Girls Club	1343 Barstow Ave	Fresno	93710	06019005403	AR	N/A	69.9%	ACS 2006-2010
Farmers Market	Fresno Farmers Market	1430 Broadway Street	Fresno	93721	06019000100	AR	N/A	91.9%	ACS 2006-2010
Farmers Market	Rancho Farmers Market	245 East Whitesbridge Avenue	Fresno	93706	06019000200	AR	N/A	73.5%	ACS 2006-2010
Farmers Market	Market on the Mall	1900 Mariposa Mall	Fresno	93721	06019000100	AR	N/A	91.9%	ACS 2006-2010
Farmers Market	Manchester Center Farmers Market	1901 E Shields Avenue	Fresno	93726	06019005100	AR	N/A	55.7%	ACS 2006-2010

Farmers Market	Reedley Farmers Market	G Street and 12th street	Reedley	93654	06019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Second Baptist Church	1041 E Jensen Ave	Fresno	93706	06019000901	AR	N/A	79.3%	ACS 2006-2010
Church	Stuart Tabernacle AME Zion Church	2228 Martin Luther King Blvd	Fresno	93706	06019000902	AR	N/A	80.9%	ACS 2006-2010
Church	Calvary Temple	619 S Sierra Vista Avenue.	Fresno	93702	06019002702	AR	N/A	77.8%	ACS 2006-2010
Church	Fresno West Side Seventh Day Adventist Church	2750 Martin Luther King Blvd	Fresno	93706	06019001000	AR	N/A	76.0%	ACS 2006-2010
Church	Grace Community Baptist Church	2240 N Cedar Ave	Fresno	93703	06019003202	AR	N/A	58.0%	ACS 2006-2010
Church	Cross Temple Church of God	2696 S Tupman Avenue	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010
Church	King Solomon Missionary Baptist	1111 E Samson Avenue	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010
Church	North Avenue Church of Christ	278 W North Avenue	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010
Church	New Hope Church of God in Christ	1136 North Avenue	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010
Church	Hopewell Missionary Baptist	2627 S Marks Avenue	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010

Church	West Park Community Church	3279 E Jensen Avenue	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010
Church	Fuerza Del Calvario	1540 S Valentine Avenue	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010
Church	Wat Phouthapathane Lao	2450 S Walnut Ave	Fresno	93706	6019000901	AR	N/A	79.3%	ACS 2006-2010
Church	Church of the Living God	245 E Garrett Avenue	Fresno	93706	6019000901	AR	N/A	79.3%	ACS 2006-2010
Church	Sweet Home Baptist Church	384 E Kaviland Avenue	Fresno	93706	6019000901	AR	N/A	79.3%	ACS 2006-2010
Church	Bethlehem Baptist Church	141 E Kaviland Avenue	Fresno	93706	6019000901	AR	N/A	79.3%	ACS 2006-2010
Church	Central Church of Christ	1088 E Church Avenue	Fresno	93706	6019000901	AR	N/A	79.3%	ACS 2006-2010
Church	Second Baptist Church	1041 E Jensen Avenue	Fresno	93706	6019000901	AR	N/A	79.3%	ACS 2006-2010
Church	Pearlygrove Baptist Church	735 E Church Avenue	Fresno	93706	6019000902	AR	N/A	80.9%	ACS 2006-2010
Church	Corinth Baptist Church	2377 S Ivy Avenue	Fresno	93706	6019000902	AR	N/A	80.9%	ACS 2006-2010

Church	Disciples Christian Community Fellowship	2368 S Elm Ave	Fresno	93706	6019000902	AR	N/A	80.9%	ACS 2006-2010
Church	Fresno West Side Seventh Day	2750 Martin Luther King Blvd	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010
Church	Witness of Jesus Christ	2519 S Elm Avenue	Fresno	93706	6019001100	AR	N/A	72.2%	ACS 2006-2010
Church	Saint Marks United Methodist	2406 S Lily Avenue	Fresno	93706	6019001100	AR	N/A	72.2%	ACS 2006-2010
Church	Church of Christ	2385 S Holly Avenue	Fresno	93706	6019001100	AR	N/A	72.2%	ACS 2006-2010
Church	St Joseph Baptist Church	1036 Martin Avenue	Fresno	93706	6019000300	AR	N/A	67.0%	ACS 2006-2010
Church	New Beginning Apostolic Assembly Church	740 Fresno Street	Fresno	93706	6019000300	AR	N/A	72.0%	ACS 2006-2010
Church	Fresno Buddhist Temple	1340 Kern Street	Fresno	93706	6019000300	AR	N/A	72.0%	ACS 2006-2010
Church	Harvest of Harmony International Church	1410 Kern Street	Fresno	93706	6019000400	AR	N/A	70.1%	ACS 2006-2010
Church	First Union Missionary Baptist	304 E Street	Fresno	93706	6019000400	AR	N/A	70.1%	ACS 2006-2010
Church	First Temple Church of God	208 E Street	Fresno	93706	6019000400	AR	N/A	70.1%	ACS 2006-2010
Church	Feed My Sheep Ministries	117 E Lemon Avenue	Fresno	93706	6019000200	AR	N/A	73.5%	ACS 2006-2010

Church	True Love Tabernacle Church	111 W Whites Bridge Avenue	Fresno	93706	6019000700	AR	N/A	62.6%	ACS 2006-2010
Church	Trinity Church of God in Christ	46 E O'neil Avenue	Fresno	93706	6019000200	AR	N/A	73.5%	ACS 2006-2010
Church	Cornerstone Assembly of God	1545 Fulton Street	Fresno	93721	6019000100	AR	N/A	91.9%	ACS 2006-2010
Church	First Presbyterian Church	1540 M Street	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Church	Church on the Rock	320 N Palm	Fresno	93701	6019000600	AR	N/A	77.0%	ACS 2006-2010
Church	Step of Faith Church	1025 E Belmont Avenue	Fresno	93701	6019002300	AR	N/A	54.6%	ACS 2006-2010
Church	Iglesia Espirita Church Santo Y Fuego	915 E Belmont Avenue	Fresno	93701	6019002300	AR	N/A	54.6%	ACS 2006-2010
Church	Princeton Spanish Kingdom Hall	4097 W McKinley Avenue	Fresno	93722	6019003302	AR	N/A	51.9%	ACS 2006-2010
Church	St Johns Cathedral	2814 Mariposa Street	Fresno	93721	6019000502	AR	N/A	51.6%	ACS 2006-2010
Church	Victory Life Fellowship	620 S 10th Street	Fresno	93702	6019002602	AR	N/A	52.6%	ACS 2006-2010
Church	Slavic Baptist Church	3941 E Mono Street	Fresno	93702	6019002602	AR	N/A	52.6%	ACS 2006-2010
Church	Fresno United Christians Church	4557 E Tulare Street	Fresno	93702	6019002701	AR	N/A	54.7%	ACS 2006-2010
Church	Hmong Community Alliance Church	3563 E Madison Ave	Fresno	93702	6019002601	AR	N/A	59.4%	ACS 2006-2010

Church	Church of God Christian	725 N Millbrook Ave	Fresno	93702	6019002502	AR	N/A	70.8%	ACS 2006-2010
Church	Grace United Methodist Church	3362 E Balch Avenue	Fresno	93702	6019002602	AR	N/A	52.6%	ACS 2006-2010
Church	Living World International	1110 N Blackstone Avenue	Fresno	93701	6019002300	AR	N/A	54.6%	ACS 2006-2010
Church	Altar Worship Centre Church	4450 N Abby Street	Fresno	93701	6019000600	AR	N/A	70.1%	ACS 2006-2010
Church	United Faith Foundation	1921 E Belmont Ave	Fresno	93701	6019002300	AR	N/A	54.6%	ACS 2006-2010
Church	Iglesia Fuente De Vida	13257 E Ann Avenue	Parlier	93648	6019008501	AR	N/A	57.1%	ACS 2006-2010
Church	Catholic Church	830 Tulare St	Parlier	93648	6019008502	AR	N/A	55.7%	ACS 2006-2010
Church	Iglesia El Calvario	8643 South Wrico Ave	Parlier	93648	6019008501	AR	N/A	57.1%	ACS 2006-2010
Church	Templo Lirio De Los Valles	501 Tuolumne St	Parlier	93648	6019006802	AR	N/A	63.0%	ACS 2006-2010
Church	Nueva Vida Pentecostal	14583 East Manning Ave	Parlier	93648	6019008501	AR	N/A	57.1%	ACS 2006-2010
Church	Buddhist Church of Parlier	360 S Newmark Ave	Parlier	93648	6019008502	AR	N/A	55.7%	ACS 2006-2010
Church	Iglesia Cristiana Fuente De	680 12th St,	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Lifehouse Valley Church	1715 11th Street	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Bendicion A Las Naciones	960 G St.	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Maranatha Church	1447 14th St	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010

Church	St Anthony's Church	1018 N. Frankwood Ave	Reedley	93654	6019006604	AR	N/A	62.7%	ACS 2006-2010
Church	St Anthony's Church	1060 F Street	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Cruising For Jesus	772 E 11th St	Reedley	93654	6019006604	AR	N/A	62.7%	ACS 2006-2010
Church	Divina Misericordia	1406 E Manning Ave	Reedley	93654	6019006604	AR	N/A	62.7%	ACS 2006-2010
Church	Street Light Ministry Inc.	1024 G St	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Armenian Apostolic Church	1249 F St	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Methodist Church Fellowship Church	1506 12th St	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Community Christian Fellowship	1547 13th St	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Full Gospel Tabernacle/ Assembly of God Church	519 E 11th St	Reedley	93654	6019006604	AR	N/A	62.7%	ACS 2006-2010
Church	El Faro Community Church	790 E Evening Glow Ave	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Church	Firebaugh Mendota United Methodist	1660 O St.	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Church	St Josephs Church	1900 Saipan	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Church	St Josephs Church	1558 12th St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Church	Full Gospel Church	1225 12th St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Church	First Baptist Church	1538 Q St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010

Church	Truth Tabernacle Upc	1840 7th St.	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Church	Firebaugh Mendota United Methodist Church	1660 O St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Church	Open Bible Church	373 N St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Church	Firebaugh Faith Fellowship	355 North N. Street	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Library	Ivy Center Library	188 E California Avenue	Fresno	93706	6019000902	AR	N/A	80.9%	ACS 2006-2010
Library	Fresno County Free Library	2420 Mariposa St	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Library	Fresno County Public Library	4670 E Butler Avenue	Fresno	93702	6019001304	AR	N/A	70.6%	ACS 2006-2010
Library	Parlier Branch Library	1130 E Parlier Avenue	Parlier	93648	6019008502	AR	N/A	55.7%	ACS 2006-2010
Library	Mendota Branch Library	1246 Belmont Avenue	Mendota	93640	6019008302	AR	N/A	80.0%	ACS 2006-2010
Library	Firebaugh Branch Library	1310 O Street	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Library	Reedley Branch Library	1027 E Street	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Library	Fresno County Library	1345 W. Eden Ave	Fresno	93706	6019000700	AR	N/A	62.6%	ACS 2006-2010
Grocery Stores	Firebaugh Supermarket	1125 N St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Grocery Stores	Latino Market	1291 O St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Grocery Stores	Fiesta Latino Market	1611 N St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010

Grocery Stores	Renos Mega Mart	1207 N St	Firebaugh	93622	6019008401	AR	N/A	67.3%	ACS 2006-2010
Grocery Stores	C M Market	1105 E Belmont Ave	Fresno	93701	6019002300	AR	N/A	54.6%	ACS 2006-2010
Grocery Stores	L & M Food Store	1925 Fresno St	Fresno	93721	6019000100	AR	N/A	91.9%	ACS 2006-2010
Grocery Stores	Sivilay Market	830 E Belmont Ave	Fresno	93701	6019000600	AR	N/A	77.0%	ACS 2006-2010
Grocery Stores	Monaf Market	65 N Fulton St	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Grocery Stores	FN Discount Market	229 N Blackstone Ave	Fresno	93701	6019000600	AR	N/A	77.0%	ACS 2006-2010
Grocery Stores	Am Market	1505 E Belmont Ave	Fresno	93701	6019002300	AR	N/A	54.6%	ACS 2006-2010
Grocery Stores	Town & Country Market	985 E Manning Ave	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Grocery Stores	Shop Kwick	1302 11th St	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Grocery Stores	Savemart Supermarket	1580 E Manning Ave	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Grocery Stores	California Market	815 W Manning Ave	Reedley	93654	6019006602	AR	N/A	60.5%	ACS 2006-2010
Grocery Stores	Parlier Food Basket	890 E Parlier Ave	Parlier	93648	6019008501	AR	N/A	57.1%	ACS 2006-2010
Grocery Stores	Amigo Market	13491 E Parlier Ave	Parlier	93648	6019008501	AR	N/A	57.1%	ACS 2006-2010
Grocery Stores	Mendocino Market	8669 S Mendocino	Parlier	93648	6019008501	AR	N/A	57.1%	ACS 2006-2010
Grocery Stores	U-Save Market	8646 S Mendocino	Parlier	93648	6019008501	AR	N/A	57.1%	ACS 2006-2010

Grocery Stores	Fresno Super Market	1750 S Orange Ave	Fresno	93702-4270	6019000400	AR	N/A	70.1%	ACS 2006-2010
Grocery Stores	SB Food Market	4215 E Butler Ave	Fresno	93702-3646	6019001301	AR	N/A	72.1%	ACS 2006-2010
Grocery Stores	Butler Market	3804 E Butler Ave	Fresno	93702-4307	6019001303	AR	N/A	72.6%	ACS 2006-2010
Grocery Stores	Family Express	4205 E Butler Ave	Fresno	93702-3646	6019001301	AR	N/A	72.1%	ACS 2006-2010
Elderly Services	Adult Protective Services	2025 E. Dakota Ave	Fresno	93750	6019005100	AR	N/A	55.7%	ACS 2006-2010
Other Youth Education Site	Youth Leadership Institute	2440 Tulare St. Suite 200	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Other Youth Education Site	P.A.C.E. Program	2348 Mariposa St	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Other Youth Education Site	Family Connections West Fresno	1052 C St.	Fresno	93706	06019000300	AR	N/A	72%	ACS 2006-2010
Other Youth Education Site	Centro La Familia	302 Fresno St. Suite 102	Fresno	93706	06019000300	AR	N/A	72%	ACS 2006-2010
Other Youth Education Site	Youth Link Program	3133 N Millbrook Ave	Fresno	93703	6019003301	AR	N/A	50.1%	ACS 2006-2010
Other Youth Education Site	FCEOC- Adolescent Family Life Program	1900 Mariposa Mall Ste 301	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Other Youth Education Site	EOC Sanctuary	1545 N Street	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Other – Flee Market	Fresno Fairgrounds Flee Market	1121 S. Chance Ave.	Fresno	93702	06019001301	AR	N/A	72.1%	ACS 2006-2010
Other – Flee Market	Kerman Flee Market	14443 W. Whitesbridge Ave.	Kerman	93630	06019004002	AR	N/A	51.4%	ACS 2006-2010

Other – Transitional Age Youth/Homeless	West Care (Alpha Zeta Phi Program)	4605 E Liberty	Fresno	93702	06019001301	AR	N/A	72.1%	ACS 2006-2010
Other – Transitional Age Youth/Homeless	EOC Sanctuary – Transitional Age Youth/Homeless	1046 T St # 1	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Other – Substance Abuse Treatment	West Care Substance Abuse Treatment	2772 Martin Luther King Blvd	Fresno	93706	06019001000	AR	N/A	76%	ACS 2006-2010
Other - Substance Abuse Treatment	Pathways to Recovery	515 Cedar Ave.	Fresno	93702	06019002502	AR	N/A	70.8%	ACS 2006-2010
Other - Substance Abuse Treatment/ Co-Occurring Disorders	West Care Substance Abuse Treatment (Options Program)	4111 E Kings Canyon Ave	Fresno	93702	06019001301	AR	N/A	72.1%	ACS 2006-2010
Other - Substance Abuse Treatment (children of users)	West Care Substance Abuse Treatment (Smart2 Program)	913 E Belmont Ave	Fresno	93701	06019002300	AR	N/A	54.6%	ACS 2006-2010
Other - Substance Abuse Treatment	King of Kings-Women's Pregnant & Postpartum Program	1350 E Annadale Avenue	Fresno	93706	6019001000	AR	N/A	76.0%	ACS 2006-2010
Other - Substance Abuse Treatment	King of Kings Community Center	2385 S. Fairview Avenue	Fresno	93706	6019000902	AR	N/A	80.9%	ACS 2006-2010
Other - Substance Abuse Treatment	Spirit of Women	327 W Belmont Avenue	Fresno	93728	6019000200	AR	N/A	73.5%	ACS 2006-2010

Other – Neighborhood Center	Burroughs Neighborhood Resource Center	166 N. Sierra Vista	Fresno	93702	6019002702	AR	N/A	77.8%	ACS 2006-2010
Other – Neighborhood Outreach	Fresno County Economic Opportunity Commission	1900 & 1920 Mariposa Mall	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Other – Police Substation	Southwest / Bringing Broken Neighborhoods Back to Life	1211 Fresno St.	Fresno	93706	06019000200	AR	N/A	73.5%	ACS 2006-2010
Other – Police Substation	Main	2323 Mariposa Mall	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Other – Police Substation	Southeast	1617 S Cedar Avenue	Fresno	93702	6019001304	AR	N/A	70.6%	ACS 2006-2010
Other – Police Substation	Northwest	3781 N Hughes Avenue	Fresno	93705	6019004704	AR	N/A	74.3%	ACS 2006-2010
Other – Foster Care	Fresno County Dept. of Children and Family Services	1404 "L" Street	Fresno	93721	6019000100	AR	N/A	91.9%	ACS 2006-2010
Other - Foster Care	Angels of Grace Foster Family Agency	1350 Van Ness Ave	Fresno	93721	6019000100	AR	N/A	91.9%	ACS 2006-2010
Other - Business	Central California Hispanic Chamber of Commerce	2331 Fresno Street Suite 114	Fresno	93721	6019000600	AR	N/A	77.0%	ACS 2006-2010
Other - Business	Fresno Metro Black Chamber Of Comm	1444 Fulton Street	Fresno	93721	6019000100	AR	N/A	91.9%	ACS 2006-2010

* Refer to list from Delivery Sites by Type of Setting section.

** All Races-AR, American Indian or Alaska Native-AI, Asian-AS, Black/African American-B, Native Hawaiian or Other Pacific Islander-NH, Hispanic/Latino-H, White-W, Other Races-OR.

Free/Reduced Price Meal Percentage Data Sheet

*School Name**	*District Name*	*CDS Code*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Jefferson Elementary (S, P, A)	Fresno	10621666006316	89.38%	5.63%	95.00%
Lowell Elementary (S, P, A)	Fresno	10621666006373	95.67%	2.05%	97.72%
Webster Elementary (S, P, A)	Fresno	10621666006555	93.41%	4.39%	97.80%
Winchell Elementary (S, P, A)	Fresno	10621666006571	86.96%	6.19%	93.15%
Burroughs Elementary (S, P, A)	Fresno	10621666006118	90.36%	5.62%	95.98%
Easterby Elementary (S, P)	Fresno	10621666006191	69.13%	13.14%	82.27%
South East Elementary (S, P, A)	Fresno	10621660119339	88.75%	4.56%	93.30%
Calwa Elementary (S, P, A)	Fresno	10621666006126	85.16%	7.20%	92.36%
Aynesworth Elementary (S, P, A)	Fresno	10621666006076	76.31%	12.56%	88.87%
Columbia Elementary (S, P, A)	Fresno	10621666006159	96.13%	2.11%	98.24%
Kirk Elementary (S, P, A)	Fresno	10621666006324	90.31%	5.00%	95.31%
Rowell Elementary (S, P, A)	Fresno	10621666006472	92.11%	4.64%	96.74%
Yokomi Elementary (S, P, A)	Fresno	10621660108118	74.46%	8.02%	82.47%
Leavenworth Elementary (S,P, A)	Fresno	10621666111256	87.77%	5.28%	93.05%
Washington Colony Elementary (S, P, A)	Fresno	10625136007405	70.57%	11.26%	81.84%
Balderas Elementary (S, P, A)	Fresno	10621666109961	92.58%	3.16%	95.73%
Storey Elementary (S, P, A)	Fresno	10621666111249	75.40%	15.28%	90.68%
Sequoia Middle (S, P, A)	Fresno	10621666057335	81.49%	4.54%	86.03%
Terrones Middle (S, P, A)	Fresno	10621666112882	73.45%	15.14%	88.59%
Tehipite Middle (S, P, A)	Fresno	10621666088538	92.66%	3.17%	95.83%
Carver Academy Middle (S, P, A)	Fresno	10621666006134	87.74%	3.77%	91.51%
Kings Canyon Middle (S, P, A)	Fresno	10621666057327	83.82%	9.66%	93.48%
McLane High (S, P, PS)	Fresno	10621661034214	76.98%	9.63%	86.61%
Roosevelt High School (S, P, PS)	Fresno	10621661035831	79.61%	10.39%	90.00%
Washington Union High (S, P, PS)	Fresno	10625211038306	85.38%	3.10%	88.48%

School Name*	***District Name***	***CDS Code***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Edison High (S, P, PS)	Fresno	10621661031897	64.87%	6.95%	71.81%
Sunnyside High (S, P, PS)	Fresno	10621661030675	77.29%	10.20%	87.49%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents(P)

Source	*Title*	*Description*	*Languages*
UC Cooperative Extension	Curricula: Farm to Fork	Eating healthy From Farm to Fork is a nutrition education curriculum that makes the connection between local food systems, garden-based learning, school food services and the establishment of healthy habits in children.	English/Spanish
Network for a Healthy California	Fruit and Vegetable Empowerment Brochure	Basic nutrition info on and promotion of Fruits and Vegetables	English/Spanish
California African American Campaign	Body and Soul	Evidenced based framework for successfully influencing nutrition and physical activity behaviors among African American churches that help members improve their health.	English
American Cancer Society (ACS)	Body and Soul Program Guide/Materials	Wellness program: designed for African American churchesthat help members improve their health.	
Harvest of the Month	Harvest of the Month Cycle 1,11,111 produce	Network developed and approved	English
Harvest of the Month	Harvest of the Month 35 Seasonal produce list	Network developed and approved list of selected seasonal produceitems.	English
Network for a Healthy California	Harvest of the Month Family Newsletter	Network developed and approved monthly newsletter reinforces what kids learn in the classroom and provides parents with nutrition information, healthy eating tips, recipes, ideas for being physically active and tips for selecting, storing and serving the featured produce. Other languages, translated by local partners, are available in the Educator's Corner on the website.	English/Spanish
Regional Network	Rethink Your Drink	Core lessons on beverages for all grade levels. Focuses on reading the food label.	English
Centers for Disease Control and Prevention (CDC)	Rethink Yout Drink	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English
Harvest of the Month	Toolkit/Website: Educator Newsletter, Parent Newsletter and Community Newsletter	Newsletters and information encouraging the consumption of fruits and vegetables. Featuring one a month.	English/Spanish

Use of Existing Educational Materials/Curricula Data Sheet

Source	*Title*	*Description*	*Languages*
Peggy Sissel-Phelan	All About Farmers' Market	This easy-to-read picture book about the benefits of shopping at the Farmers' Market stresses the importance of variety, color, and freshness of foods.	English
Peggy Sissel-Phelan	All About Farmers' Market - A Teaching Guide for Classrooms, Camps, and Community Programs	This guide encourages families to shop at the Farmers' Market while addressing basic nutrition concepts such as the importance of variety, color, and freshness of foods.	English
Learning Zone Express	Adventures in the Grocery Store DVD, 1 Great Plate Cut-Outs, MyPlate Apron, MyPlate Retractable Banner, Veggie Rainbow Poster, Simplified MyPlate Tablet, 10 Ways to Drink Water Tablet and MyPlate on a Budget Tablet	Topics include: label reading, food quality, food safety, unit pricing and money management for grocery shopping, handouts, apron, poster, community event banner and MyPlate class activity.	English
Network for a Healthy California – Latino Campaign	Brochures for Latinos	http://eee.cdph.ca.gov/programs/cpns/Pages/LatinoCampaign.aspx	English/ Spanish
California Dept. of Health Care Services	California Food Guide (CFG)	CFG is for health professionals who primarily serve low-income, ethnically diverse populations and is designed to provide up-to-date nutrition and physical activity guidance that will assist consumers in shifting to healthy lifestyles.	English
Contractor developed – OCHCA (adapted from CDPH)	Communities of Excellence in Nutr, Phys Act & Obesity Prevention	Adult; Power Point and handouts reviewing the CX3 project and how to conduct the community survey.	English
Harvest of the Month	Cookbook, Harvest of the Month	As title indicates, developed by Network.	English/Spanish
Network, Project Lean	Cooking Health Curriculum	As title indicates.	English/Spanish
Network for a Healthy California – Children's Power Play! Campaign	Community Youth Organization Idea & Resource Kit	As title indicates.	English/Spanish

Source	***Title***	***Description***	***Languages***
American Cancer Society	Toolbox, Exercise Counts, Nutrition and Phys. Activity. ACS> Guidelines, Recipes	As title indicates.	English
Dairy Council of California	Use MyPyramid to Make Healthy Choices	Breaks down the MyPyramid groups and gives examples of each food group.	English
Contractor Developed – OCHCA (Adapted from CDPH)	Using CX^3 Findings to Create Healthier Neighbothoods in OC	Adult Power Point with and overview of CX^3 efforts in OC	English
USDA	ChooseMyPlate.gov	Online resource that provides educational materials and information on the basics of a healthy diet. For consumers of all age groups and educators	English/Spanish

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013*

*FFY 13 budget has spending authority through September 30, 2014

Department Name: Fresno County Department of Social Services

Contact: Jessica Ramirez, Staff Analyst

Federal Share Budget		FFY 2013
Personnel Salaries	$	140,539.00
Fringe Benefits	$	106,828.00
Operating	$	13,218.00
Equipment & Other Capital		
Travel	$	10,525.00
Subcontractors	$	-
Other Costs	$	17,490.00
Indirect Costs	$	45,094.00
Total Federal	$	333,694.00

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Fresno
Contact: Jessica Ramirez, Staff Analyst

A PERSONNEL SALARIES:

1. Name and Position Title		2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS			Full Time Equivalency			
1. Name:	Neng Moua					
Title:	Health Educator/Project Coordinator	$ 56,147	0.50	60.0%	40.0%	$ 28,074
2. Name:	Sabrina Beavers					
Title:	Health Education Specialist #1	$ 39,715	1.0000	10.0%	90.0%	$ 39,715
3. Name:	Carmen Escobar					
Title:	Health Education Specialist #2 (Bilingual)	$ 40,315	1.0000	10.0%	90.0%	$ 40,315
4. Name:	Marlene Moumdjian					
Title:	Staff Analyst/Contract Manager	$ 42,562	0.5000	100.0%	0.0%	$ 21,281
5. Name:	Rosa Sanchez					
Title:	Office Assistant	$ 22,308	0.5000	100.0%	0.0%	$ 11,154
	Subtotal		**3.5000**	**280%**	**220%**	**$ 140,539**

POSITION DESCRIPTIONS:

1	**Project Coordinator**	Supervises program staff and oversees coordination of nutrition education activities. Plans and oversees follow through educational events. Works closely with staff and other community partners to engage schools, churches, and community organizations in planning and promoting good health through dissemination of nutrition education materials, providing nutrition education and pursuing system change activities. Actively acquires and develops, when necessary, culturally and linguistically competent nutrition curriculum and educational materials to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Works with Program Administrator and Health Educator to ensure completion of all system change and policy focused objectives (environmental change). (50% of this position will be paid out of Fresno County CDPH SNAP-ED/NEOP funding).
2&3	**Health Education Specialist (#2 & #3)**	Provides nutrition education to the NEOP eligible population. Specific duties include: delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials (English and Spanish), documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems. Provides support to the Administrator, Project Coordinator and Health Educator in completing all activities related to each SOW objective, both educational and environmental (system change/policy).
4	**Contract Manager**	Manages the nutrition education contract including budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Prepares Budget Adjustment Requests (BAR) as necessary. Assists program staff and County management by performing a wide variety of research, analysis, planning, evaluation, and administrative duties. Job duties and responsibilities include: preparing agreements, leases, and MOUs and monitoring for contract compliance (maintaining records and files, and preparing reports and monitoring contract deliverables); preparing requests for proposals, requests for quotations, etc. to procure outside services and supplies for the department and program; preparing agenda items and presentations to go before the Board of Supervisors; representing the County at various meetings and before boards, commissions, and committees, as appropriate; conducting administrative studies in collaboration with program staff to determine needs, preparing reports, and recommending implementation procedures for a variety of special studies and projects; and assisting in the preparation of funding applications for local, state and federal funding opportunities.
5	**Office Manager/Secretary/Admin Asst**	Provides general clerical support to the Program. Assists in the maintenance of a data collection system. Works with staff to arrange meetings and trainings, orders supplies and materials, creates correspondence, photocopies, etc.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 76.013% of salaries

	% Benefits	
Project Coordinator	70.67%	28,074 x .7067 = $19,840
Health Ed. Specialist	75.59%	39,715 x .7559 = $30,021
Health Ed. Specialist	75.34%	40,315 x .7559 = $30,373
Contract Manager	78.46%	21,281 x .7846 = $16,697
Admin Asst. (OA)	88.73%	11,154 x .8873 = $9,897
Total	**76.013%**	**Total Benfits= $106,828**

SUBTOTAL: $ 106,828

C. OPERATING EXPENSES:

1

Office supplies for Nutrition activities including supplies (such as pens, pencils, binders, notepads, paper) as needed for Nutrition Education and Promotion activities to complete all SOW objectives ($50/month x 12 months x 3.5 FTE (avg)	$ 2,100	
Phones ($11.86 per FTE x 12 months x 3.5 FTE)	$ 498	
Postage - $10/month (averaged) x 12 months (250 items @ .44 cents each)	$ 120	
Network printers ($85 per FTE x 12 x 3.5 FTE each)	$ 3,570	
Networked computer stations ($165 x 12 x 3.5 FTE)	$ 6,930	
($165 is Fresno County standard per workstation cost (actual) per FTE includes leasing computer eq., all standard software	$ 13,218	
		$ 13,218

SUBTOTAL: $13,218

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Network Meeting in Sacramento (Fall 2012)		
2 attendees: Project Coordinator, 1 Health Education Specialists		
2 night hotel: $100 x 2 night x 2 staff = $400	400	
1 round trip by vehicle (389 mi. x 0.555 = $216)	216	
Per Diem: $40 x 3 days x 2 attendees = $240	240	$ 856.00
Network Meeting in Sacramento (Spring 2013)		
2 attendees: Project Coordinator, 1 Health Education Specialists		
1 night hotel: $100 x 2 nights x 2 staff = $400	400	
1 round trip by vehicle (389 mi. x 0.555 = $216)	216	
Per Diem: $40 x 3 days x 2 attendees = $240	240	$ 856.00
Childhood Obesity training in Long Beach, CA		
3 attendees: Project Coordinator, 2 Health Education Specialists		
3 night hotel: $110 x 3 nights x 2.5 staff = $825		
1 round trip by vehicle (485.6 mi. x 0.555=$269.51)		
Per Diem: $40 x 4 days x 2.5 attendees = $400		
Registration Fee: $375 ea x 2.5 attendees = $937.50		$ 2,432
Spokes Person training in Bay Area or Los Angeles		
2 attendees: Project Coordinator and 1 Health Education Specialist		
1 night hotel: $97 ($84 + tax) x 2 staff = $194		
1 round trip by vehicle (220 mi. x 0.555 = $221)		
Per Diem: $40 x 2 attendees x 2 days = $160		$ 575.00

Youth Engagement training

1 attendees: Health Education Specialist
1 night hotel: $97 ($84 + tax) x 1 staff = $97
1 round trip by vehicle (389 mi. x 0.555 = $216)
Per Diem: $40 x 1 attendees x 2 days = $80 — $ 393

Youth Forum

3 attendees: Health Edcuation Specialist, 2 Youth
1 night hotel: $97 ($84 + tax) x 3 attendees = $291 — 291
1 round trip by vehicle (389 mi. x 0.555 = $216) — 216
Per Diem: $40 x 3 attendees x 2 days = $240 — 240 — $ 747

CCLHDN Conference, TBD

2 attendees: 2 Health Education Specialists (#3 and #4)
2 night hotel: $110 x 2 staff x 2 days = $440
1 round trip by vehicle (388.58 mi. x 0.555=$215.66)
Per Diem: $40 x 2 attendees x 3 days = $240
Registration Fee: $300 ea x 2 attendees = $600 — $ 1,496

Out of Town travel Subtotal — **$ 7,355**

Local travels:

Infrastructure
3 attendees: Project Coordinator, 2 Health Educators
Multiple trips throughout project period round-trip each way 20 miles/month x .555 x 3 staff x 12 months — $ 400

CNAP/CalFresh
4 attendees: Project Coordinator, Contract Manager, 2 Health Education Specialists
Multiple trips throughout project period round-trip each way 20 miles/month x .555 x 4 staff x 12 months — $ 533

Community Engaagement Events
3 attendees: Project Coordinator and 2 Health Educator
Multiple trips throughout project period round-trip each way 50 miles/month x .555 x 3 staff x 12 months — $ 999

Nutrition Education
3 attendees: 2 Health Education Specialist
Multiple trips throughout project period round-trip each way 70 miles/month x .555 x 2 staff x 12 months — $ 999

ReThink Your Drink
3 attendees: Project Coordinator and 2 Health Education Specialists
Multiple trips throughout project period round-trip each way 25 miles/month x .555 x 3 staff x 12 months — $ 500

Local Travel Subtotal — **$ 3,430**

SUBTOTAL: $10,785

F. SUBCONTRACTORS:

SUBTOTAL: $ -

G. OTHER COSTS:

Type of Costs

1 Description of other costs associated with this project.

Training Materials:

Serving a minimum of 1,750 participants: Purchase existing USDA approved Nutrition Education and Physical Activity Promotion and educational materials, as available, from USDA, Peggy Sissel-Phelan, Learning Zone Express, Network for a Healthy California, CA Dept. of Health Care Services, OCHCA, Harvest of the Month, UC Cooperative Ext., California African American Campaign, American Cancer Society, Regional Network, Centers for Disease Control and Prevention and the Dairy Council. Budget includes large-scale duplication jobs of all educational materials, CX^3 implementation, and CNAP, Community Engagement materials (2,000 color flyers @ $1.008 = $2,016; 1013 tri-fold color brochures @ $1/brochure = $1,013; --- **Total duplication costs = $3,029** as needed for Nutrition Education and Promotion activities. $ 3,029

Additional training material will be purchased to complete scope of work training objectives (single session and class series educational events. Materials needed would include such items as listed below and other items to be identified from approved sources.

Fizzics of soda 1 @ $175	$ 175	
Mass of muscle 1 @ 97	$ 97	
Fat chunk model 1@ 98	$ 98	
FitDeck 2@$18.00	$ 36	
Fruit and Veg wheel 1000@$3.75	$ 3,750	
Recipe books 1,000@$4	$ 4,000	
How much salt? 1@$37	$ 37	
How much sugar? 1@153	$ 153	
Produce for taste testing 1,750@$2.50 including cost of paper plates, napkins and utensils	$ 4,385	
Total	$ 12,731	$ 12,731

Other training and education materials to be used in training sessions, food demonstrations, such as a 2 demonstration carts @ $50 each, 2 tables @ $30 each, 2 blenders @ $25 each, 2 food processors @ $40 each, 2 hand mixers @ $10 each, cooking utensils, bowls, spatulas, serving spoons, measuring cups, food scale @ $10 each and other non-perishable equipment TBD. Prices per item are estimates and will be determined by project staff, the total of $505.00 has been budgeted for all equipment. Please note that Fresno Co. is starting this project from scratch and currently does not own these items). **Total $505** $ 505

County Warehouse Storage space ($62.50 monthly) for storing project supplies and equipment for 1 year. **Total $750** $ 750

Program Software: Adobe Acrobat X Pro ($200 x 1 FTE) **Total $200** May be used in all obj. $ 200

Program Software Visio 32 ($175 x 1 FTE) $ 175

Annual Subscription to Survey Monkey service to be used in the completion of the CNAP, CX^3 & Evaluation processes **Total** $ 100

Subtotal $ 17,490 $ 17,490

SUBTOTAL: $ 17,490

DIRECT COST SUBTOTAL: $ 288,859

H. INDIRECT COSTS: Indirect cost rate.

15.625% Total Direct Costs ($290,047 X .15625) **SUBTOTAL:** $45,134

or % of Modified Directs (provide what costs to be included) $ -

TOTAL $ - 3.5000 $ 333,993

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **CalFresh Nutrition Education Pilot**

FFY 2013 Award Amount **$250,000**

Project Contact Name, Title: **Javier De Anda, Program Manager**

Project Contact Phone Number and Email: **(760) 337-7422 javierdeanda@co.imperial.ca.us**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* ***Mon.-Thurs. 7:30-5:30***

a. Related State Objectives

See objectives 1,2,7 and 10.

b. Audience

Gender: Female 55% // Male 45%

Ethnicity: Hispanics 89.3% // White 6.3% // American Indian 1% // Other 3.4%

Language: 50% English // 50% Spanish

Age: 18+ 100%

c. Focus on CalFresh Recipients.

CalFresh applicants and recipients will receive materials through information displays and information posted in CWD lobbies and interview rooms, as well as Food Banks and Homeless Centers. Events and trainings will be held in locations where over 50% of the participants will be

potentially eligible to CalFresh, CWD lobbies or conference rooms, locations where CalFresh Employment & Training activities are held, etc.

d. Project Description.

The Imperial County Department of Social Services will distribute nutrition education materials through posters, mailings, brochures and displays. Conduct nutrition education class and nutritional education demonstrations and food tastings at DSS sites, Food Bank Sites, One-Stop Centers, Family Resource Centers, and other locations where we can reach CalFresh recipients and potential CalFresh recipients. All materials and information will focus on Fruits & Vegetables, Fiber-Rich Foods, Lean Meat and Beans, Fiber-Rich Foods, Food Safety, Food Shopping/Preparation, Limit Added Sugars or Caloric Sweeteners, and Physical Activity.

- Planning and implementation of promotional activities using the various Network campaign messages in collaboration with our local partners. A minimum of 13,000 Adults will be reached at least once with indirect educational material; there will be tracking of brochures, mailings and displays. Posters will be used in the office lobbies that will be tracked by the average number of visitors in the office.

    1. Community events
    2. Displays, videos, mailings
    3. Visits to the department lobbies and offices
    4. Website

- Nutrition Education and Food Tastings with the focus on subjects including but not limited to general nutrition, physical activity and MyPlate. Approximately 15 Adults per session x 60 sessions to be held in 12 months. Our objective is to reach a minimum of 900 adults CalFresh recipients and applicants.

- Individual home visits to provide guidance and recommendations to CalFresh recipients. CalFresh recipients will be invited to volunteer for an in-home visit that is conducted by the nutritionist. The nutritionist will provide guidance for improving the family's purchase of fruits and vegetables on a budget, understanding food labels, understanding the benefits of eating healthy and incorporating physical activities as a family. Our objective is to reach a minimum of 20 CalFresh families.

- Group grocery store tours for CalFresh recipients. CalFresh recipients will be invited to take part of a tour of a grocery store with the nutritionist. The tour will teach and guide participants on locating more nutritious foods, how to identify the ingredients and nutritional values on the labels, and how to purchase better items on a budget. Our objective is to reach a minimum of 30 participants.

- Participation in the planning, implementation and evaluation of the Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX^3), and the County Nutrition Action Plan (CNAP).

- Collaborate with Imperial County Office of Education to reach out to parents that are using child care about the CalFresh Program

e. Summary of Research.

See section A.

f. Use of Existing Educational Materials.

Materials from www.choosemyplate.gov – Including but not limited to: "What's on your plate" posters, "10 tips for healthy meals" handouts, and recipes.

Materials from the Network for a Healthy California – Including but not limited to: "Shape of Yoga", "Energize Yourself and Your Family", "A River of Recipes", "Eating Well as We Age", "Basics for Handling Food Safely".

Materials from http://teamnutrition.usda.gov/Resources/eatsmartmaterials.html - Including but not limited to: "Eat Smart. Play Hard", activity sheets, bookmarks, brochures, posters, and handouts.

Additional Existing education materials from the **"Use of Existing Educational Materials/Curricula Data Sheet"** list found at the end of this synopsis may be used.

Materials will be used in both English and Spanish. Materials are available without cost and the County will reproduce them as needed.

g. Key Performance Measures/Indicators.

Increase in fruit and vegetable consumption, increase in physical activity, decrease in sweetened beverage consumption. Process evaluation measures will indicate the number of people reached, participation levels in all activities performed (as recorded in sign-in and assessment sheets).

1. Evaluation Plans

Assessment surveys will be administered at the end of each nutrition education intervention. Surveys will assess participants' overall satisfaction, effectiveness of teaching methods, visual aids and educators, and their intention of changing habits and of adopting the 2010 Dietary Guidelines recommendations. Results of the surveys will be utilized to adapt and modify teaching and communication tools and methods as needed. The intent is to measure the increase in knowledge of healthier foods choices, how to read food labels, and behavioral changes. The number of clients reached indirectly will be indicated by tracking of the number of materials distributed.

2. Coordination Efforts

The Imperial County Department of Social Services will be coordinating our nutrition education efforts with Imperial County Public Health Department, Neighborhood House, UC Davis Cooperative Extension, hospitals, Imperial Valley Food Bank, WIC, Imperial County Office of Education, and other partners to:

1. Convene and /or establish a County Nutrition Action Plan (CNAP) group in the county to coordinate USDA food program interventions and efforts to increase food security in the target population of CalFresh recipients and/or those eligible to receive CalFresh.
2. Build on existing County Nutrition Action plan and/or obesity plan.
3. Identify existing resources and assets of organizations in the county that promote the CNAP.
4. Provide a strategic plan report on the upcoming direction of the county's coordination with CalFresh and other CNAP partners for the FFY 2013 including the CNAP with roles, commitments, and timeliness for action.

These agencies will be working in collaboration to coordinate and execute nutritional education events. Regular meetings, phone calls, and emails will ensure that our efforts are successful and that we are sending out a unified message. Activities planned will focus on the 2010 Dietary Guidelines recommendations to low-income adults; preparation of fruits and vegetables; purchasing, storing and cooking fruits and vegetables; family meal planning; healthy cooking tips; food safety; portion sizes; and physical activity. Imperial County Department of Social Services will be attending and being actively involved in regularly scheduled Public Health Department-sponsored meetings regarding nutrition/health education.

See ATTACHED.

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh	**ImperialCounty Department**	**2995 S. 4th St. Ste 101**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh	**ImperialCounty Department**	**2995 S. 4th St. Ste 102**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh	**ImperialCounty Department**	**2995 S. 4th St. Ste 103**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh	**ImperialCounty Department**	**2995 S. 4th St. Ste 104**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh	**ImperialCounty Department**	**2995 S. 4th St. Ste 105**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh	**ImperialCounty Department**	**2995 S. 4th St. Ste 106**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh	**Healthy Start**	**1014 Brighton Ave**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh	**F.A.C.T. Center**	**1117 N. 8th St.**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh	**Family Resource Center**	**8027 Hwy 111**	**Niland**	**92257**		All Races	%	Proxy Site
CalFresh	**Ocotillo Community Center**	**1161 N. Imperial Hwy**	**Ocotillo**	**92259**		All Races	%	Proxy Site Proxy Site

CalFresh	San Pascual Healthy Start	Rt1, 676 Baseline Rd.	Winterhaven	92283				Proxy Site
CalFresh	One-Stop	301 Herber Ave.	Calexico	92231		All Races	%	Proxy Site
CalFresh	Family Resource Center	604 W. Birch	Calexico	92231		All Races	%	Proxy Site
CalFresh	One-Stop	840 Main St.	Brawley	92227		All Races	%	Proxy Site
CalFresh	Family Resource Center	480 N. Imperial Ave.	Brawley	92227		All Races	%	Proxy Site
CalFresh	Clinicas De Salud	1289 S. Marina Ste. A	Salton City	92275		All Races	%	Proxy Site
Adult Services	Imperial County Department	2999 S. 4th St.	El Centro	92243		All Races	%	Proxy Site
Shelter	Our Lady of Guadalupe Men's Shelter	545 Encinas Ave.	Calexico	92231	06025012000	All Races	53%	
Shelter	Calexico Neighborhood House	506 E. 4th St.	Calexico	92231	06025012100	All Races	70%	
College	Imperial Valley College	380 E. Aten Rd.	Imperial	92251		All Races	%	Proxy Site
Calfresh	Imperial County Department	2895 S. 4th Street	El Centro	92243		All Races	%	Proxy Site
High School	Central Union High School	1001 W. Brighton Ave.	El Centro	92243	06025011600	All Races	52%	
High School	Desert Oasis High School	351 Ross Ave.	El Centro	92243	06025011600	All Races	71%	
High School	Central Union Adult High School	351 Ross Ave.	El Centro	92243	06025011600	All Races	71%	
High School	Brawley Union High School	480 N. Imperial Ave.	Brawley	92227	06025010400	All Races	66%	
High	Calexico High	1030	Calexico	92231	0602501200	All	53%	

School	**School**	**Encinas Ave.**				Races		
Farmers Market	**Neighborhood House Farmers Market**	**201 3rd Street**	**El Centro**	**92243**	**06025011400**	All Races	71%	

Use of Existing Educational Materials/Curricula Data Sheet

Source	*Title*	*Description*	*Languages*
Project lean	Cooking Healthy Curriculm	All Ages. Booklet which encourages California to eat five to nine servings of fruit and vegetables every day.	English/ Spanish
Texas Department of Agriculture10	Easy Ways to Improve Your Family's Eating Habits	All Ages. Handout: 10 Strategies suggested as a starting point to improve a family's eating habits.	English/ Spanish
National Association of Sports & PA	101 Tips for Family Fitness Fun	Adult. Booklet with ideas to be active as a family.	English/ Spanish
Julia E. Sweet	365 Activities for Fitness, Food, and Fun for the Whole Family	All Ages. This book features activities that will get families participating in games, excercises, and healthy recipes.	English
Dairy council of California	Activity & Eating (Adult) – Linking Together for Optimal Health & Fitness	Adults. This booklet helps adults understand the essential connection between being physically active, making healthful food choices and maintaining long-term good health.	English/ Spanish
NIDDK, Weight-Control Information Network	Tips to Help You Get Active	Offers ideas to beat the roadblocks to getting active. Supplemental resource that may provide ideas for a sreies of classes.	English
USDA, Food and Nutrition Service	A River of Recipes	Collection of Native American Recipes from tribes across north America.	English
USDA, Food Safety and Inspection Service	Basics for Handling Food Safely	Safe steps in food handlling, cooking, and storage in order to prevent food borne illness.	English/ Spanish
National Dairy Council of California	Using MyPramid to Make Healthier Food Choices	Breaks down the MyPyramid groups and gives examples of each food group.	English/ Spanish
United States Department of Agriculture	MyPyramid Ten Tips Nutritin Educatin Series	Provides consumers and professionals with high quality, easy-to-follow tips in a convenient, printable format.	English

Source	*Title*	*Description*	*Languages*
CA Department of Health	Be Active Your Way	All ages. Lesson Plan: Learn about the advantages of physical activity and how to incorporate physical activity into your life	English/ Spanish
Food Stamp Nutrition Connection	Be Active Your Way (It's So Easy?) (DHS)	All ages. Discusses the benefits and recommendations for physical activity. Provides general tips and a physical activity pyramid.	English/ Spanish
California Project LEAN	California Chefs Cook Lean	All ages. Cookbook: over 15 low fat recipes created by chefs from around the California. Please check with your PM prior to use of the recipes.	Engllish /Spanish
Network for a Healthy California-Latino Campaign	Brochures for Latinos	All ages. http://www.cdph.ca.gov/programs/cpns/Pages/LatinoCampaign. aspx	English/ Spanish
Alameda County Public Health Department	Be Sugar Savvy Curriculum	All ages. Curriculum: posters, handouts, lesson plan, etc @ http://www.acphd.org/nutritionservices/resources.htm	English/ Spanish
USDA material	Eat Right When Money is Tight	Video: Community Hunger Champions: Eat Right When Money is Tight, helps eligibility workers and community partners understand how they can work together and utilize the outreach materials developed by FNS.	English/ Spanish
Harvest of the Month	Harvest of the Month Cycle I,II,III Cookbooks	All ages. Network developed & approved	English/ Spanish
American Diebetic Association	Healthy Eating on the Run	All ages. 30 tips for making healthy choices when eating out.	English/ Spanish
Produce for Better Health	Recitas Latinas Saluables	All ages. Multiple healthy recipes to be distributed	English/ Spanish
Network for a Healthy California	Secret to Healthy living	All ages. This cookbook is full fo delicious recipes and tips to help you make eating healthy	English/ Spanish
Network for a Healthy Califronia	Shape of Yoga Nutrition & Physical Activity Booklet for Families	All ages. Offers daily physical activity builds up strength and flexibility on how to perform basic yoga and teaches about healthy food choices.	English/ Spanish
Snap.nal.usda.gov	Smart Choices in the Grocery Store	All ages. Six planned grocery store events each on a different nutrition topic. Each event lasts four hours. The events feature a bite sized protion of a new recipe. Handouts for adults and children.	English

Source	*Title*	*Description*	*Languages*
Snap.nal.usda.gov	Shopping Matters	Adults. Supermarket tourguide. Teaches how to maximize nutrition with their food dallars by building skills such as reading food labels, identifying whole grains, comparing unit prices and purcheasing fruits and vegetables on a budget.	English/ Spanish
Snap.nal.usda.gov	Fast Foods!	Children ages 11-14. esigned to help children devlop basic cooking skills. Designed to "reconnect children and families with quick and tasty food made at home". Materials are appropriate for low-income audiences.	English
Snap.nal.usda.gov	Kids a Cookin' & Movin'	Interactive DVD , 4 lessons, 8 recipes lessons feature children preparing food, doin gphysical activity and learning about food safety.	English/ Spanish

IMPERIAL COUNTY DEPARTMENT OF SOCIAL SERVICES CENSUS TRACT

FFY SNAP-Ed 2012-2013 CWD/LHD Project

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh Office	**Imperial County Department of Social Services**	**2995 S. 4th St. Ste 102**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh Office	**Imperial County Department of Social Services**	**2995 S. 4th St. Ste 104**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh Office	**Imperial County Department of Social Services**	**2995 S. 4th St. Ste 105**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh Office	**Imperial County Department of Social Services**	**2995 S. 4th St. Ste 106**	**El Centro**	**92243**		All Races	%	Proxy Site
CalFresh Office	**Healthy Start**	**1014 Brighton Ave**	**El Centro**	**92243**		All Races	%	*Proxy Site
CalFresh Office	**F.A.C.T. Center**	**1117 N. 8th St.**	**El Centro**	**92243**		All Races	%	*Proxy Site
CalFresh Office	**Family Resource Center**	**8027 Hwy 111**	**Niland**	**92257**		All Races	%	*Proxy Site
CalFresh Office	**Ocotillo Community Center**	**1161. N. Imperial Hwy**	**Ocotillo**	**92259**		All Races	%	*Proxy Site
CalFresh Office	**San Pascual Healthy Start**	**Rt1, 676 Baseline Rd.**	**Winterhaven**	**92283**				*Proxy Site
Resource	**One-Stop**	**301 Heber Ave.**	**Calexico**	**92231**		All Races	%	
CalFresh	**Family Resource Center**	**604 W. Birch**	**Calexico**	**92231**		All Races	%	*Proxy

*These sites are listed as CalFresh proxy sites because we have Eligibility Technicians on site that take applications and determine CalFresh eligibility.

The "FACT" Center is also a resource center where on-site Eligibility Technicians to take and process CalFresh applications.

The "One-Stop" in Calexico is also a resource center where we have CalWORKs Welfare to Work activities and nutrition classes.

IMPERIAL COUNTY DEPARTMENT OF SOCIAL SERVICES CENSUS TRACT

FFY SNAP-Ed 2012-2013 CWD/LHD Project

Office								Site
CalFresh Office	**One-Stop**	**840 Main St.**	**Brawley**	**92227**		All Races	%	*Proxy Site
CalFresh Office	**Family Resource Center**	**480 N. Imperial Ave.**	**Brawley**	**92227**		All Races	%	*Proxy Site
CalFresh Office	**Clinicas De Salud**	**1289 S. Marina Ste. A**	**Salton City**	**92275**		All Races	%	*Proxy Site
Adult Services	**Imperial County Department of Social Services**	**2999 S. 4th St.**	**El Centro**	**92243**		All Races	%	Proxy Site
Shelter	**Our Lady of Guadalupe Men's Shelter**	**545 Encinas Ave.**	**Calexico**	**92231**	**06025012000**	All Races	53%	
Shelter	**Calexico Neighborhood House**	**506 E. 4th St.**	**Calexico**	**92231**	**06025012100**	All Races	70%	
CalFresh Office	**Imperial County Department of Social Services**	**2895 S. 4th Street**	**El Centro**	**92243**		All Races	%	Proxy Site
High School	**Central Union Adult High School**	**351 Ross Ave.**	**El Centro**	**92243**	**06025011400**	All Races	55%	
Farmers Market	**Neighborhood House Farmers Market**	**201 3rd Street**	**El Centro**	**92243**	**06025011400**	All Races	71%	
Grocery Store	**Food 4 Less**	**109 W. Birch**	**Calexico**	**92231**	**06025012100**	All Races	66.7%	
Grocery Store	**Cardenas Market**	**1620 N. Imperial Ave.**	**El Centro**	**92243**	**0625011202**	All Races	67.7%	

*These sites are listed as CalFresh proxy sites because we have Eligibility Technicians on site that take applications and determine CalFresh eligibility.

The "FACT" Center is also a resource center where on-site Eligibility Technicians to take and process CalFresh applications.

The "One-Stop" in Calexico is also a resource center where we have CalWORKs Welfare to Work activities and nutrition classes.

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: IMPERIAL COUNTY

Department of Social Sevices

Federal Share Budget		FFY 2013
Personnel Salaries	$	38,625.00
Fringe Benefits	$	16,432.00
Operating	$	13,200.00
Equipment & Other Capital	$	-
Travel	$	3,285.00
Subcontractors	$	161,203.00
Other Costs	$	17,255.00
Indirect Costs	$	-
Total Federal	$	250,000.00

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Imperial
Contact: Javier De Anda

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Javier De Anda Title: Administrator (Program Manager)	$ 78,969	0.10	100.0%	0.0%	$ 7,897
2. Name: Cindy Rivera Title: Project Coordinator	$ 61,457	0.5000	90.0%	10.0%	$ 30,729
Subtotal		**0.6000**	**190%**	**10%**	**$ 38,625**

POSITION DESCRIPTIONS:

1	**Administrator**	Administers the nutrition education contract and budget, supervises nutrition Project Coordinator, attend nutrition education and scope of work related meetings, oversee program planning and collaborative activities. Coordinate contract reporting requirements.
2	**Project Coordinator**	Coordinate program staff and nutrition education activities; attend nutrition education and scope of work related meetings and trainings; plan and follow through on educational events at CalFresh sites, health fairs, and other promotional activities; work with community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand existing nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Participate in County Nutrition Action Plan activities and CX3 processes. Assist with data collection and analysis, and with the peparation of project reports and maintenance of tracking systems.

B. FRINGE BENEFITS:

Includes public employee retirement payroll taxes and medical/dental benefits at 42.543% of salaries
$38,625 x 42.543% = $16,432.23 — $16,432

SUBTOTAL: $ 16,432

C. OPERATING EXPENSES:

1 Postage (30,000 mailings x $.44 = $13,200) — $13,200

SUBTOTAL: $ 13,200

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $ -

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1	In-county: (various locations - El Centro, Brawley, Calexico, Seeley, Ocotillo, Salton City, Winterhaven, Niland) travel for Administrator and Project Coordinator to attend allowable nutrition education activities. County and personal vehicle 600 miles x $.555 per mile = $333.	$333.00
2	Out-of-county (driving distance): Project Coordinator to attend 4 trainings in the Southern California area. Per Diem 1 day x $40/day x 4 trainings = $160; mileage about 448 miles round trip x $.555/mile = $248.64 x 4 trainings = $994.56; Hotel $110/day x 2 days(2 trainings) = $220 (two trainings may require overnight stay).	$1,374.56
3	Out-of County (flying): Project Coordinator to attend network meetings/trainings. Air fare $405 roundtrip per person x 2 meetings/trainings = $810; Per Diem for a meeting/training = 2 days x $40/day = $80; Per Diem for a 2-day meeting/training = 3 days x $40/day = $120; Hotel $110 x 2 days = $220; Hotel $110 x 1 day = $110; Car rental $79/day x 3 days = $237.	$1,577.00

SUBTOTAL: $ 3,285

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1	Imperial County Public Health Department - see subcontractor budget	$161,203

SUBTOTAL: $ 161,203

G. OTHER COSTS:

Type of Costs

1	Purchasing, printing/duplication and supplies of promotional nutrition education materials to include ink for printers and paper products. Printing 30,000 mailings x $.15 per double-sided = $4,500 Printing 10,000 brochures (displays and handouts) x $.15 double-sided = $1,500 Pedometers w/nutitional logo 920 x $3.89 = $3,578.80 Printer ink and paper = $400 Posters and Frames 40 x ($1.84 printing + $44.29 frames) = $1,845.20 Envelopes & labels 30,000 x $.0586 = $1,758 Printing 920 nutritional bookletes 920 x $1.75 = $1,610 Other misc. = $2,063	$17,255

SUBTOTAL: $17,255

H. INDIRECT COSTS: Indirect cost rate.

$0 **SUBTOTAL:** $ -

TOTAL	$ -	0.6000			$ 250,000

FFY SNAP-Ed 20.. CWD/LHD Project
Imperial County Public Health Department - Subcontractor Budget Justification
October 1, 2012-September 30, 2013

County: Imperial
Contact: Janette Angulo

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
3. Name: (Subcontractor) Janette Angulo Title: Administrator	$ 90,438	0.0500	100.0%	0.0%	$ 4,522
4. Name: (Subcontractor)Yoliviviana Sanchez Title: Supervisor	$ 63,516	0.1000	50.0%	50.0%	$ 6,352
5. Name: (Subcontractor) TBD Title: Nutritionist	$ 53,750	1.0000	10.0%	90.0%	$ 53,750
6. Name: (Subcontractor) TBD Title: Community Service Worker II	$ 36,783	1.0000	10.0%	90.0%	$ 36,783
Subtotal	**$ 244,487**	**2.1500**	**170%**	**230%**	**$ 101,407**

POSITION DESCRIPTIONS:

1	**Administrator**	Administer the contract and budget, attend nutrition education and scope of work related meetings, oversee program planning and collaborative activities. Coordinate contract reporting requirements.
2	**Supervisor**	Coordinates program staff and nutrition education activities; attend nutrition education and scope of work related meetings; plan and follow through on educational events at health fairs, and other promotional activities; work with various community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and/or develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand existing nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
3	**Nutritionist**	Provide nutrition education activities; attend educational events; work with SNAP-Ed eligible population at various sites, including social services, family resource centers, child care centers, and other locations; promote good health through dissemination of nutrition education materials; actively acquire and/or help develop culturally and linguistically competent nutrition curriculum and educational materials; promote existing and/or to develop new physical activity promotional components of nutrition education; and expand existing nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Assist with data collection and analysis, and with the preparation of project reports and maintenance of tracking systems. Participates in the County Nutrition Action Plan and CX3 processes, as necessary.
4	**Community Service Worker II**	Provides nutrition education activities to the eligible population. Specific duties include: delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters. Participates in the County Nutrition Action Plan and CX3 processes, as necessary.

FFY SNAP-Ed 2013 CWD/LHD Project
Imperial County Public Health Department - Subcontractor Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes public employee retirement, social security, medicare, worker's compensation,health group insurance dental/vision, and unemployment insurance at 42.543% of salaries $101,407 x 42.543% = $43,142

SUBTOTAL: $ 43,142

C. OPERATING EXPENSES:

1	Office supplies for nutrition activities including supplies (such as pens, pencils, postage, notepads, paper, business cards, and other supplies), and Internet, phone and fax expenses as needed for Nutriton Education and Promotion activities at approximately $108.33/mo x 12 mos =	$1,300

SUBTOTAL: $1,300

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $ -

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1	In-county: (various locations - El Centro, Brawley, Calexico, Seeley, Ocotillo, Salton City, Winterhaven, Niland) travel for subcontractor and staff listed under Personnel Salaries to attend allowable nutrition education activities. County and personal vehicle 2,400 miles x $.555 per mile = $1,332.	$1,332
2	Out-of-county (driving distance): Nutritionist and Community Services Worker to attend 4 trainings in the Southern California area. Per Diem 1 day x $40/day = $40 x 2 attendees = $80 x 4 trainings = $320; mileage about 448 miles round trip x $.555/mile = $248.64 x 4 trainings = $995; Hotel $110/day x 2 days(2 trainings) x 2 attendees = $440 (two trainings may require overnight stay).	$1,755
3	Out-of County (flying): Nutritionist to attend network meetings/trainings. Air fare $405 roundtrip per person x 1 attendees = $405 x 2 meetings/trainings = $810; Per Diem for a meeting/training = 2 days x $40/day = $80; Per Diem for a 2 day meeting/training = 3 days x $40/day = $120; Hotel $110 x 2 days x 1 attendee = $220; Hotel $110 x 1 day x 1 attendee = $110; Ground transportation/shuttle $50 x 1 person x 2 meetings/trainings= $100.	$1,440

SUBTOTAL: $ 4,527

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL: $ -

FFY SNAP-Ed 2013 CWD/LHD Project
Imperial County Public Health Department - Subcontractor Budget Justification
October 1, 2012-September 30, 2013

G. OTHER COSTS:					
Type of Costs					
1 Printing and duplication of nutrition education materials to include ink for printers and paper products at approximately $50/mo x 12 months = $600	$600				
2 Cooking and food demonstration supplies (cups, plates, spoons, forks, etc.) at approximately $62.50 x 12 months (900 eligibles/12 months = 75 participants per month)	$750				
3 Food items for demonstrations and taste testing. Approximately 60 food demonstrations (900 SNAP-ed Eligibles x $2.50 = $2,250)	$2,250				
				SUBTOTAL:	$ 3,600
H. INDIRECT COSTS: Indirect cost rate.					
Indirect costs include building and equipment use allowance, and Auditor, Treasurer, Procurement, County Counsel, Human Resources/Risk Management and Facilities Management services. 5% of subcontactor salary & fringe = $144,549 x 5%= $7,227	$7,227			**SUBTOTAL:**	$ 7,227
TOTAL	$ 244,487.00	2.1500	170.0%	230.0%	$ 161,203

FFY 2013 SNAP-Ed Kern County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

1. Project Synopsis

Project Title: Kern County Department of Human Services– HEALTHY CHOICES Community Expansion Project

FFY 2013 Award Amount: $350,000.00

Project Contact Name, Title: Pam Holiwell, Assistant Director

Project Contact Phone Number and Email: (661) 631-6136 – holiwep@co.kern.ca.us

Additional Important Information: Alternate Contacts:
Tony Lopez, Program Director (661)868-8952 lopezt@co.kern.ca.us

a. Related State Objectives

See State-Level Objective 1,2,4,8, and 10

b. Audience

The primary audience for the Kern County Department of Human Services (KCDHS) will be all CalFresh participants or potentially eligible (at or below 185% FPL) residing within the County of Kern.

Interventions will focus primarily on adults and children ages 5-11 that are CalFresh recipients or eligibles. Research shows that the eating and pysical activity habits of children ages 5-11 are more easily influenced than adolescents. Because parents, as role models, play a significant role in promoting healthy eating and physical activity among their children, it is important to engage them directly. The secondary populations targeted include seniors, parents of adolescents and other adults.

Target/County audience demographic data provided below.

Gender: Male 20% Female 80%

Ethnicity:

☒ African American	10 %
☐ Asian	%
☒ Caucasian	30%
☒ Latino	60%
☐ Native American	%
☐ Pacific Islander	%
☐ Other (specify) :	%

Languages:

☒ English	75%
☒ Spanish	25%
☐ Arabic	%
☐ Armenian	%
☐ Russian	%
☐ Bosnian	%
☐ Cantonese	%
☐ Farsi	%
☐ Hmong	%

Ages:

☐ Under 5 years old	____%
☒ 5 to 8	5%
☒ 9 to 11	5%
☐ 12 to 17	%
☒ 18 to 59	80%
☒ 60 years old and over	10%

c. **Focus on CalFresh Participants:** KCDHS will focus on four primary objectives:

Objective #1: Allocate SNAP-Ed funding for two full-time Health Education Assistants I and partner with the Kern County Department of Public Health Services (KCDPHS). Health staff will continue to participate in Network-sponsored training opportunities to increase their knowledge and skills. Nutrition events and trainings will be held at locations where over 50% of the participants will be CalFresh recipients or potentially eligible.

Objective #2: Continue to establish or strengthen relationships between KCDHS staff, the regional network partners, and the KCDPHS in the development of a County Nutrition Action Plan (CNAP).

Objective #3: Continue to provide nutrition/physical activity education classes to CalFresh recipients and SNAP eligible community members at CalFresh offices, senior centers, public housing, community collaborative centers, and employment training workshops, and schools in eligible census tracts. Additionally, the KCDHS will partner with a local Health Education Center to provide nutrition education to CalFresh participants and nutritious food demonstrations. Other efforts will include; but not limited to, nutrition education/physical activity materials will be

provided to CalFresh recipients and eligibles through information packets, and targeted mailings, posters in our lobbies and interview rooms.

Objective #4: Continue to strengthen community nutrition/physical activity education resources by updating and improving the developed nutrition information website, including links to healthy recipes, educational material, links to healthy eating and physical activities and local Farmer's Market locations

Location Based Proxy Sites:

☒ CalFresh Offices	100%
☐ Food Banks	____
☐ Food Pantries	
☒ Senior Centers	5%
☐ HeadStart	
☐ Shelters/Temporary Housing	
☐ Soup Kitchens	
☒ TANF Job Readiness Program	10%
☐ WIC Offices	
☒ Schools	5%
☒ Family Resource Centers	5%

Project Description. KCDHS will utilize Health Education Assistants who will be responsible for presenting SNAP-approved nutrition/physical education information at designated health education orientations offered five days a week to targeted consumers, depending on need. Nutrition/physical education information will be included in CalFresh participant's interview informational document packets. In addition, KCDHS intake/ongoing staff will answer basic nutrition questions and offer nutritional/physical education materials to all households applying and recertifying their CalFresh benefits. As part of the social media effort, KCDHS will update nutrition/physical activity education resources to the Kern County CalFresh website, including links to healthy recipes, educational material, links to healthy eating and physical activities and local Farmer's Market locations. KCDHS with the KCDPHS seeks to create a "sphere of influence" within target communities that promotes and supports healthy eating and physical activity throughout life through behavior change.

The project objectives will focus on all Kern County communities: Bakersfield, Delano, Lake Isabella, Lamont, Mojave, Ridgecrest, Shafter and Taft. Efforts will also focus on healthy eating for Seniors at senior feeding sites organized through the county's department of Adult and Aging and community collabortive organizations and schools as well as our department's Employment and Training workshops. This project is estimated to provide in-direct nutrition/physical activity education materials to over 117,000 individuals in our community.

Key Methods and Messages are listed below:

Key Methods:

☒Advisory Council/Task Force (specify): Community Call to Action Collabortative, C-NAP Workgroup, Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention CX3 Subcommittee, Kern County Call to Action
http://psbweb.co.kern.ca.us/PH_Internet/departments/cd/callToAction.aspx

☒Internet/Web Sites-website address: http://www.co.kern.ca.us/dhs/
☒Print Media estimate @ 100,000 publications (6000 Intake packets x 10= 60,000 4500 Recert Packets x 10 = 45,000 total 105,000 + 12,000 Community events = 117,000)
☐Radio: _____
☐TV:
☒Nutrition Education Orientations: (3,840 occurrences at 0.5 hour(s) each) (5 x week x 4 = 20 a month = 20 oreintations x 16 participants = 320 participants per month x 12 months = 3,840 participants, Includes OCS (Bakersfield) and Districts
☒Community Education Events: (20 occurrences at 1-3 hour(s) each)
☒Training/Workshop/Conference: (5 occurrences at 2-4 hour(s) each)
☐Point of Purchase: (occurrences at hour(s) each)
☒Other (specify)Food Demonstrations: (22 occurrences at 1 hour(s) each)
Schools: (5 occurances at 1 hour(s) each)
Family Resource Centers: (5 occurances at 1 hour(s) each)

Key Educational Messages:
☒Fruits & Vegetables
☒Physical Activity
☒Limit Added Sugars or Caloric
☒Food Shopping/Preparation
☒Promote Healthy Weight
☒Other (Specify): My Plate

SNAP-Ed Delivery Sites by Type of Setting:
9 CalFresh Offices
10 Community Centers
6 Elderly Service Centers
1 Public Housing
2 Schools

Projected Number of Unduplicated Participants: 2805 (*Senior Centers/Community Centers 3 sites per month x 16 participants a month = 48 x 12 = **576**. CalFresh Offices - Nutrition Class 5 x week = 20 classes x 16 participants= 320 x 12 = **3,840 total.**)*

d. Summary of Research.

See Section A.

e. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula Data Sheet.

f. Key Performance Measures/Indicators.

KCDHS will maintain documentation for each objective: Meeting documentation (agendas, sign in sheets and notes) for the County Nutrition Action Plan (CNAP) process. Nutrition/physical activity education classes (date, time, location, recruitment, and participant sign in, sample lesson plans, class assessment surveys, and quality assurance oversight summaries. When the household is due to recertify the application (normally a 12 month time period), the eligibility worker will administer the survey once again to collect data surrounding the eating habits of the consumer. Furthermore, questions requesting information on behavior modification will be specifically asked to see if the consumer has implemented the health education information presented and modified his or her dietary habits and establish media documentation by tracking the number of hits to the nutrition/physical activity site on the website.

Process evaluation measures will indicate the number of people reached, participation levels in all activities performed, quality assurance of nutrition/physical activity education sessions (collected through assessment surveys and session observations), and quality of partnership between KCDHS, KCDPHS, and C-NAP group.

2. Evaluation Plans

The Program Evaluation provided by KCDHS will design and conduct an evaluation of the SNAP Education program to run jointly by the KCDHS and KCDPHS. We will continue to utilize the approved CDSS pre and post surveys for each nutritional education orientation activity. The work will include coordinating all activities related to the development, implementation, and reporting of this program evaluation. The work will also include developing a plan to continue the evaluation in the future. Tentative Evaluation Plans include:

- Evaluation plan will be developed and expanded upon the implementation of the Health Education Assistant I.
- Pre-intervention assessment surveys, administered at yearly Recertifications (Formative)
- Orientation assessment surveys, administered after seminars. (Outcome/Impact)
- Site vists/obervations of classes conducted by Health Education Assistant I. (Outcome/Impact)
- Collection of 'FFY13 EARS Data Cards to serve as a learning tool throughout the year so our department will be prepared to enter data for the following fiscal years.

3. Coordination Efforts

3. Coordination Efforts

KCDHS, in partnership with KCDPHS will conduct countywide nutrition/physical activity education interventions, community events, and campaigns. Additionally, KCDHS will partner with other community partners to complete a CX3 process and develop a County Nutrition Action Plan (CNAP). Partners may include FNS funded partners (e.g. SNAP-Ed programs, Health Education Center, Regional Network for a Healthy California, Food Bank) and unfunded interested partners (e.g., Community Activities, local Food banks, non-profits providing nutrition/physical activity education, shelters). Additionally, KCDHS will participate in the Network's Regional Collaborative Meetings and Kern County Call To Action.

As an organization dedicated to ensuring every child, individual, and family in Kern County is safe, healthy and self-sufficient, we are very much concerned with the health and well-being of our community. Along with a multiple number of community partners and stakeholders, we have begun addressing the complex contributing factors that lead to overweight/obesity and related chronic conditions by working to improve the nutritional environment and increase physical activity opportunities.

Kern County Department of Human Services (KCDHS) has partnered with the Kern County Public Health Services Department (KCPHDS) and the Community since November 2010 in the Call to Action: Chronic Disease and Obesity Action Plan. This plan seeks to improve nutrition education and promote active lifestyles. We believe that community health must be achieved collaboratively, and that's why we are actively participating in the Call to Action. The Call to Action is intended to have the most influence on developing environmental and policy change supporting healthy lifestyles, choices and behavior change by engaging residents, community organizations, local leaders and businesses.

The KCDHS will engage Community Based Organizations (CBOs) that already serve our CalFresh participants, low income (below 185% FPL) individuals and families in our communities to provide nutrition and physical education. These individuals and families are more likely to participate because these CBOs already provide our communities with specific services they are in need of and are located directly within the community it serves, which will increase participation as accessibility will not be a barrier. These service areas will be identified by census tracts and proxy sites to meet the income requirements, if the individuals or families being served are not currently receiving CalFresh benefits. Our department will coordinate our efforts with our county's CBOs who currently participate in state and locally funded activities to promote nutrition and physical activity education that the activities provided with this project will supplement the education and not duplicate efforts. CBOs and KCDHS will provide the FNS approved nutrition messages consistently throughout Kern County. This effort will further emphasize the importance of 'Healthy Choices' and strengthen the message to our CalFresh participants and low-income individuals and families.

Kern County's, Call to Action Plan sets the foundation for a County Nutrition Action Plan (CNAP). The Call to Acton Plan's objective is broad-based and focused on nutrition and physical activity to reduce obesity and chronic disease and will allow the support and foundation to develop a CNAP for Kern. The coordination of efforts are as follows:

1. ***Providing consistent nutrition messages.*** Efforts on one or two key behaviors would increase the potential for achieving outcomes. Kern plans to focus on increased consumption of fruits and vegetables and reduction of sugary drinks, with increased physical activity.

2. ***Leveraging resources more effectively.*** Coordination of efforts will help to maximize the investment in nutrition education and increase positive results.

3. ***Providing better information sharing among programs.*** Meetings facilitate information sharing among stakeholder and other nutrition education providers.

4. ***Creating new and innovative ideas.*** Collaboration across programs helps bring new and varied perspectives in addressing existing problems.

5. ***Increased potential for getting results.*** Collaboration results in more integrated and comprehensive nutrition education that reaches individuals, families, and communities with the greater intensity and duration needed to make behavior change more achievable.

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh Office	Kern Co. Department Human Services	100 E. California Ave	Bakersfield	93307	N/A	---	N/A	Proxy Site
CalFresh Office	Kern Co. Department Human Services	3041 Wilson Rd.	Bakersfield	93304	N/A	---	N/A	Proxy Site
CalFresh Office	Kern Co. Department Human Services	1816 Cecil Ave.	Delano	93215	N/A	---	N/A	Proxy Site
CalFresh Office	Kern Co. Department Human Services	7050 Lake Isabella Blvd.	Lake Isabella	93240	N/A	---	N/A	Proxy Site
CalFresh Office	Kern Co. Department Human Services	8300 Segrue Rd.	Lamont	93241	N/A	---	N/A	Proxy Site
CalFresh Office	Kern Co. Department Human Services	2340 Hwy 58	Mojave	93501	N/A	---	N/A	Proxy Site
CalFresh Office	Kern Co. Department Human Services	145 E. Ridgecrest Blvd.	Ridgecrest	93355	N/A	---	N/A	Proxy Site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh Office	Kern Co. Department Human Services	115 Central Valley Hwy	Shafter	93263	N/A	---	N/A	Proxy Site
CalFresh Office	Kern Co. Department Human Services	119 North 10th St.	Taft	93268	N/A	---	N/A	Proxy Site
Senior Nutrition Center #1	Arvin Senior Center	800 Walnut Dr.	Arvin	93203	060290063202	All Races	80.9%	Qualifying Census Tract
Senior Nutrition Center #2	Bakersfield Community House	2020 R St.	Bakersfield	93301	06029001600	All Races	74.1%	Qualifying Census Tract
Senior Nutrition Center #3	Richard Prado East Bakersfield Senior Center	2101 Ridge Rd.	Bakersfield	93305	06029001201	All Races	66.1%	Qualifying Census Tract
Senior Nutrition Center #4	Delano Community Building	925 Ellington	Delano	93215	06029004901	All Races	69.8%	Qualifying Census Tract
Senior Nutrition Center #5	Shafter Senior Center	505 Sunset Ave	Shafter	93263	06029004102	All Races	80.9%	Qualifying Census Tract
Senior Nutrition Center #6	Lamont Community Center	10300 San Diego St	Lamont	93241	06029006402	All Races	69.8%	Qualifying Census Tract

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Community Collaborative #1	McFarland - Family Resource Center (FRC)	410 E. Perkins	McFarland	93250	06029004700	All Races	66.1%	Qualifying Census Tract
Community Collaborative #2	Southeast Neighborhood (FRC)	1509 E. 11th St	Bakersfield	93307	06029002200	All Races	80.9%	Qualifying Census Tract
Community Collaborative #3	Richardson Center (FRC)	1515 Feliz Dr	Bakersfield	93307	06029002500	All Races	69.8%	Qualifying Census Tract
Community Collaborative #4	Lamont Family Resource Center (FRC)	7839 Burgandy Ave	Lamont	93241	06029006402	All Races	69.8%	Qualifying Census Tract
Community Collaborative #5	Arvin (FRC)	207 S. A St	Arvin	93203	06029006302	All Races	80.9%	Qualifying Census Tract
Community Collaborative #6	Community Connections (FRC)	1842 Norwalk	Delano	93215	6029004901	All Races	69.8%	Qualifying Census Tract
Community Collaborative #7	East Kern (FRC)	15662 K St	Mojave	93501	06029005900	All Races	69.8%	Qualifying Census Tract
Community Collaborative #8	East Bakersfield Community (FRC)	1700 Flower St	Bakersfield	93305	06029001201	All Races	66.1%	Qualifying Census Tract
Public Housing	Building Blocks	1801 Belle	Bakersfield	93307	N/A		N/A	Proxy Site

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
		Terrace						
Public Housing	Madison Place	1885 Madison St	Bakersfield	93304	06029002500	All Races	69.8%	Qualifying Census Tract
Bakersfield City School District	Boys & Girls Club	801 Niles	Bakersfield	93305	06029001300	All Races	80%	Qualifiying Census Tract
Bakersfield City School District	School Health	1001 Tenth Street	Bakersfield	93304	06029002000	All Races	78%	Qualifiying Census Tract
Community Collaborative #9	Haven Counseling Kinship Support Services Program	316 H St.	Bakersfield	93304	06029001902	All Races	52%	Qualifiying Census Tract
Community Collaborative #10	Haven Counseling Center Child Abuse Prevention	730 Chester Ave.	Bakersfield	93301	06029002000	All Races	78%	Qualifiying Census Tract

Use of Existing Educational Materials/Curricula Data Sheet

Source	*Title*	*Description*	*Languages*
FNS Nutrition Link	*Eat Smart Play Hard*	*Eat Smart. Play Hard.™ offers resources and tools to convey and reinforce healthy eating and lifestyle behaviors that are consistent with the Dietary Guidelines for Americans and the MyPyramid Food Guidance System.*	*English/ Spanish*
SNAP-Ed Connection	*SNAP-Ed Connection*	*It provides information on valuable training and continuing education resources for educators and facilitates access to educational materials developed specifically for SNAP participants and eligibles.*	*English/ Spanish*
Harvest of the Month	*Cookbook, Harvest of the Month*	*As title indicates, developed by the Network*	*English/ Spanish*
MY PLATE	*Dietary Guidelines for Consumers Brochures*	*As title indicates*	*English/ Spanish*
MY PLATE	*10 Tips Nutrition Education Series*	*Tips on reducing salt intake, increasing fruit and vegetable, whole grains and dairy consumption*	*English/ Spanish*
My Pyramid for Kids	*MyPyramid for Kids Worksheet*	*This worksheet helps kids track how their food choices match up to the recommendations of MyPyramid.*	*English/ Spanish*
Network Tool box for Community Educators	*Fruit, vegetable, and physical activity playing cards*	*Nut Ed playing cards support several Nut Ed lessons.*	*English/ Spanish*

Other California Healthy Kids Resource Center materials	*CANFIT Super Manual, Color Me Healthy, Changing the Scene, Generation Fit, Take 10! K-5*	*Manual and other materials to help improve healthy eating and physical activity for adolescents in low income communities and communities of color*	*English/Spanish*
CDC	*How to Use Fruits and Vegetables to Help Manage Your Weight*	*As title indicates*	*English/Spanish*
SNAP FNS	*Loving Your Family Feeding Their Future, Nutrition Education Through the Food Stamp Program*	*Educational and promotional materials and techniques to help SNAP-Ed providers work with low-income women with children including Spanish speakers and those with limited reading skills*	*English/ Spanish*
SNAP FNS	*Maximizing the Message - Moms and Kids Make Healthier Food Choices*	*A publication of core nutrition messages that are designed to help low-income mothers with secondary messages for children 8 to 10 years old. The publication is available at: http://www.fns.usda.gov/fns/corenutritionmessages/default.htm*	*English/Spanish*
Network for a Healthy California	*Champions for Change Physical Activity Guide*	*Handout: tips for increasing physical activity, also includes rationale*	*English/Spanish*
USDA	*Network approved recipes*	*As title indicates*	*English/ Spanish*
Network for a Healthy California	*Physical Activity*	*Brochure that provides suggestion on ways to incorporate PA into daily routine.*	*English/ Spanish*

Network for a Healthy California	*Physical Activity Empowerment*	*Network approved and USDA developed.*	*English/ Spanish*
Food Stamp Nutrition Connection	*Food Stamp Office Resource Kit*	*SNAP-Ed materials Focusing on educating food stamp recipients and applicants about the choices that lead to good nutrition and healthy behavior.*	*English/Spanish*
American Heart Association	*How to Read the New Food Label Brochure*	*As indicated in title*	*English/Spanish*

FFY 2013 County Welfare Department/Local Health Department Project

Budget Cover Sheet

September 1, 2012-October 1, 2013*

*FFY 12 budget has spending authority through September 30, 2013

County: Kern

Federal Share Budget		FFY 2013 carry-in
Personnel Salaries	$	136,360.00
Fringe Benefits	$	48,251.00
Operating	$	11,800.00
Equipment & Other Capital	$	-
Travel	$	11,182.00
Subcontractors	$	30,000.00
Other Costs	$	64,000.00
Indirect Costs	$	41,144.00
Total Federal	$	-
Total	$	342,737.00

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: KERN CWD/LHD
Contact: Pam Holiwell, Assistant Director (661) 631-6136

A

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Tony Lopez Title: Program Director	$ 89,124	0.1200	11.0%	1.0%	$ 10,695
2. Name: County Extra Help Full Time - To be determined Title: Administrative Coordinator	$ 58,044	0.5000	100.0%	0.0%	$ 29,022
3. Name: Ferdinand Rivera Title: Office Service Technician	$ 35,244	0.2000	15.0%	5.0%	$ 7,049
4. Name: County Extra Help - To be determined Title: Health Education Assistant I	$ 39,007	1.0000	10.0%	90.0%	$ 39,007
5. Name: County Extra Help - To be determined Title: Health Education Assistant I	$ 39,007	1.0000	10.0%	90.0%	$ 39,007
6. Name: Carol McLean Title: Reprographics Prodution Technician III	$ 36,324	0.1000	20.0%	0.0%	$ 3,632
7. Name: Dave Persinger Title: System Analyst II	$ 79,476	0.1000	5.0%	0.0%	$ 7,948
Subtotal	**$ 376,226**	**3.0200**	**171%**	**186%**	**$ 136,360**

POSITION DESCRIPTIONS:

1	**Program Director**	Coordinate program staff and nutrition/physical education activities; plan and follow through on outreach and educational events at health fairs and other promotional activities; work with departmental staff and community organizations in planning and promoting good health through dissemination of nutrition/physical activity education materials; actively acquire and develop culturally and linguistically competent nutrition/physical activity curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional/physical activity components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
2	**Administrative Coordinator (Extra Help Full Time)**	Assists the Program Director with nutrition/physical activity education program planning and development. Under the direction of Program Director, works with the Project Staff who works directly with the individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles. Assists with administering the nutrition/physical activity education contract and budget, attends nutrition/physical activity education and scope of work related meetings, develops program plans and participates in the Regional collaborative. Coordinates contract reporting requirements. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Coordinates and schedules the health education orientations and food demonstrations. Assists the Health Education Assistants in capturing and documenting educational events and with writing project reports and preparation of other reports as instructed by CDSS. Supervises nutrition/physical activity health education assistants.
3	**Office Service Technician**	Provides general clerical support to the Program. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition/physical education contract. Assists in development and maintenance of a data collection.
4&5	**Health Education Assistant I (2 Extra Help)**	Provides nutrition/physical activity presentations to a variety of stakeholders to explain project, encourage participation, and utilize data; compile, organize, and report data to the Network for analysis; upon receipt of lf data analysis from lead Progran Director or Adminstrative Coordinator, complete all template Communications Tools for each neighborhood surveyed. Develop materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and heath benefits of proper nutrition and physical activity. Participates in nutrition/physical activity eduction based training and attends local and regional collaboratives.
6	**Reprographics Production Technician III**	Develop and/or print local promotional nutrition/physical activity education materials such as community flyers/ newsletters and/or to develop local nutrition/physical activity promotional/educational materials under the direction of the nutrition staff. Assists with community event setup and dismantle and transporation of materials, as well as all processes of developing nutrition/physical activity education materials including but not limited to mounting of posters and display boards. Assists with essential manpower resources needed for inventory control, assisting with supplies and distributing information.
7	**System Analyst II**	Designs and participates in the development, testing, updating and implementation of the DHS website, to promote local nutrition/physical activity education.

B.	**FRINGE BENEFITS:**		
	Federal Share:		
	1. Includes payroll taxes and medical/dental benefits of personnel salaries. KCDHS's employee fringe benefit rate has been determined based on the budget proposed to the Kern County Board of Supervisors. Includes FICA, Retirement, Deferred Compensation, Group Medical/Dental/Vision, Retired Medical, Unemployment Insurance, and Workers' Compensation Insurance; (Benefit percentage rates varies) staff positions: 1, 3, 6, 7.		$ 40,063
	2. County Extra Help employee fringe benefit rate has also been determined based on the budget proposed, and is solely for Social Security (FICA); staff positions 2, 4 and 5		$ 8,188
		SUBTOTAL:	**$ 48,251**

C.	**OPERATING EXPENSES: 12 MONTHS**		
	Federal Share:		
	1. Office supplies for Nutrition/Physical activities including supplies (such as, but not limited to, pens, pencils, postage, notepads, paper, chart paper, markers, name tags, binders, folders, dividers, file folders, CD discs and memory sticks) as needed for Nutrition/Physical Education and Promotion activities; staff positions 1-7. ($475. per month)		$ 5,700
	2. Telephone lines used by project staff, positions 1-7. ($208.33 per month)		$ 2,500
	3. Canon ImagePress usage by project reprographic staff for event/service flyers, event brochures and/or programs, forms duplication, poster, banners, etc. (1 FTE), staff position 6. ($300.00 per month)		$ 3,600
		SUBTOTAL:	**$11,800**

D. EQUIPMENT EXPENSES:

SUBTOTAL:	$	-
		$0

E. TRAVEL AND PER DIEM: Travel is estimated
Federal Share:

1. ANNUAL NETWORK CONFERENCES (Sacramento)	$	840
2 FTE (2 Health Education Assistants) Travel/Mileage: Calculated at $100/Roundtrip x 2 FTE = $200 Lodging: $100 per night ($84 + tax) x 2 nights x 2 rooms = $400 Meals and Incidentals: 3 days x $40/day x 2 FTE = $240		
2. NETWORK REGIONAL MEETINGS (Various Locations)	$	383
2 FTE (2 Health Education Assistants) Travel/Mileage: Calculated at $0.555/mile x 230 miles x 3 meetings = $383 One-day meetings do not require lodging, meals, and incidentals No registration fees for meetings		
3. REGIONAL NETWORK-SPONSORED TRAININGS (Various Locations)	$	383
2 FTE(2 Health Education Assistants) Travel/Mileage: Calculated at $0.555/mile x 230 miles x 3 trainings = $383 One-day meetings do not require lodging, meals, and incidentals No registration fees for meetings		
4. NON-*NETWORK* SPONSORED TRAINING (w/approval of State CM/PM)	$	176
2 FTE (2 Health Education Assistants) Travel/Miliege: Calculated at $0.555/mile x 230 miles x 1 training = $128 Meals: $24/day x 1 day x 2 attendees = $48		
5. MILEAGE / FLEET / DHS VEHICLES - MISC (Various Locations)	$	9,400
Associated costs for project staff using personal, DHS, or county fleet vehicles to travel to and from meetings, trainings, and/or intervention or activity sites. Staff Positions 1-7 ($0.555 x 16,936)		
SUBTOTAL	**$**	**11,182**

SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Nutritional food demostrations at CalFresh offices-Service agreement with Local Health Educators will provide food demonstrations in the lobby. Includes costs for food, recipe cards, travel cost, utensils and food storage equipment.**

SUBTOTAL: $30,000

G. OTHER COSTS:
Federal Share:

1. Food demonstration costs includes food ($2.50 x 1,100), and paper products and cleaning materials ($250) for taste tests. Not to exceed $2.50/per participant per demonstration.	$	3,000
2. Nutrition/Physical Activity Education *Resources* for various project activities to include community activities, nutrition/physical activity education information in application and recertification packets, and nutrition/physical activity staff training. Eat Smart and Live Strong promotion and materials, and other approved nutrition/physical activity materials, nutrition education community forums and/or local media activities. Printing/purchasing costs for up to 100,000 SNAP and income qualifying eligibles. Resources (English/Spanish) are evaluations, surveys, reinforcement materials (calendars, magnets, recipe books that reinforce the message), necessary to promote nutrition, improve participation in classes and measure effectiveness. Will explore the use of USDA materials free of charge from the National Agriculture Library, FNS Information Center, and Food Safety Inspection Service.	$	25,000

3.Nutrition/Physical Activity Education *Materials* for various project activities to include community activities, nutrition/physical activity education information in application and recertification packets, and nutrition/physical activity staff training. Eat Smart, Live Strong promotion and materials, and other approved nutrition/physical activity materials, nutrition education community forums and/or local media activities. Purchase of nutrition/physical education resource items to support the DHS Project Synopsis Activities. Not more than $4 per person 9,000 SNAP-Ed eligible participants. Materials (English/Spanish) are those items needed for educating our CF participants. They include but are not limited brochures, flyers, pamphlets, and curriculum materials. Not only will they be issued to participants at trainings, but also in intake/renewal packets. Will explore the use of USDA materials free of charge from the National Agriculture Library, FNS Information Center, and Food Safety Inspection Service.

	$	36,000
SUBTOTAL	$	64,000

G. *Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

H. INDIRECT COSTS:

Federal Share:

Indirect Cost: The indirect charges represent costs that cannot be directly attributed to project operations. These costs include, but are not limited to: Office of the Director staff (i.e., Administration, Accounting, Data Management, Supply), County Administrative Office, County Personnel, County Counsel, General Services, repairs and maintenance. (Percentage rates varies on each item)

SUBTOTAL	$	41,144

TOTAL COST:				$	342,737

Kern County Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Senior Nutrition Center #1	East Niles Senior Center	6601 Niles Street	Bakersfield	93306	06029001101	All Races	63%	Qualifying Census Tract
Senior Nutrition Center #2	Rasmussen Senior Center	115 E. Roberts Lane	Bakersfield	93308	06029000400	All Races	78%	Qualifying Census Tract
Senior Nutrition Center #3	Delano Senior Center	436 Jefferson Street	Delano	93215	06029005003	All Races	60%	Qualifying Census Tract
Senior Nutrition Center #4	Arvin Senior Center	800 Walnut Dr.	Arvin	93203	060290063202	All Races	80.9%	Qualifying Census Tract
Senior Nutrition Center #5	Bakersfield Senior Center	530 4th Street	Bakersfield	93304	06029002000	All Races	78%	Qualifying Census Tract
Senior Nutrition Center #6	Richard Prado East Bakersfield Senior Center	2101 Ridge Rd.	Bakersfield	93305	06029001201	All Races	66.1%	Qualifying Census Tract
Senior Nutrition Center #7	Delano Community Center	925 Ellington	Delano	93215	06029004901	All Races	69.8%	Qualifying Census Tract
Senior Nutrition Center #8	Shafter Senior Center	505 Sunset Ave	Shafter	93263	06029004102	All Races	80.9%	Qualifying Census Tract

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Senior Nutrition Center #9	Lamont Community Center	10300 San Diego St	Lamont	93241	06029006402	All Races	69.8%	Qualifying Census Tract

FFY 2012/2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Kings County Human Services Agency_____

FFY 2011/2012 Award Amount: _$150,000.00_____

Project Contact Name, Title: Antoinette Gonzales, Program Manager_____

Project Contact Phone Number and Email: (559) 852-4280
antoinette.gonzales@co.kings.ca.us__

Additional Important Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)*_Can be reached 9 am to 5 pm Monday through Friday. ____
_____

a. Related State Objectives

See State Objectives .

b. Audience

The audience will be predominantly those who would be in Categories 1 and 2. Specifically found in Asian race categories (Asian Indian, Cambodian, Chinese, Japanese, Filipino, Korean, Laotian, Vietnamese, and others not already mentioned or who have reported more than one Asian race), African American, Native Hawaiian or Other Pacific Islander (Native Hawaiian, Guamanian, Samoan and other Pacific Islander not already listed), white, and Hispanic or Latino households. Most of these households speak either English or Spanish but there are the few who speak Portuguese.

c. Focus on CalFresh Recipients.

We will focus on those within our pre-approved census tracts, those schools eligible to free/reduced meals, recipients at the CWD office, individuals utilizing KCAO Head Start Child Care (this service is not intended to be a duplicate of current Head Start programs but an addition to any current head Start nutrition education), residing at the local women's and men's shelters, utilizing the KCAO USDA Commodities Food Distribution sites, non-KCAO child care locations throughout the county, county wide pregnant and parenting teens, participants at Hanford Farmer's Market during the month's of May through September 2012, and those attending the local Kings County Fair held once a year.

d. Project Description.

Nutrition education classes will be held for approximately .75 to 1 hour for participants in homeless shelters, parents and children participating in Head Start and non-KCAO child care locations, and at the local County Welfare Department. Education to be provided will be in addition to education taught at the Head Start site, but focus more on the nutritious meals that can be made while supporting oneself or family on a SNAP budget. These classes will be provided to Head Start participants (adults and children) and coordinated to and community education events to be held at least twice a month during the months of May through September 2012. Provide a booth at the local county fair to offer nutrition education. Print flyers/posters to promote nutritional education classes to those within the eligible census tracts.

The vendor, KCAO, will be on site of the Main CWD office at least once a month as scheduling allows to provide a demonstration of nutritional foods that can be purchased and cooked, utilizing the recipe book provided by CDPH.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

The vendor will be selecting particular materials from the approved Champions for Change Recommended Nutrition Education Material list that fits to the curriculum, audience, and language.

g. Key Performance Measures/Indicators.

We are going to utilize a pre and post surveys that have already been approved and provided by Champions of Change Compendium of Surveys. The survey will be evaluate the current status of the participant prior to the educational session and post within a 3-6 month period of the session to assess the impact.

2. Evaluation Plans

Evaluation of the education provided at the Headstart and homeless shelters will be conducted, as these individuals will be locatable in 3-6 months of the education class. The evaluation tools to be used for the Headstart may be a combination of the UC Davis Food Behavior Checklist or Fruits and Vegetable Checklist, and one geared for younger children from the Compendium of Surveys.

The UC Davis Checklist will also be utilized with the participants at he homeless shelters and possibly those utilizing the food distribution locations throughout the county. It is hoped that participants will begin making more healthy and educated food selections after attending an educational session.

3. Coordination Efforts

The County CWD and LHD are planning on utilizing the same vendor. The CWD is going to be contracting with Kings Community Action Organization providing the full grant for the education of the SNAP eligible and potentially eligible population in Kings County. The LHD will be utilizing a portion of their funding within their Department and also contracting with the same vendor to utilize the balance. The CWD will be supporting those event the LHD will be providing and vice versa by promoting events through the positing of flyers in the lobby and information of the others events at our/their events.

FFY 2011 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

County: Kings County CWD

Federal Share Budget		FFY 2011
Personnel Salaries	$	-
Fringe Benefits	$	-
Operating	$	-
Equipment & Other Capital	$	-
Travel	$	-
Subcontractors	$	150,000.00
Other Costs	$	-
Indirect Costs	$	-
Total Federal	$	150,000.00

FFY SNAP-Ed 201. .12 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Kings County CWD
Contact: Antoinette Gonzales

A PERSONNEL SALARIES:

	1. Name and Position Title		2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
	POSITIONS			Full Time Equivalency			
1	Name:	Jeff Garner					
	Title:	Chief Executive Director	$ 96,250	0.02	100.0%	0.0%	$ 1,925
2	Name:	Glenda Stephens					
	Title:	Head Start Director	$ 76,572	0.10	100.0%	0.0%	$ 7,657
3	Name:	Lois Wiggs					
	Title:	Curriculum Specialist	$ 48,143	0.50	0.0%	100.0%	$ 24,072
4	Name:	Whitney Doyle					
	Title:	Community Outreach Worker/Community	$ 30,004	0.40	0.0%	100.0%	$ 13,202
5	Name:	Brenda Tamaya-Pagan					
	Title:	Administrative Coordinator	$ 36,920	0.10	100.0%	0.0%	$ 4,061
6	Name:	Janet Gordon					
	Title:	Accountant/Finance Analyst / Fiscal Analyst	$ 40,116	0.10	100.0%	0.0%	$ 4,012
7	Name:	Monica Gomez					
	Title:	Lactation Consultant	$ 38,950	0.20	0.0%	100.0%	$ 7,141
	Name:	(Various)					
	Title:	Head Start Site Directors at Service Locations	$ 46,700	0.10	0.0%	100.0%	$ 4,281
8	Name:	Paul Rohrbough					
	Title:	Driver	$ 29,580	0.01	0.0%	100.0%	$ 270
9	Name:	Antoinette Gonzales					
	Title:	Program Manager		0.10	100.0%		$ -
	SUBTOTAL		**$ 443,235**	**1.53**	**4.00**	**5.00**	**$ 66,621**

Chief Executive Director	Provides overall guidance for the operations, personnel, and fiscal responsibilities required by the nutrition project.
Head Start Director	Administer the nutrition education contract and budget, supervising nutrition education staff, attend nutrition education and scope of work related meetings, program planning and participating in the Regional collaborative. Coordinate contract reporting requirements.

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

Curriculum Specialist	Develops curriculum for nutrition education and physical activity interventions in a variety of different channels/venues.
Community Outreach Worker/Community Liaison	Conducts nutrition education, physical activity promotion interventions in the community setting. Works with CBOs to increase the reach of nutrition education interventions to SNAP-Ed eligibles.
Administrative Coordinator	Provides administrative and office support for the project staff and is responsible for the reporting requirements.
Accountant/Finance Analyst	Serves as internal auditor and controller. Assists with processing purchase orders, invoices, preparation of vouchers for payment as related to the Network program, as well as monitoring the budgets.
Head Start Site Directors	Serve as personal contact with parents. Help communicate the time, place and agenda of meetings. Follow up on parents' questions and suggestions. Provide support during presentations.
Lactation Consultant	Provides consultation to pregnant and parenting mothers regarding breastfeeding in accordance with SNAP-Ed Guidance 2012 sheet B.4. Examples of Allowable and Unallowable Cost under Nutrition Education on Page 74. This will be provided to mothers who are seen at the Head Start locations and will be geared to supplement and compliment WIC services, rather than supplant them.
Food Commodities Delivery Spec.	Retrieve donated fresh produce and fruits from in and out of county growers, shippers, and vendors. Only a small fraction of this person's annual salary and benefits are allocated to this program. Those few hours will be exclusively for the pocking up and transportation, and delivery of donated items that support the program.
CWD Program Manager	CWD contact for vendor (KCAO).

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 38% of salaries

SUBTOTAL: $ 25,316

C. OPERATING EXPENSES:

Office supplies for Nutrition activities including supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities 542/mo x 11

SUBTOTAL: $5,962

D. EQUIPMENT EXPENSES: $ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
10	1	0	0	0	0	717		$ 397.94
40	2	0	0	0	0	2400	0	$ 1,332.00

Travel to 40 events, 40 miles round trip at $0.555 per mile, usually two travelers sharing a vehicle. Events include Head Start and Migrant Hed Start parent meetings, Barbara Saville Women's Shelter client meetings, Head Start and Migrant Head Start Policy Council meetings, pregnant and parenting teen events, Kings County Fair, and Kings Community Action Organization Board of Directors meeting. All KCAO activities will be SNAP-Ed approved activites and fall within the Examples of Allowable and Unallowable Costs.

SUBTOTAL: $1,730

F SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

1) Nutritionist Consultant: $125 per hour at 224 Hours The consultant will certify that the nutrition education is current and accurate (because she has the credentials to do so). She would be available for individual nutrition counseling, and group nutrition education.	$28,000		
		SUBTOTAL:	$28,000

G OTHER COSTS:

Training Materials: Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site, Budget includes Binders. Budget covers cost of fresh produce for taste testing during educational sessions and community events not to exceed $2.50 per person (330 X $2.50=$825). Budget also includes purchase of small appliances as needed for food demonstrations during educational sessions and community events.		$825
Duplicate costs for printing nutrition education materials mass printing (5000 flyers @ 40c = $2000; (5600 color brochures @ 60c = $3,360; 20 foam board posters @ $40 = $800)	$	6,160
Supplies and utensils for SNAP-Ed: 2 microwaves @ $150 = $300; 2 toaster ovens @ $80 = $160; 2 blenders @ $50 = $100; utensils for cooking; pots, pans, cups, plates, mixing bowls, measuring cups, cutting boards = $ 1000	$	1,560
Mass of muscle model 5 @ $82 = $410; Fruit and Veggie Wheels 100 @ $4 = $400; Easel 4 @ $50 = $200; MyPlate complete kits 3 @ $450 = $1350; How much salt? Models 3@ $30 = $90; How much sugar? Models 3 @ $115 = $345	$	2,714
		$11,259

H. INDIRECT COSTS:

Indirect cost rate. ____% of Total Salaries or 8% Total Direct Costs or ____% of Modified Directs (provide what costs to be included)	$ 138,889	**SUBTOTAL:**	$	11,111

TOTAL:	**$ 443,235.00**	**1.53**	**4.00**	**5.00**	**$**	**150,000**

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh Office	**Kings County Human Svcs Agency**	**1200 South Drive**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
CalFresh Office	**Kings County Human Svcs Agency**	**951 Chittenden Ave**	**Corcoran**	**93212**	N/A	N/A	N/A	Proxy
Schools-Preschool	**Corcoran YMCA**	**900 Dairy Ave**	**Corcoran**	**93212**	06031001500	All Races	50.3%	N/A
Schools-Preschool	**Paramount Farms**	**1225 S 7th Ave**	**Avenal**	**93204**	06031001701	All Races	71.0%	N/A
Schools-Preschool	**WHC Avenal State Preschool**	**500 S 1st St**	**Avenal**	**93204**	06031001701	All Races	71.0%	N/A
Headstart	**Avenal Headstart**	**945 Skyline Blvd**	**Avenal**	**93204**	N/A	N/A	N/A	Proxy
Headstart	**Corcoran Headstart**	**700 6 ½ Ave**	**Corcoran**	**93212**	N/A	N/A	N/A	Proxy
Headstart	**Generations**	**1075 Blake St**	**Lemoore**	**93245**	N/A	N/A	N/A	Proxy
Headstart	**Home Garden**	**9726 Home Ave**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Headstart	**Oasis Ctr**	**1072 S 7th Ave**	**Avenal**	**93204**	N/A	N/A	N/A	Proxy
Headstart	**Lee Richmond**	**939 Katie Hammond Ave**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Headstart	**Kettleman City Foundation Bldg.**	**75 5th St**	**Kettleman City**	**93239**	N/A	N/A	N/A	Proxy

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity*	*185% FPL*	*Notes*
Headstart	**Rosa Parks**	**1130 N 11th Ave**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Headstart	**Stratford Headstart**	**19725 Cross St**	**Stratford**	**93266**	N/A	N/A	N/A	Proxy
Headstart	**Child Enrichment Ctr**	**905 Campus Dr**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Headstart	**Clay Center Head Start**	**323 E 11th St**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Headstart	**Home Base Head Start**	**892 S Harris St**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Headstart	**Margaret Crawford Early Head Start**	**10918 S 12th Ave**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Homeless Meal Provider	**Barbara Saville Women's Shelter**	**1208 N Douty St**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Homeless Meal Provider	**Cornerstone Men's Transitional Housing**	**801 W. 7th St**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Homeless Meal Provider	**Hanna's House**	**222 Keith St**	**Hanford**	**93230**	N/A	N/A	N/A	Proxy
Farmer's Market	**Thursday Night Marketplace**	**Main Street**	**Hanford**	**93230**	06031000900	All Races	50.5%	N/A
County Fair	**Kings Fair**	**801 S 10th Ave**	**Hanford**	**93230**	060310008004	All Races	70.5%	

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity*	*185% FPL*	*Notes*
USDA Commodities Distribution Site	**Koinonia Church**	**13549 Hanford-Armona Rd.**	**Armona**	**93202**	N/A	All Races	N/A	Proxy
USDA Commodities Distribution Site	**Corcoran Senior Center**	**800 Dairy Avenue**	**Corcoran**	**93212**	N/A	All Races	N/A	Proxy
USDA Commodities Distribution Site	**Kettleman City Family Resource Center (FRC)**	**75 Fifth St**	**Kettleman City**	**93239**	06031001701	All Races	71.0%	N/A
USDA Commodities Distribution Site	**Adult School**	**205 Park Ave**	**Avenal**	**93204**	N/A	All Races	N/A	Proxy
USDA Commodities Distribution Site	**Lifeway Church**	**501 E Bush Street**	**Lemoore**	**93245**	N/A	All Races	N/A	Proxy
USDA Commodities Distribution Site	**Family Resource Center**	**19348 Empire Street**	**Stratford**	**93266**	N/A	All Races	H/A	Proxy
Youth Education Site	**Longfield Center**	**560 S Douty St**	**Hanford**	**93230**	06031001100	All Races	67.6%	N/A

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed CWD/LHD Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **Lake County Department of Social Services/Lake County Public Health**

FFY 2013 Award Amount **$150,000**

Project Contact Name, Title: **Janice Hubbell , Project Coordinator**

Project Contact Phone Number and Email: **(707) 262-4517**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* **My office hours and days are Tuesday – Thursday from 8:00AM-2:00PM.**

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2013 listed on the CDPH's Network for a Healthy California's website: ***http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx***

a. Related State Objectives

See State Level Objectives

b. Audience

Lake County Department of Social Services will target the CalFresh, CalWORKs, In Home Supportive Services and Child Welfare Services Participants.

Target Audience

- Gender: Male (30%): Female (70%)
- Ethnicity: Caucasian (78%): African American (3%): Hispanic (12%); Asian (4%); other (3%)
- Language: English (93%): Spanish (6%): other (1%)
- Age: 5-18= 5% 19-34= 30% 35-54= 43% 55-75=22%

c. Focus on CalFresh Recipients.

Lake County Social Services will identify CalFresh eligible applicants at our Employment Services, IHSS and CWS Divisions and provide them with SNAP Education. We will also use the CalFresh intake process to identify those applicants that would qualify to participate in the SNAP Education program. The Divisions will provide food demonstrations, provide the CalFresh eligible applicants with educational material and educate them on the necessity of physical activity.

d. Project Description.

Lake County Depatment of Social Services has contracted with a Dietician to provide training to our delegated staff on nutrition activities and physical activities that will be conducted at several five series classes as well as at intake to WtW, CalFresh, Parenting Classes, Life Skills Classes, Job Club and Independent Living Classes. These classes will focus on eating recommended amounts of fruits and vegetables, grains, protein and dairy. The SNAP eligible families will learn how to portion their serving sizes to fill their plates with healthy items. These goals will be achieved through direct education and training, distribution of nutritional education and physical activity promotion materials. We plan to provide training to our IHSS providers on serving nutritional foods to the senior population and the benefit of physical activity. Our IHSS staff will also provide education to our IHSS clients during home visit they will provide the nutrition and physical activity information.

We also intend to provide healthy cooking demonstration classes as well as provide educational material on healthy eating and exercise. The cooking demonstration classes will be incorporated into established classes held within our agency that have not had nutrition education included in the curriculum. We feel that we will be able to have a captive audience and they will benefit from the knowledge of nutrition and physical activity. We would also like to partner with the Hospital to include some of our training into their Live Well Program. The Hospital that we will partner with is located in Clearlake that has the highest population of poverty and their site falls within the census track. We are also planning to target the senior population that falls below the 185% poverty level to participate in our classes. There will be a pre and post survey to evaluate the outcome of our classes.

We will collaborate with Lake County Health Services to include My Plate Guideline campaign in our classes.

The project includes collaboration with the Department of Health and other county agencies to develop a comprehensive nutrition plan. The plan is a first for Lake County. The project will also increase the partnership among agencies while coordinating nutrition education messages with CalFresh participants and those participants who fall below the 185% poverty level

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Source	Source Type	Title	Description	Audience Specific	Cost
University of Minnesota Extension	Curriculum	Simply Good Eating for Health	Addresses basic nutrition principles and physical activity as part of a healthy lifestyle, how to get key nutrients in one's diet, the importance of eating breakfast and how to choose healthier, lower-fat and lower-cost breakfast foods, snacks and fast foods	Adults	Cost of material
University of Minnesota Extension	Curriculum	Energizer for Simply Good Eating	Exercises that use food for examples	Adults	Cost of Printing
American Dietetic Association	Handouts	Healthy Eating on the Run: A month of tips	30 tips for making healthy choices when eating out	Adults	Printing costs and copying of material
American Dietetic Association	Handouts	Eating right for older Adults	Tips for eating healthy	Adult	Making copies
American Dietetic Association	Handouts	Get the facts on Food labels	Tips on reviewing food labels	Adults	Printing costs

American Dietetic Association	Handouts	Healthy Eating on the Run	Tips on eating at restaurants	Adults	Printing costs
Food and Drug Administration	Handout	Using the Nutrition Facts Label	A How to Guide for Older Adults	Adults	Printing costs
USDA SNAP-Ed Connection	Handout	30 Ways in 30 Days to Stretch Your fruit and Vegetable Budget	Calculate an appropriate Healthy Food Budget for your family, based on USDA's Low-Cost Food Plan.	Adults	Printing costs
USDA SNAP Ed Connection	Handout	Eat Right When Money's Tight	Tips on how to stretch food dollars thgough budgeting, food selection, and low-cost recipes.	Adults	Printing costs
USDA SNAP Ed Connection	Handout	Power up with Breakfast	Power Breakfast Ideas	Adults	Printing costs
USDA	Handout	A key to Choosing Healthful Foods	Using the nutrition facts on the food label and whet they mean.	Adults	Printing costs
Network for a Healthy California	Cards	Recipe Cards	Recipe Cards	Adults and Children	Printing costs
USDA Materials	Handout	My Plate	Educational Material that bring the message of My Plate	Adults	Printing costs

g. Key Performance Measures/Indicators.

Evaluation measures will be indicated by the participation levels I activities documented by sign-in sheets, pre and post survey assessment, increased consumption of fresh fruit and vegetables, increased knowledge of the benefits of fruits and vegetables. Improved knowledge of food preparations, cooking skills and trying new food items will indicate successful implementation of

our cooking demonstrations. Increased participation in physical activities will also be documented.

2. Evaluation Plans

Evaluation measures will include activity tracking logs, sign-in sheets, participant data cards and number of materials distributed. Participant data cars will be collected at every event. Data collected will include participant demographics, current services and benefits received. Also on the participant data form, two-three questions will be asked of each participant related to the nutrition education that they received and if it will have an impact on future choices related to fruit and vegetable consumption. Participant knowledge and/or awareness of My Plate and healthy eating habits will also be assessed.

3. Coordination Efforts

Being a rural county it is vital for the success of any project to collaborate with other agencies, private and non-profit. It is also essential to maximize our resources and not duplicate services. We will collaborate with the Local Public Health Department to promote My Plate campaign. We will collaborate with E Center and other local agencies to develop, strengthen education and nutritional/physical messages throughout the county. Lake County DSS, Public Health, E Center and other local agencies will collaborate and coordinate efforts for the development of a County Nutrition Action Plan..

FFY 2013 County Welfare Department/Local Health Department Project

Budget Cover Sheet

September 1, 2012-October 1, 2013*

*FFY 12 budget has spending authority through September 30, 2013

County: Lake

Federal Share Budget		FFY 2013 carry-in
Personnel Salaries	$	61,675.00
Fringe Benefits	$	31,238.00
Operating	$	15,400.00
Equipment & Other Capital	$	5,440.00
Travel	$	2,215.00
Subcontractors	$	5,000.00
Other Costs	$	2,358.00
Indirect Costs	$	19,511.00
Total Federal	$	-
Total	$	142,837.00

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Lake
Contact: Janice Hubbell

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Janice Hubbell* Title: *Project Coordinator*	*$ 56,724*	*0.10*	*10.0%*	*0.0%*	*$ 5,672*
2. Name: Jenny Billings Title: Social Services Aide	$ 59,567	0.2000	0.0%	20.0%	$ 11,913
3. Name: Loree Lewis Title: Social Services Aide	$ 35,407	0.2000	0.0%	20.0%	$ 7,081
4. Name: Betsy Salmans Title: Social Worker	$43,214	0.2000	0.0%	20.0%	$ 8,643
5 Name: Valerie Vick Title: Social Worker	$ 56,730	0.2500	0.0%	25.0%	$ 14,183
Name: Barbara Thompson Title: Social Worker Supervisor	$ 59,567	0.2500	0.0%	5.0%	$ 14,183
Subtotal		**1.2000**	**10%**	**90%**	**$ 61,675**

POSITION DESCRIPTIONS:

1	**Social Services Aide and Social Workers**	This staff will be trained by our contracted Dietician to provide culturally and linguistically competent nutrition curriculum and education materials to qualfied participants. They will provide cooking demonstrations to our participants on how to prepare healthy vegetables. They will also provide literature on the benefits of eating healthy to the participants. They will provide to the participants a well thought out plan for physical activity for themselves and their families.
5	**Project Coordinator**	Coordinate contract staff to train our staff on nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations and community organizations in planning and promoting good health through dissemination of nutriton education materials, actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 50.65 % of salaries

SUBTOTAL: $ 31,238

C. OPERATING EXPENSES:

Postage for mailing educational material to participants	$4,600	
Office Supplies - includes pencils, envelopes, tape, notebooks etc. $150/mo X 12 months	$1,800.00	
Large Scale Duplication Costs (approved Nutrition education material)	$3,000.00	
Food for Cooking Demonstrations	$6,000	
	SUBTOTAL:	$15,400

D. EQUIPMENT EXPENSES::

1 blender	$140	
Mobile Cooking Cart	$2,000	
1 microwave	$300	
Cooking cart equipment - utensils, pots, pans, bowls, cups, plates for cooking demonstrations	2,000	
Refridgerator	$1,000.00	$ -
	SUBTOTAL:	$5,440

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1	Annual Regional Network Conference- Lodging-Meals-Mileage for 2 Lodging - 2 nights= $112.00 X2 = $224.00 Meals and incidental costs - $40 per day x 2 days= $80.00 Mileage Cost - 252 x .555/mile = $139.86 Total Costs = $443.86	$ 443.86	
2	CCLHDN Conference - Lodging-Meals-Mileage for 2 Cost - $304 each employee x 2= 608 Meals and incidental costs - $40 per day x 2 days= $80.00 x 2 = $160 Lodging - 1 night= $84.00/night plus tax/ fees and parking $112.00/night X2 = $224.00 Mileage from Lake County to Sacramento = 252 miles X .555/mile = $139.86	$ 1,131.86	
3	Meetings with Public Health, WIC and other agencies 48 miles round trip x 2 meeting per month= 96 miles per month x 12= 1,152 x .555 = $639.36	$ 639.36	
			$2,215

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1 Dietician	$5,000	
2 Paid at $45/hour to provide 111 hours of training.		
	SUBTOTAL:	$5,000

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

G. OTHER COSTS:				
	Type of Costs			
1	SNAP-Ed approved Nutrition education handouts for events	$2,208		
2	**ServSafe Certification**	$150		
			SUBTOTAL:	$2,358

H. INDIRECT COSTS: Indirect cost rate. 21					
or 21 % of Modified Directs (salary and fringe benefits)		$ -		**SUBTOTAL:**	$ 19,511
TOTAL	$ -	1.2000			$ 142,837

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed CWD/LHD Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county:

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Madera County Department of Social Services *Network* Community Expansion Project

FFY 2013 Award Amount: $150,000

Project Contact Name, Title: Andrea Saldate, Health Education Specialist, Madera County Public Health Department

Project Contact Phone Number and Email: (559) 675-7893 ,

andrea.saldate@madera-county.com

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)*: Available Monday through Friday 8am to 5pm daily.

*For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2013 listed on the CDPH's Network for a Healthy California's website: **http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx***

a. Related State Objectives

See State-Level Objective 1,2,4,8, and 10

b. Audience

Specify the audience category as explained in Section A: Identifying and Understanding the Target Audience and other relevant characteristics of the proposed audience (e.g., age, gender, ethnicity, language.).

The target audience is those individuals that participate in CalFresh or are CalFresh eligible and receive services at local Social Service sites throughout the county.

Major demographic information:

- 70% Hispanic/Latino,
- 27% White,
- 3% other which encompasses African American, Native American and Asian.
- Of the total target audience about half speak Spanish.
- Target population that will be participating in the program will be adults 18+ and the elderly 60+.

c. Focus on CalFresh Recipients.

Describe how the project will focus education on CalFresh recipients.

Focus on CalFresh recipients will be accomplished by holding events and educational opportunities at the 4 different Department of Social Services sites where CalFresh recipients receive benefits and services. Other events will be held at sites where CalFresh recipients are likely to convene and sites within approved census tracts. CalFresh recipients will also be verified using the participant data cards which will ultimately be used to calculate the final number of participants and reported in the EARS.

d. Project Description.

Note how you will implement the project, giving particular attention to: key educational messages, how and where it will be delivered, duration of project, the projected total number of individuals participating or reached, and the estimated number of contacts per person reached (the frequency of contacts (number of classes, mailings, billboards, etc.)). Please include key purposes, key strategies and a narrative summary.

Madera County Department of Social Services will subcontract with the Madera County Public Health Department (MCPHD) to complete their scope of work. The subcontract was put in place because MCPHD has expertise in implementing nutrition education and trained staff to do so. Main areas of focus are food demonstrations at Social Services sites using Harvest of the Month, informational presentations focusing on Harvest of the Month, basic nutrition education, MyPlate, and eating healthy on a budget. New activities this year will be offering nutrition information to childcare providers and working with the Madera County Food Bank to display Harvest of the Month materials.

Food Demonstrations featuring Harvest of the Month: Food demos will be done at each of the 4 Social Services sites and the Madera County Food Bank, using the Harvest of the Month recipes

correlating to the month. Education will be conducted on the importance of fresh fruit and vegetable consumption, recipes that include the food product, eating healthy on a budget and *My Plate*. Each food demonstration will range in time from 1-2 hours.

DSS site Food Demos: Food demos/nutrition education will be held twice a month at each of the 4 DSS sites.

DSS 720: (40 people per demo x 2 per/mo x 12 mo) = 960

DSS 640: (15 people per demo x 2 per/mo x 12 mo) = 360

Chowchilla: (15 people per demo x 2 per/mo x 12 mo) = 360

Oakhurst: (10 people per demo x 2 per/mo x 12 mo) = 240

Total = **1,920 Direct**

Food Bank: Food Demo based on Harvest of the Month

Food Demo: (1 per/mo x 12 people) = **120 Direct**

- Harvest of the Month bulletin boards: There will be 4 bulletin boards (1 at each of the Social Services sites) and 1 at the Madera County Food Bank with Harvest of the Month materials and information. Information will be available regarding the produce as well as recipes that include the food item. Information will be changed monthly. Participant numbers depend on the site. Because the bulletin boards will be up for an entire month, all clients receiving services at the sites will be eligible to be counted as "Indirect". Numbers will be tracked by how many pieces of educational information are left at each site

DSS site bulletin boards: Bulletin boards at each of the 4 DSS sites will house Harvest of the Month.

DSS 720: (300 people per/mo x 12 mo) = 3,600

DSS 640: (100 people per/mo x 12 mo) = 1,200

Chowchilla: (75 people per/mo x 12 mo) = 900

Oakhurst: (50 people per/mo x 12 mo) = 600

Total = 6,300 Indirect

Food Bank: Bulletin board with Harvest of the Month information.

Bulletin board: (20 people per/mo x12 mom) = 240 Indirect

- **Child Care**: Send out monthly information: Harvest of the Month newsletter and recipe card as well as related child nutrition facts to home day care facilities, subsidized and un-subsidized

  (300 facilities x 12/mo) = 3,960 Indirect

- **IHSS:** Social Workers will distribute educational materials to clients either during visits or through USPS

  (100 per/mo x 12 mo) = 1,200 Indirect

Direct Education: Direct education will be scheduled and held in a class type setting. Sites for classes include Head Start locations and senior centers. Classes will cover Harvest of the Month, portion size (*My Plate*), importance of fresh fruits and vegetables and eating healthy on a budget. Classes will be 20-30 minutes long.

Senior Citizens: 2 presentations: one on Harvest of the Month and one on healthy meal preparation at 3 different senior centers

(3 sites x2 presentations x 12 people) = **72 Direct**

Head Start: Nutrition education presentations to parents with children enrolled in Head Start

(12 sites x 15 participants per site) = **180 Direct**

Totals:

Indirect Education = 11,700

Direct Education = 2,292

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Give the title, author and description of existing educational materials that will be used in the delivery of the project/intervention. Specify the language(s) in which the materials will be used including English. Indicate whether the materials will be purchased and justify the need and cost. Please utilize only Food and Nutrition Service (FNS) approved existing educational materials. To view a list of the most frequently used and acceptable curricula by the Network, please see attached Resource List.

Network for a Healthy California - Harvest of the Month Community Newsletter
- Harvest of the Month Fact Sheet
- Harvest of the Month Menu Slicks/templates
- Harvest of the Month web site - www.harvestofthemonth.com

Eating well as we age -
http://www.paseniorcenters.org/community/nutrition/2009/eatage_brochure.pdf

g. Key Performance Measures/Indicators.

MCPHD will use both qualitative and quantitative data in order to evaluate its activities. Surveys will be used in the direct education classes to gauge increase in knowledge, assess skills and likelihood of behavior change. Process measures to be used with the food demonstrations will be quantitative and based strictly on the numbers reached and information gained from the participant data card.

2. Evaluation Plans

Describe any evaluation planned. For each evaluation, please indicate:

- *the name(s) of each project(s) that will be a part of this evaluation;*
- *the type of evaluation as primarily a formative, process, outcome or impact assessment;*
- *the questions(s) that will be addressed and;*
- *the approach to conducting the evaluation, including scope, design, measures and data collection;*
- *plans for using the results*

Evaluation measures will include activity tracking logs, sign-in sheets, participant data cards, and number of materials distributed. Participant data cards will be collected at every event. Data collected will include participant demographics, current services and benefits received. Also on the participant data form, two or three questions will be asked of each participant related to the nutrition education that they received and if it will have an impact on future choices related to water, fruit and vegetable consumption. Participant knowledge and/or awareness of *My Plate* and healthy eating habits will also be assessed. Results will be shared with collaborators to propel future nutrition education programs and also be used to seek modifications in order to focus on population behavior changes such as fruit and vegetable consumption.

3. Coordination Efforts

Describe efforts to coordinate, complement and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions.

Coordination efforts will encompass numerous community based organizations in order to fully provide uniform nutrition education to the eligible population. Collaborators will be Madera County Public Health Department, Madera Unified School District, WIC, Head Start, Community Action Partnership of Madera County, Professional Association for Childhood Education, Madera County Food Bank, Workforce Development, the City of Madera Parks and Community Service Senior program, and the newly developing Healthy Eating Active Living (HEAL) Zone partnership which is based out of the Central Valley Regional Network office. Collaboration activities will be to attend group/council/taskforce meetings, provide access to eligible populations and the completion of the Local Health Department's CNAP.

HH 2013

Madera County Census Tract Data Sheet (Direct Education)

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity* **	*100% FPL*	*185% FPL*	*Notes*
Cal-Fresh Office	Madera DSS	720 E. Yosemite Ave.	Madera	93638		**			Means Tested Low-Income Assistance Programs
Cal-Fresh Office	Madera DSS	629 E. Yosemite Ave.	Madera	93638		**			Means Tested Low-Income Assistance Programs
Cal Fresh Office	Chowchilla DSS	125 South Second Street	Chowchilla	93610		**			Means Tested Low-Income Assistance Programs
Cal Fresh Office	Oakhurst DSS	40325 Hwy 41	Oakhurst	93644		**			Means Tested Low-Income Assistance Programs
Food Bank	Madera County Food Bank	225 S. Pine St. Ste. 101	Madera	93637		**			Means Tested Low-Income Assistance Programs
Community Center	Frank Bergon Senior Center	238 South D Street	Madera	93638	06039000800	**		66.2	
Community Center	Pan American Senior Center	703 Sherwood Way	Madera	93638	06039000604			64.2	
Community Center	Chowchilla Senior Center	820 Roberstson Blvd.	Chowchilla	93610	06039000300			54.4	
Head Start Programs	Alpha Migrant/Seasonal	900 Stadium Road	Madera	93637		**			Means Tested Low-Income

									Assistance Programs
Head Start Programs	Casas De La Vina	23784 Ave.9	Madera	93637		**			Means Tested Low-Income Assistance Programs
Head Start Programs	Chowchilla Head Start	265 Hospital Drive	Chowchilla	93610		**			Means Tested Low-Income Assistance Programs
Head Start Programs	Cottonwood Creek	2236 Tozer Ave	Madera	93638		**			Means Tested Low-Income Assistance Programs
Head Start Programs	Eastside Head Start	1112 S. A St.	Madera	93638		**			Means Tested Low-Income Assistance Programs
Head Start Programs	Fairmead Head Start	19421 Ave. 23 ¼	Madera	93637		**			Means Tested Low-Income Assistance Programs
Head Start Programs	Mis Angelitos Migrant	75 E. Adell St.	Madera	93638		**			Means Tested Low-Income Assistance Programs
Head Start Programs	Mis Tesoros	131 Mace St.	Madera	93638		**			Means Tested Low-Income Assistance Programs
Head Start Programs	Mountain Head Start	33087 Road 228	North Fork	93643		**			Means Tested Low-Income Assistance Programs
Head Start Programs	Oakhurst Head Start	49495 Road 427	Oakhurst	93644		**			Means Tested Low-Income

									Assistance Programs
Head Start Programs	Pomona Migrant	11777 Woodward Way	Madera	93637					Means Tested Low-Income Assistance Programs
Head Start Programs	Ruth Gonzales	838 Lilly St.	Madera	93637					Means Tested Low-Income Assistance Programs
Head Start Programs	Sierra Vista Migrant	917 E. Olive Ave.	Madera	93638					Means Tested Low-Income Assistance Programs
Head Start Programs	Valley West	101 W. Adell St.	Madera	93638					Means Tested Low-Income Assistance Programs

* Refer to list from Delivery Sites by Type of Setting section.
**All Races-AR, American Indian or Alaska Native-AI, Asian-AS, Black/African American-B, Native Hawaiian or Other Pacific Islander-NH, Hispanic/Latino-H, White-W,Other Races-OR.

Used American Communities Survey 2006-2010 to qualify

FFY 2013 County Welfare Department/Local Health Department
Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: Madera County Dept of Social Services

Federal Share Budget		FFY 2013
Personnel Salaries	$	-
Fringe Benefits	$	-
Operating	$	-
Equipment & Other Capital	$	-
Travel	$	-
Subcontractors	$	150,000.00
Other Costs	$	-
Indirect Costs	$	-
Total Federal	$	150,000.00

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Madera County
Contact: Debbie Blankenship

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Paul Yankey* Title: *Administrative Analyst II*	*In Kind*	*0.10*	*100.0%*		*In Kind*
2. Name: Title:	$ -				$ -
Subtotal		**0.1000**	**100%**	**0%**	**$ -**

SAMPLE POSITION DESCRIPTIONS:

1	**Administrative Analyst II**	Manages the nutrition education grant budgets, invoices, local share documentation reports, time studies, fiscal reporting and adherence to funding requirements.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $ -

C. OPERATING EXPENSES:

1 $0

SUBTOTAL: $0

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification

D. EQUIPMENT EXPENSES:: **October 1, 2012-September 30, 2013**

		$ -
	SUBTOTAL:	$0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1		$ -	
		SUBTOTAL:	$0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1	**Madera County Public Health Department**	$150,000	
2			
		SUBTOTAL:	$150,000

G. OTHER COSTS:

	Type of Costs		
1	Description of other costs associated with this project.	$0	
2		$0	
		SUBTOTAL:	$0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.1000			$ 150,000

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification (SUBCONTRACT)
October 1, 2012-September 30, 2013

County: Madera County MADERA PUBLIC HEALTH
Contact: Debbie Blankenship

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Sophia Aguilar Title: Health Educator (PHA)	$ 31,608	1.0000	10.0%	90.0%	$ 31,608
2. Name: Diane Saltos Title: Health Educator (PHA)	$ 26,004	0.5000	10.0%	90.0%	$ 13,002
3. Name: Andrea Saldate Title: Program Coordinator (HES)	$ 48,348	0.3000	90.0%	10.0%	$ 14,504
4. Name: To be determined Title: Dietician (N)	$ 49,731	0.5000	30.0%	70.0%	$ 24,865
Subtotal		**2.3000**	**140%**	**260%**	**$ 83,979**

POSITION DESCRIPTIONS:

1&2	**Health Educator**	Develop materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition and physical activity.
3	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on educational events, health fairs, schools, and other promotional activities; work with community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community education program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
4	**Dietician**	Oversees and supervises the nutrition education program including project administration, project coordination, the development of the nutrition education component and materials and other nutrition and physical activity promotion programs.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 40.0 % of salaries $ 33,592

SUBTOTAL: $ 33,592.0

C. OPERATING EXPENSES:

1 **Office Expense:**
General Office Supplies: pens, notepads, replacement print cartridges, clipboards, art supplies for the HOTM bulltin boards, copy paper, etc $ 546

2	**IT Support:**				
	Support website, internet usage, computer updates and IT Helpdesk	$	500		
				SUBTOTAL:	$ 1,046.00
D.	**EQUIPMENT EXPENSES::**				
1	**Food Prep:**				
	Food preparation equipment: storage containers, knives, cutting boards, serving spoons, etc.	$	250		
				SUBTOTAL:	$ 250.00
E.	**TRAVEL AND PER DIEM: Travel is estimated**				
	Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.				
1	**Conferences:**				
	Childhood Obesity Conference (Long Beach): 2 attendees	$	1,540.00		
	$325 registration x 2, $110 hotel x 3 nights, $40 per diem x 4 days x 2 staff, 530 miles at $.45 per mile				
2	**Travel:**				
	In-county mileage: for food demos, presentations, etc (243 miles x 12 x $.55 per mile)	$	1,620.00		
				SUBTOTAL:	$ 3,160.00
F.	**SUBCONTRACTORS:**				
				SUBTOTAL:	$ -
G.	**OTHER COSTS:**				
1	**Food Demo and related expenses:**				
	Food demo for HOTM ($1.35 per person for 2,040 people), food demo table and covering	$	2,754.00		
2	**Education Materials:**				
	Recipe books (2274 x$1.35), posters (3x 5 sites x $7.00)	$	3,175.00		
3	**Printing/Copying Expenses:**				
	Recipe Cards (10,500 x $.22), Data Cards (2500 x $.22), HOTM Newsletters(10,500 x $.41)				
	Eating well (1200 x $.41), Menu slicks (6540 x $.41)	$	10,375.00		
4	**Staff Certification:**				
	Serve Safe Certification ($10x2 fulltime staff)	$	20.00		
				SUBTOTAL:	$16,324
H.	**INDIRECT COSTS:** Indirect cost rate. 8.42% Total Direct Costs				
		$	11,649	SUBTOTAL:	$ 11,649
	TOTAL	$ -	2.3000		$ 150,000

Madera

Date: 08/18/2010 1:11 PM

Provider Summary Report

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility
895	ACORN TREE CHILDREN'S		CCC	49185 RD 426 #2	OAKHURST, 93644	(559) 6
304	ALPHA MIGRANT/SEASONAL		CCC	900 STADIUM RD	MADERA, 93637	(559) 6
362	ALPHA STATE PRESCHOOL		CCC	900 STADIUM RD	MADERA, 93637	(559) 6
205	CASAS DE LAVINA HEAD START		CCC	23784 AVE 9	MADERA, 93637	(559) 6
868	CESAR CHAVEZ STATE		CCC	2600 E PECAN AVE	MADERA, 93638	(559) 6
653	CHILDREN'S HOSPITAL CENTER		CCC	9300 VALLEY CHILDREN'S	MADERA, 93636	(559) 3
117	CHOWCHILLA HEAD START		CCC	265 HOSPITAL DR	CHOWCHILLA, 93610	(559) 6
1028	CORNERSTONE COMMUNITY		CCC	208 FIG TREE RD	CHOWCHILLA, 93610	(559) 6
621	COTTONWOOD CREEK HEAD		CCC	2236 TOZER AVE	MADERA, 93638	(559) 6
418	CREATIVE KID'S CENTER		CCC	10878 HWY 41	MADERA, 93636	(559) 4
55	EASTSIDE HEAD START		CCC	1112 S A ST	MADERA, 93638	(559) 6
214	FAIRMEAD HEAD START		CCC	19421 VE 23 1/4	MADERA, 93637	(559) 6
928	FULL CIRCLE PRE-K LEARNING		CCC	125 S J ST	MADERA, 93637	(559) 6
40	GREAT BEGINNINGS LEARNING		CCC	2617 HOWARD RD	MADERA, 93637	(559) 6
514	HARVEST CHRISTIAN		CCC	2001 NATIONAL AVE	MADERA, 93637	(559) 6
283	HILLSIDE BAPTIST CHILD CARE		CCC	55238 ROAD 200	NORTH FORK, 93643	(559) 8
142	INDIAN SPRINGS CHILDREN'S		CCC	40088 INDIAN SPRINGS	OAKHURST, 93644	(559) 6
66	JAMES MONROE STATE		CCC	1819 N LAKE ST	MADERA, 93638	(559) 6
143	JOYFUL NOISE CHILD		CCC	40299 HWY 49	OAKHURST, 93644	(559) 6
33	KIDDIE KOUNTRY CLUB		CCC	1844 SCHNOOR AVE	MADERA, 93637	(559) 6
664	LAMBS OF CHRIST CHILD CARE		CCC	500 SUNSET AVE	MADERA, 93637	(559) 6
686	LOS NINOS	ERICKA GIL	CCC	29171 DESHA ST	MADERA, 93638	(559) 6
556	MADERA CHILD DEVELOPMENT		CCC	1205 SONORA ST	MADERA, 93638	(559) 6
672	MADERA EARLY CHILDHOOD	I-5 SOCIAL SERVICES	CCC	220 E ALMOND AVE	MADERA, 93637	(559) 6
631	MADISON STATE PRESCHOOL		CCC	109 STADIUM RD	MADERA, 93637	(559) 6
49	MILLVIEW STATE PRESCHOOL		CCC	1609 CLINTON AVE	MADERA, 93638	(559) 6
1024	MIS ANGELITOS MIGRANT		CCC	75 E ADELL ST	MADERA, 93638	(559) 6
708	MIS TESOROS HEAD START		CCC	131 MACE ST	MADERA, 93638	(559) 6

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility Phone Numb
206	MOUNTAIN HEAD START	NORTH FORK HEAD START	CCC	33087 ROAD 228	NORTH FORK, 93643	(559) 877-2352
661	NANCY FULLER CHILDREN'S		CCC	12018 CHARLTON RD	MADERA, 93638	(559) 645-1241
867	NISHIMOTO STATE		CCC	26460 MARTIN ST	MADERA, 93638	(559) 661-5155
361	OAKHURST HEAD START		CCC	49495 RD 427	OAKHURST, 93644	(559) 658-8171
926	OAKHURST LUTHERAN CENTER		CCC	39255 BLACK RD	OAKHURST, 93644	(559) 683-4673
1029	PARKWOOD STATE		CCC	1150 E PECAN AVE	MADERA, 93637	(559) 675-4003
930	PERSHING STATE PRESCHOOL		CCC	1505 E ELLIS ST	MADERA, 93638	(559) 661-5155
34	PIXIE LAND		CCC	3290 SUNSET AVE	MADERA, 93637	(559) 673-2223
357	POMONA MIGRANT HEAD		CCC	11777 WOODWARD WAY	MADERA, 93637	(559) 681-1169
648	RUTH GONZALES HEAD START		CCC	838 LILLY ST	MADERA, 93637	(559) 675-8518
131	SAND CASTLES PRESCHOOL &		CCC	43875 PATRICK AVE	COARSEGOLD, 93614	(559) 658-7320
509	SCCCD-MADERA CENTER CD		CCC	30277 AVE 12	MADERA, 93638	(559) 675-4807
303	SIERRA CHILDREN'S CENTER		CCC	49495 RD 427	OAKHURST, 93644	(559) 642-1591
344	SIERRA VISTA MIGRANT HEAD		CCC	917 E OLIVE AVE	MADERA, 93638	(559) 675-8425
1050	SIERRA VISTA STATE		CCC	917 E OLIVE AVE	MADERA, 93638	(559) 674-8579
590	SMALL WONDERS		CCC	315 KINGS AVE	CHOWCHILLA, 93610	(559) 665-7800
687	ST. JOACHIM PRESCHOOL		CCC	310 N I ST	MADERA, 93637	(559) 674-7628
927	STEPHENS PRE-K & FAMILY		CCC	355 N 5TH ST	CHOWCHILLA, 93610	(559) 665-8060
588	VALLEY WEST HEAD START		CCC	101 W ADELL ST	MADERA, 93638	(559) 673-4959
48	VERDELL MCKELVEY HEAD		CCC	1901 CLINTON AVE	MADERA, 93638	(559) 673-1500
549	WASHINGTON STATE		CCC	509 S E ST	MADERA, 93638	(559) 661-5155
688	YOSEMITE LAKES CHRISTIAN		CCC	43840 PATRICK AVE	COARSEGOLD, 93614	(559) 658-7447

Grand Total 50

Date: 09/14/2011 8:37 AM

Provider Summary Report

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility Phone Number
1021	AGUAYO, EDUWIGES		FCC	23882 LAS PALMAS AVE	MADERA, 93637	(559) 674-3079
628	AGUIAR, CARLOTA & OSCAR		FCC	1011 GEORGIA AVE	MADERA, 93637	(559) 661-4011
314	AGUILAR, CARLA		FCC	1055 SAN JOSE AVE	MADERA, 93637	(559) 395-4322
1068	ALFORD, KRISTA		FCC	360 MARIPOSA AVE	CHOWCHILLA, 93610	(559) 665-0428
718	ALVES, JEANNEL & JOE		FCC	2273 RIVERVIEW DR	MADERA, 93637	(559) 661-1957
695	ANAYA, MARIA		FCC	1205 MAJESTIC CT	MADERA, 93637	(559) 383-4091
201	ARCHIBALD, CHERYL	DANDELIONS & DUCKS	FCC	18694 VARDEN DR	MADERA, 93638	(559) 232-5437
856	ASCENCIO, MARIA		FCC	17190 MELBA DRIVE	MADERA, 93638	(559) 674-7571
880	ASCENCIO-GUEVARA, MARIA		FCC	19531 WESTERN WAY	MADERA, 93638	(559) 673-0565
1055	BARNES, PAMELA		FCC	1101 VENTURA AVE	CHOWCHILLA, 93610	(559) 665-7518
973	BARRAZA, AMANDA		FCC	903 TRABON WAY	MADERA, 93637	(559) 673-7876
929	BARRIGA, ANA		FCC	658 SOQUEL CT	MADERA, 93638	(559) 674-0337
389	BECERRA, GUADALUPE		FCC	1073 STANFORD AVE	MADERA, 93637	(559) 675-3809
690	BELTRAN, CARMEN		FCC	1212 SONORA ST	MADERA, 93638	(559) 673-8351
693	BELTRAN, JOVANNA		FCC	1525 LACRETA	MADERA, 93638	(559) 871-9416
153	BENEDIX, ANITA & BILL	ANITA'S KIDS CARE	FCC	521 ACCORNERO AVE	MADERA, 93637	(559) 661-4605
896	BENNETT, GLENDA		FCC	1416 W CENTRAL AVE	MADERA, 93637	(559) 673-7706
952	BLISS, PAMELA		FCC	25316 AVE 19	MADERA, 93638	(559) 674-2055
212	BOLANOS, MERCEDES & JUAN	BOLANOS' DAY CARE	FCC	335 MAGNOLIA ST	MADERA, 93638	(559) 675-3540
1070	BONILLA, MINDY		FCC	1861 CITRUS WY	MADERA, 93637	(559) 395-3003
925	BRAZIL DORRIS, DELORES		FCC	2618 GREENWOOD DR	MADERA, 93637	(559) 673-5473
432	BROWN, JENNIFER	BROWN FAMILY CHILD	FCC	1369 CONCORD AVE	MADERA, 93637	(559) 673-7926
98	BROWNE, ROBYN	ROBYN'S DAY CARE	FCC	12470 RD 37 1/2	MADERA, 93636	(559) 645-5047
20	CANTU, NANCY	NANCY'S DAY CARE	FCC	1903 W 4TH ST	MADERA, 93637	(559) 661-8144
1010	CANTWELL, LANA		FCC	39399 HIGHVIEW DR	OAKHURST, 93644	(559) 683-5487
697	CASAS, CARMEN		FCC	1330 LUCIA WY	MADERA, 93638	(559) 662-1504
1052	CASTILLO, ROSARIO		FCC	18009 VARDEN DR	MADERA, 96368	(559) 664-1899
639	CASTRO, EVA	CASTRO FAMILY DAY CARE	FCC	1408 FRESNO ST	MADERA, 93638	(559) 675-5133

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility Phone Number
908	CHAVIRA, NATALIE	CHAVIRA FAMILY DAY	FCC	2708 SANDLEWOOD DR	MADERA, 93637	(559) 675-3700
399	CHAVOYA, IRENE	CHAVOYA'S FAMILY CHILD	FCC	12283 CARON WAY	MADERA, 93638	(559) 645-4526
24	CLOETERS, DINA		FCC	3706 LOS OSOS CT	MADERA, 93637	(559) 674-2126
995	CORONA, GUADALUPE		FCC	28213 POSEY AVE	MADERA, 93638	(559) 395-4881
955	CORTES, BERTHA		FCC	841 LILLY ST	MADERA, 93638	(559) 674-4476
512	COSIO, MARIA		FCC	28233 POSEY AVE	MADERA, 93638	(559) 673-1463
490	COX, CASIE		FCC	1200 MONTEREY ST	CHOWCHILLA, 93610	(559) 665-0655
883	CRUZ, SUSANA		FCC	16695 HILL DR	MADERA, 93638	(559) 662-0502
643	DAVIS, DANA		FCC	520 MONTEREY AVE	CHOWCHILLA, 93610	(559) 665-7640
626	DAVIS, LORI		FCC	17919 RD 24 1/2	MADERA, 93638	(559) 674-9112
652	DAZA, MARTHA		FCC	3115 HOLLOW AVE	MADERA, 93637	(559) 661-1517
943	DELGADO, VERONICA		FCC	18362 REGAL DR	MADERA, 93638	(559) 664-8859
464	DIAZ, MARY		FCC	27340 SAUNDERS	MADERA, 93637	(559) 673-4364
850	DIAZ, VIRGINIA		FCC	2834 MONOCOTT DR	MADERA, 93637	(559) 674-1938
1008	DONAHOO, MANDIE	COUNTRY KIDS	FCC	24321 RD 18 1/2	CHOWCHILLA, 93610	(559) 645-2441
629	DOUMAS, DEBORAH		FCC	1521 ROOSEVELT DR	CHOWCHILLA, 93610	(559) 665-7457
949	ENGELMAN, MELINDA		FCC	17247 BENECIA RD	MADERA, 93638	(559) 645-6872
387	ESPINO, ANA MARIA		FCC	329 ELM ST	MADERA, 93638	(559) 673-4613
903	ESPINOZA, PERLA &		FCC	2704 MONOCOTT DR	MADERA, 93637	(559) 674-5768
1009	ESTEVES, PETRA		FCC	590 LILLY STREET	MADERA, 93638	(559) 718-9623
540	FELIX, ROSEMARY		FCC	1307 OWENS ST	MADERA, 93638	(559) 661-1364
1056	FERNANDEZ, IRMA		FCC	2974 REN WAY	MADERA, 93637	(559) 664-8925
862	FERNANDEZ, MARY		FCC	528 MAINBERRY DR	MADERA, 93637	(559) 661-4213
889	FERNANDEZ, VERONICA		FCC	18693 FARALLON RD	MADERA, 93638	(559) 661-0750
859	FIERROS, MELANEA		FCC	2457 MEADOWREST WAY	MADERA, 93637	(559) 673-4533
472	FIGUEROA, CHRISTINA		FCC	1173 COLOMBARD DR	MADERA, 93637	(559) 673-5281
1015	FISHER, LEIGH	FISHER FAMILY DAY CARE	FCC	30388 YOSEMITE SPRGS PKWY	COARSEGOLD, 93614	(559) 683-5539
1014	FISKE, TAMARA	FISKE FAMILY DAYCARE	FCC	54252 WHITE OAK PLACE	NORTH FORK, 93643	(559) 877-6416
856	FLORES, LETICIA		FCC	27359 SAUNDERS RD	MADERA, 93637	(559) 661-8028
1013	GARCIA, GLORIA & GABRIELA		FCC	225 ROOSEVELT AVE	MADERA, 93638	(559) 675-1053

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility Phone Number
192	GARCIA, IRMA		FCC	324 MAGNOLIA ST	MADERA, 93638	(559) 661-4674
993	GARCIA, MANUELA		FCC	321 LARKIN AVE	CHOWCHILLA, 93610	(559) 671-8191
941	GARCIA, MARIA	SKIP-TO-MY-LULU'S DAY	FCC	432 KENT DR	MADERA, 93637	(559) 232-3975
1054	GARCIA, MARIA ELENA		FCC	1139 TOSCHI DR	MADERA, 93637	(559) 664-6821
847	GARIBAY, SABRINA		FCC	1603 CYPRESS LN	CHOWCHILLA, 93610	(559) 665-3989
677	GIRON, RAQUEL		FCC	625 S D ST	MADERA, 93638	(559) 718-9754
240	GONZALES, LISA		FCC	1917 JULIUS AVE	MADERA, 93637	(559) 675-1662
970	GONZALES, ROSIE		FCC	2736 DESERT RANCH WY	MADERA, 93637	(559) 675-8940
946	GONZALEZ, CECILIA		FCC	678 SOQUEL CT	MADERA, 93638	(559) 671-2584
495	GONZALEZ, MICHELLE		FCC	2813 MONOCOTT DR	MADERA, 93637	(559) 673-4081
842	GONZALEZ, ROSA		FCC	1276 SENECA DR	MADERA, 93637	(559) 662-8948
802	GROVER, SHANNON		FCC	704 COLUSA AVE	CHOWCHILLA, 93610	(559) 665-7842
1012	GUERRERO DE CRUZ, MARIVEL		FCC	1416 SEGOVIA CT	MADERA, 93638	(559) 673-7522
1007	GUERRERO, ANA		FCC	1072 SAUDERS AVE	MADERA, 93637	(559) 673-9439
675	GUERRERO-MENDEZ, ARACELI		FCC	655 SOQUEL CT	MADERA, 93638	(559) 673-6040
405	GUTIERREZ, ALEJANDRA		FCC	920 DELLAVALLE AVE	MADERA, 93638	(559) 661-4929
604	GUTIERREZ, LAURA		FCC	1313 N D ST	MADERA, 93638	(559) 675-1878
1002	GUTIERREZ, MARIA	MARISOL'S DAY CARE	FCC	982 GEORGIA AVE	MADERA, 93637	(559) 673-1555
721	GUZMAN, DOLORES		FCC	701 S D ST	MADERA, 93638	(559) 675-8279
871	HARNER, ALICIA		FCC	18773 PICKFAIR WAY #4	MADERA, 93638	(559) 674-6665
982	HARO, SONIA		FCC	23695 UVAS AVE	MADERA, 93637	(559) 667-8509
347	HOBART, FREDA	HOBART FAMILY DAY CARE	FCC	608 ADAMS DR	CHOWCHILLA, 93610	(559) 665-4006
389	HURTADO, YOLANDA	TIA'S DAY CARE	FCC	25637 TAMARISK DR	MADERA, 93637	(559) 661-8955
1001	IRAHETA, ZOILA		FCC	1953 TRUMAN DR	MADERA, 93638	(559) 674-8050
661	JAMES, BETH		FCC	24794 RD 10	CHOWCHILLA, 93610	(209) 658-6608
710	JAYME, MARIA		FCC	604 CLARK ST	MADERA, 93638	(559) 661-4269
591	JIMENEZ, MARIA		FCC	1517 MERCED ST	MADERA, 93638	(559) 675-8672
834	JIMENEZ, MONIQUE		FCC	1107 LA JOLLA CT	MADERA, 93638	(559) 673-5730
1065	JIMENEZ, SUSANA		FCC	942 SAUNDERS	MADERA, 93637	(559) 363-9513

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility Phone Number
1069	JOHNSON EVA	MUNCHKIN LAND	FCC	201 LYNN WAY	MADERA, 93638	(559) 664-0634
1066	KENT, CATHARINE		FCC	1801 CREEKSIDE DRIVE	MADERA, 93638	(559) 718-9342
897	KHAN, MARY		FCC	10422 LANES BRIDGE DR	MADERA, 93638	(559) 451-0479
430	LANDEROS, LUCY		FCC	204 ASHLAN WAY	MADERA, 93638	(559) 675-0954
890	LEE, JENNIFER		FCC	37729 AVE 12	MADERA, 93638	(559) 671-6625
988	LINDSAY, VALERIE	AUNIE NANIE'S	FCC	324 S J STREET	MADERA, 93637	(559) 674-6454
1051	LOMELI, ALICIA		FCC	18387 REGAL DR	MADERA, 93638	(559) 975-6416
608	LOPEZ, JULIA		FCC	1108 WESSMITH WAY	MADERA, 93638	(559) 675-0172
971	LUNA, HORTENSIA	LUNA'S FAMILY DAY CARE	FCC	1201 CLINTON ST	MADERA, 93638	(559) 718-7598
440	LUNDY, VALERIE		FCC	25840 AVE 18 1/2	MADERA, 93638	(559) 674-9558
670	MACDONALD, LYNDA		FCC	504 RIVERSIDE AVE	CHOWCHILLA, 93610	(559) 665-3101
499	MACHUCA, ELIA		FCC	18144 DALEY RD	MADERA, 93638	(559) 675-0125
559	MACIAS, APRIL		FCC	20 MEADOWS LOOP	MADERA, 93637	(559) 664-0867
683	MACIAS, MINERVA		FCC	27208 PERKINS RD	MADERA, 93637	(559) 661-1885
1006	MAGDALENO, ALICIA		FCC	893 DRYSDALE WAY	MADERA, 93638	(559) 718-5941
684	MAGDALENO, ROSA	ROSA'S DAY CARE	FCC	991 OWENS ST	MADERA, 93638	(559) 395-6648
367	MAGOS, DEBORAH		FCC	27300 SAN CARLOS AVE	MADERA, 93637	(559) 674-7379
918	MANRIQUEZ, ALICIA		FCC	1205 CLINTON ST	MADERA, 93638	(559) 673-2453
696	MANRIQUEZ, BIVIANA		FCC	639 MACADAMIA AVE	MADERA, 93637	(559) 674-7010
667	MANRIQUEZ, DOLORES		FCC	2088 LEMON AVE	MADERA, 93637	(559) 675-0724
518	MARAVILLA, EVANGELINA		FCC	129 CLARK ST	MADERA, 93638	(559) 674-9143
950	MARISCAL, DOLORES		FCC	35333 AVE 12 1/2	MADERA, 93636	(559) 645-4912
351	MARTINEZ, CARMEN		FCC	24636 BROOK DR	MADERA, 93638	(559) 661-8315
1017	MARTINEZ/SEPULVEDA, YLIANA		FCC	13291 YUCCA RD	MADERA, 93636	(559) 662-0303
916	MATA, ROSALINDA		FCC	59 SANTA LUCIA DR	MADERA, 93637	(559) 661-4475
983	MATA-KLINE, HORTENCIA		FCC	712 ST MONTELENA	MADERA, 93637	(559) 674-1901
1005	MCDONALD, MAYRA		FCC	120 ASILOMAR DR	MADERA, 93637	(559) 664-1434
624	MEDINA, MARIBEL	MARIBEL'S FAMILY CHILD	FCC	26324 OLD MILL DR	MADERA, 93638	(559) 664-1568
38	MELTON, PEGGY		FCC	2608 WILLOW DR	MADERA, 93637	(559) 674-8649
462	MENDEZ, ANA MARIA		FCC	19323 AVE 23 1/2	CHOWCHILLA, 93610	(559) 665-2518

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility Phone Number
644	MENDOZA, ANGELA		FCC	3092 SULTANA DR	MADERA, 93637	(559) 479-0990
441	MENDOZA, MARIA		FCC	405 N PINE ST	MADERA, 93637	(559) 674-3254
1025	MESA, SUSANA		FCC	3392 KELSEY LN	MADERA, 93637	(559) 662-1953
561	MEUSE, JENI	EARLY YEARS CHILDCARE	FCC	33144 BLUE CANYON CT	COARSEGOLD, 93614	(559) 642-2610
632	MONCADA, OBDULIA	MONCADA'S FAMILY CHILD	FCC	12395 RD 37	MADERA, 93636	(559) 645-4633
1022	MORA, BLANCA		FCC	132 ELM ST	MADERA, 93638	(559) 674-7692
724	MORALES, CARMEN		FCC	17786 RD 27	MADERA, 93638	(559) 674-5294
479	MORALES, PEGGY		FCC	28625 CHOLLA AVE	MADERA, 93638	(559) 674-1916
478	MORENO, BERTHA	KIDSLAND DAYCARE	FCC	24808 MELBA DR	MADERA, 93638	(559) 661-4620
1053	MORENO, HERLINDO &		FCC	1212 DAVIS ST	MADERA, 93638	(559) 673-6133
448	MORENO, MARIA		FCC	1408 LUCIA WAY	MADERA, 93638	(559) 352-6258
829	MORENO, MARISOL		FCC	119 S M ST	MADERA, 93637	(559) 675-3268
964	MORENO, SARAH		FCC	78 WALLACE	MADERA, 93638	(559) 674-1605
709	MUNOZ, CLAUDIA		FCC	1512 DEBORAH LN	MADERA, 93637	(559) 363-0221
583	MUNOZ, YOLANDA		FCC	512 N D ST	MADERA, 93638	(559) 673-1343
720	MURPHY, CAROL		FCC	31475 APACHE RD	COARSEGOLD, 93614	(559) 641-2482
619	MYERS, JEANETTE		FCC	23362 ROBERTSON BLVD	CHOWCHILLA, 93610	(559) 665-5631
1000	NATION, ANN MARIE	NATION'S FAMILY DAY	FCC	26898 GREEN TREE AVE	MADERA, 93638	(559) 718-0345
893	NAVARRETE, MARIA		FCC	144 SANTA BONITA	MADERA, 93637	(559) 674-9507
835	NESGIS, LAURA		FCC	35297 AVE 12 1/2	MADERA, 93636	(559) 645-5696
948	NUNEZ, ANN		FCC	17654 ROAD 26	MADERA, 93638	(559) 674-4306
924	NUNGARAY, AMY		FCC	16738 CANAL WAY	MADERA, 93638	(559) 661-7107
976	OCAMPO, GUADALUPE		FCC	19439 DEANE DR	MADERA, 93638	(559) 664-9642
994	OCEGUEDA, IRENE		FCC	845 LILLY ST	MADERA, 93638	(559) 661-2048
1058	OCHOA, ANA		FCC	27408 SAN JOSE AVE	MADERA, 93637	(559) 674-4007
816	OCHOA, RACHEL		FCC	2639 APPLETREE DR	MADERA, 93637	(559) 664-9624
1003	ORTEGA, ESPERANZA		FCC	113 MAINBERRY DR	MADERA, 93637	(559) 479-5855
1059	ORTIZ, CECILIA		FCC	17925 RODEO DRIVE	MADERA, 93636	(559) 673-2432
877	ORTIZ, ROSA		FCC	1320 SANTA FE CT	MADERA, 93638	(559) 664-8698
452	OTT, SONDRA		FCC	17685 RD 25	MADERA, 93638	(559) 674-3857

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility Phone Number
647	PANGGABEAN, KIVA		FCC	3358 REN WAY	MADERA, 93637	(559) 664-9334
857	PERALES, LILIANA		FCC	411 S K ST	MADERA, 93637	(559) 662-0589
860	PEREZ, MARIA		FCC	3193 SUMMER LN	MADERA, 93637	(559) 416-7026
874	PEREZ, MARIA H.		FCC	1314 TOLUCA WY	MADERA, 93638	(559) 661-4699
202	POTTER, CAROL		FCC	31613 DELAWARE RD	COARSEGOLD, 93614	(559) 683-3403
584	PULIZZI, LISA		FCC	1024 SAN JOSE AVE	MADERA, 93637	(559) 341-6371
1020	PURSELL, MARLENE	IMAGINE CHILD CARE	FCC	26926 FRISCO WAY	MADERA, 93638	(559) 416-8841
669	RAMIREZ, LETICIA		FCC	206 S K ST	MADERA, 93637	(559) 662-1578
917	RAMIREZ, LUCINA		FCC	654 MACADAMIA AVE	MADERA, 93637	(559) 675-0281
612	REA, NORMA		FCC	1509 WRENWOOD WAY	MADERA, 93638	(559) 661-1841
393	REYES, MARY		FCC	1621 CAMINO LN	MADERA, 93637	(559) 706-9122
510	RIOS, HORTENCIA		FCC	1111 DAULTON AVE	MADERA, 93638	(559) 673-0837
820	RIVERA, CELESTE		FCC	369 S WESTBERRY BLVD	MADERA, 93637	(559) 673-0830
878	RIVERA, MARIA		FCC	16 MEADOWS LOOP	MADERA, 93637	(559) 661-4885
906	RIVERA, MARISA		FCC	1055 KOUFAX DR	MADERA, 93638	(559) 706-7931
1019	ROBINSON, MICHELLE		FCC	1806 MONROE AVE	MADERA, 93638	(559) 673-4096
53	RODRIGUEZ, AURELIO AND LUZ		FCC	28626 CHOLLA AVE	MADERA, 93638	(559) 661-0146
942	RODRIGUEZ, CHRISTINA		FCC	25650 REXFORD DR	MADERA, 93638	(559) 661-1987
449	RODRIGUEZ, GABRIELA	RODRIGUEZ FAMILY CHILD	FCC	1413 MERCED ST	MADERA, 93638	(559) 661-8829
985	RODRIGUEZ, MARIA CARMEN		FCC	501 SOUTH H ST	MADERA, 93637	(559) 661-0698
914	RODRIGUEZ, PATSY		FCC	1400 SUNRISE	MADERA, 93637	(559) 661-9055
550	ROMAN, MICAELA		FCC	13336 RD 29	MADERA, 93638	(559) 675-8216
814	ROMERO, EVANGELINA		FCC	2870 DESERT RANCH WAY	MADERA, 93637	(559) 673-9304
879	ROMERO, MARTHA		FCC	1490 LA JOLLA WY	MADERA, 93638	(559) 673-8171
957	ROSALES, ANA		FCC	3272 FORUM WAY	MADERA, 93637	(559) 674-7476
86	RYAN, SUSAN		FCC	18046 DALEY RD	MADERA, 93638	(559) 661-4725
954	SALINAS, ARACELI		FCC	1010 S C ST	MADERA, 93638	(559) 673-3887
704	SANDOVAL, BLANCA	RAINBOW CHILD CARE	FCC	18457 RD 26	MADERA, 93637	(559) 675-1703
1060	SARACINO, MARTA	NATALIA	FCC	3056 MAPLE STREET	MADERA, 93637	(559) 706-6695

ID	Provider Name	Alternate Name	Care Type	Street Address	City, Zip	Facility Phone Number
484	SEALE, TERESA		FCC	888 MICHELLE CT	CHOWCHILLA, 93610	(559) 665-5034
956	SERRATO, LILLIAN		FCC	2824 PINEWOOD DR	MADERA, 93637	(559) 975-6806
830	SINGH, CARMELINA & FREDDIE		FCC	618 MOORE STREET	MADERA, 93638	(559) 674-5741
831	SOLIS, ALICIA		FCC	26339 OLD MILL RD	MADERA, 93638	(559) 673-6741
915	SOLIZ, FRANCINE	COUGAR DEN CHILD CARE	FCC	45835 TEXAS FLAT MINE RD	COARSEGOLD, 93614	(559) 642-2142
694	STOKES, JOANNE	ABC CHILD CARE	FCC	984 ARTHUR CT	MADERA, 93637	(559) 674-5118
654	TAFOLLA, ALICIA		FCC	964 LA PERLA LN	MADERA, 93638	(559) 661-7667
891	TALAVERA, CARLA		FCC	26021 AVE 18 1/2	MADERA, 93638	(559) 257-3900
988	TAPIA, LORENA	RAYITO DE SOL DAY CARE	FCC	1712 W CENTRAL AVE	MADERA, 93637	(559) 232-8031
507	TORRES, MARTHA		FCC	16734 DALEY RD	MADERA, 93638	(559) 674-9218
602	UNGER, JANICE		FCC	524 GAMAY AVE	MADERA, 93637	(559) 673-5240
589	URIBE, EVA		FCC	217 RENEE WAY	MADERA, 93638	(559) 664-0747
676	VALENZUELA, GENOBEBA	GENOBEBA'S DAY CARE	FCC	1284 ALICANTE WAY	MADERA, 93638	(559) 675-9470
702	VALLADARES, DOLORES		FCC	28522 CHOLLA AVE	MADERA, 93638	(559) 674-7348
854	VILLAGOMEZ, LUZ MARIA		FCC	519 N D ST	MADERA, 93638	(559) 674-7384
1026	VILLEGAS, REYNA		FCC	1828 MADISON DR	MADERA, 93638	(559) 479-0633
566	WERBER, SHARI		FCC	37120 SUNDANCE DR	COARSEGOLD, 93614	(559) 683-8956
666	WILLIAMS, TRACY		FCC	3431 WINTER WY	MADERA, 93637	(559) 674-1432
833	ZAMUDIO, JACQUELINE		FCC	560 PLUM WAY	CHOWCHILLA, 93610	(559) 665-0210
898	ZARAGOSA, SUSAN		FCC	2497 VENTURI CT	MADERA, 93637	(559) 662-1039
1067	ZERECERO, GRACIELA		FCC	1326 LA JOLLA WAY	MADERA, 93638	(559) 661-1130

Grand Total 197

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **Mendocino County Nutrition Basics**

FFY 2013 Award Amount **$99,979.63**

Project Contact Name, Title: **Megan Van Sant, Program Administrator**

Project Contact Phone Number and Email: **707-463-7733 vansantm@co.mendocino.ca.us**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)*_____

a. Related State Objectives

See State Level Objectives.

b. Audience

Our target audience includes households enrolled in the CalFresh program. We intend to focus efforts specifically on reaching individuals that are already enrolled in CalFresh through our delivery sites at family resource centers and food banks. The demographics of our target audience are low-income families with children. Roughly 50% of the clients we work with are White/Caucasian, 40% are Hispanic, and 10% are Native American.

c. Focus on CalFresh Recipients.

Our subcontractor partners (local Family Resource Centers and North Coast Opportunities) have all been trained as CalFresh Advocates and have significant experience working with CalFresh-enrolled populations. As such, these sites currently assist clients in filling out mail-in applications for the CalFresh program. During the course of assisting a client with a CalFresh application, our Family Resource Center sites will invite the applicant to sign up for a nutrition education program at that site. We believe that the combined effort of

carefully chosen sites and carefully chosen subcontractors will result in a very high percentage of CalFresh recipients within our total population of clients served.

d. Project Description.

The Nutrition Basics program will continue our work of establishing a county-wide SNAP-Ed presence. The project will further develop the partnership between Mendocino County Public Health Department and Mendocino County Social Services Department to improve community nutrition knowledge and increase access to healthy foods while delivering nutrition education to CalFresh recipients. We intend to continue our collaborative work in conducting nutrition education activities that are also effective obesity prevention strategies. The program will include nutrition promotion to community members, community educational classes, nutrition education at community events, implementation of Harvest of the Month promotion at local food banks, youth engagement in developing a CX3 neighborhood assessment, and emphasis on increasing healthy food policies throughout the county.

Key educational messages:

The project will focus on promoting the 2010 Dietary Guidelines and increasing fruit and vegetable consumption and physical activity among CalFresh recipients. In addition, the project will promote Harvest of the Month activities (a USDA-approved curriculum that focuses on a different fruit or vegetable each month.)

How and where it will be delivered:

Our nutrition education program will be delivered by skilled and trained nutrition educators at the following sites:

- ✓ Anderson Valley Family Resource Center (Boonville)*
- ✓ Round Valley Indian Health Center (Covelo)*
- ✓ Boys and Girls Club (Ukiah)
- ✓ Action Network Family Resource Center (Gualala)*
- ✓ Food Banks (countywide)

Family Resource Center sites (identified by * in the list above) will structure their nutrition education activities by offering two series of nutrition education classes (5 classes per series) during the project period. The curriculum offered during the series will be selected from the USDA-approved materials and will be consistent across all of the sites. These sites will also participate in Harvest of the Month activities.

The Boys and Girls Club will host two series of nutrition-education classes for the CalFresh-eligible parents of club kids. Children will begin each session by learning about

and preparing a healthy nutritious food, and their parents will complete the session upon picking up the child at the end of the day.

The Food Bank sites will implement Harvest of the Month curriculum at their respective sites.

In addition to nutrition education services delivered at specific sites, our project will support Youth Engagement strategies, specifically designed to work with the USDA-approved CX3 neighborhood assessment activities. In close partnership with our local Public Health Department, our subcontractors will work with local youth to collect real-world data that accurately conveys neighborhood conditions related to food availability. The goal of the project is to ultimately promote a positive change in the availability of high-quality food for CalFresh-enrolled individuals in low-income neighborhoods.

Duration of the project:
The project duration is from October 1, 2012 through September 30, 2013.

Projected total number of individuals reached:

We anticipate reaching 550 unduplicated individuals per month through indirect contact, and another 80 individuals through direct contact at our nutrition education class series. In addition, we anticipate reaching roughly 100+ individuals through indirect contact at community events, health fairs, etc.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Please see attached list. Curriculum will be chosen from this list and implemented consistently across all project sites.

g. Key Performance Measures/Indicators.

We plan to use both process and outcome evaluation to measure performance. Sign in sheets, copies of meeting agendas, flyers, records of participation, participant data sheets, training agendas, lesson plans, knowledge surveys, and community event materials will be collected for all nutrition education activities.

The subcontractors will administer participant surveys measuring knowledge of the nutrition education topics. All subcontractors will be required to use the participant data sheets for every nutrition education activity, as well as the Parent Needs Assessment at the start of each class series.

Key performance measures we hope to assess include: fruit and vegetable consumption, healthy beverage choice, and increase in physical activity.

Our Youth Engagement activities will collect data relative to food availability in low-income neighborhoods. Although we do not anticipate seeing a change in the availability of food as a result of our assessment efforts during the project period, we anticipate collecting data that will serve as a baseline for change in the following FFY.

2. Evaluation Plans

In addition to the extensive Evaluation Plan that will be undertaken by our local Public Health Department, we intend to more closely evaluate the nutrition education activities conducted by our Family Resource Center subcontractors, as well as the Boys and Girls Club site in Ukiah. These sites will use a nutrition education curriculum that focuses on both children and their parents. Children will begin an educational activity near the end of their pick-up time, and parents will complete the activity with their children when they come to pick up their child at the end of the day.

An appropriate survey tool will be chosen from the Compendium of Surveys developed by the Network. All participants will be asked to complete the survey at the start of the class series and again at the end. In addition, families who participated in the first series of classes will be asked to complete a survey again, three months after completion of the series. If funding is approved for an additional year, we will also have an opportunity to collect 3-month-post surveys on additional class participants from the second and third series of classes.

The evaluation process for our Youth Engagement activities will be developed and monitored by our local Public Health Department. Because this will be a new activity for our department, we anticipate collecting baseline data that will serve as the basis of evaluation for CX3 and Youth Engagement activities in future years.

Evaluation results will be used to assess program effectiveness and to modify future activities, as indicated by the outcome of the current approach.

3. Coordination Efforts

Since 2008, staff from the Mendocino County Dept. of Social Services have provide support and coordination to a coalition of government and non-profit organizations focused on reducing hunger and increasing access to healthy food for low-income families in Mendocino County. This coalition, called Food For All Mendocino, meets on a quarterly basis to plan collaborative activities, share ideas, and coordinate and improve services to CalFresh-eligible families countywide. The Nutrition Basics Program fits perfectly into the collaborative work we have already undertaken at Food For All Mendocino, and will provide a framework for solidifying collaboration in the future.

Mendocino County Department of Social Services plans to continue working closely with our local Public Health Department, Network-funded and other partners, including FIRST 5, the ACHIEVE coalition, family resource centers, Head Starts, WIC, food banks, subcontractors and other community agencies that provide services to the eligible population. The goal is to deliver consistent and repeated nutrition messages and develop a county-wide nutrition action plan (C-NAP) that will guide efforts to promote health, encourage positive behavior change, and address some of the major contributors to morbidity and mortality in the community.

Attachment A:

Existing Educational Materials to be Used in Mendocino County Nutrition Education Project

Sources	Title	Description	Languages
American Dietetic Association	ADA's Complete Food and Nutrition Guide	This guide provides nutrition and activity advice for every age and stage of life.	English
California Foundation for Agriculture in the Classroom	Ag in the Classroom: Teacher Resource Guide, Cream of the Crop E-Newsletter, What's Growin' on?, Commodity Fact/Activities, We Garden, Gardens for Learning, Farmin is Food,Fiber,Flowers...and Fun!, Seasonal Calendar, California Curriculum Guidelines for Agricultural Literacy Awareness.	The Agriculture in the Classroom National Resource Directory is an online searchable database for USDA that lists hundreds of educational resources designed to help educators locate high quality classroom materials and information to increase agricultural literacy among their Pre-K through 12th grade students.	English
Catch Kids Club	Activity/Games	This activity box includes over 300 activity cards designed for after-school/summer programs and community youth organization and gives simple, easy-to-follow instructions for fun activities that keep kids moving	English
Centers for Disease Control and Prevention (CDC)	10 Ways to Help Kids Eat More Fruits and Veggies (Encourage Kids to Eat More Fruits & Veggies - correct title)	Handout: tips and fun recipes that encourage children to eat fruits and vegetables.	English
ChooseMyPlate.gov	10 Tips Nutrition Education Series	The Ten Tips Nutrition Education Series provides consumers and professionals with high quality, easy-to-follow tips in a convenient, printable format. These are perfect for posting on a refrigerator.	English
Contractor Developed – OCHCA *(Adapted from USDA Power Play!& Jump Start)*	Are You Being Sold Health or Something Else?	All Ages; Power Point featuring the methods used to market foods to teens.	English

Sources	Title	Description	Languages
Cooperative Extension	4-H Youth EFNEP Curriculum	Curriculum: 4-H Youth Expanded Food and Nutrition Education Program (EFNEP) is a federally funded project administered by the University of California Cooperative Extension to provide nutrition education for low-income youth.	English
John Drzewiecki and Janine Hradsky	Adapted Physical Education Activity Guide	This guide adapts 27 popular physical activities and written guides for populations, with or without special needs.	English
Learning Zone Express	Adventures in the Grocery Store DVD	Topics include: label reading, food quality, food safety, unit pricing and money management for grocery shopping.	English
Nancy Maria Grande Tabor	A Taste of the Mexican Market	It is written in English and Spanish and describes the different foods in a typical Mexican Market with the main focus on F/V.	English/Spanish
NASCO	50 Ways/Physical activity tablet	Get motivated with tips and ideas that encourage eating healthier and increasing physical activity. This tablet offers 50 creative ways to help individuals lead healthier lives.	English
National Association of Sports & PA	101 Tips for Family Fitness Fun	Adult; Booklet with ideas to be active as a family.	English
Network for a Healthy California-Children's Power Play! Campaign	All Star Fast & Fun Recipes: Kids...Get Cookin'!	Book: includes cooking tips, easy to make recipes with nutrition content - could not find the "All-Star" reference	English/ Spanish
Network for a Healthy California-Children's Power Play! Campaign	All Star Team Training Guide	Guide for promoting physical activity to youth	English
Network for a Healthy California	Champions for Change	Nutrition education materials developed for the SNAP eligible population by the *Network for a Healthy California.*	English

Sources	Title	Description	Languages
Network for a Healthy California	Fruits and Vegetables and Physical Activity Tool Kit	The *Toolbox* Web site contains lessons with supporting handouts, resources, and evaluation tools while the *Toolbox* Kit provides all information available from the Web site as well as two educational videos, five decks of fruit, vegetable, and physical activity playing cards, a music CD, poster, and produce guide.	English
Network for a Healthy California	Harvest of the Month	Network for a Healthy California developed and approved materials offering the latest science-based nutrition and physical activity recommendations.	English, Spanish
Patricia Ayes	A Kid's Guide to How Vegetables Grow	As Title indicates: A Kid's Guide to How Vegetables Grow.	English
Peggy Sissel-Phelan	A Visit to the Farmers' Market	This picture book encourages families to shop at the Farmers' Market while addressing basic nutrition concepts such as the importance of variety, color, and freshness of foods.	English, Spanish
Texas Department of Agriculture	10 Easy Ways to Improve Your Family's Eating Habits	Handout: 10 strategies suggested as a starting point to improve a family's eating habits.	English
U.S. Dept. of Health & Human Services	2010 US Dietary Guidelines	As title indicates.	English
USDA, Food and Nutrition Service	A River of Recipes	Collection of Native American Recipes from tribes across North America.	English

FFY 2012 County Welfare Department Innovative Project

Budget Cover Sheet

October 1, 2012-September 30, 2013*

County: Mendocino

Federal Share Budget		FFY 2012 (Carry-in)		FFY 2013
Personnel Salaries	$	3,896.00	$	6,679.50
Fringe Benefits	$	2,026.00	$	3,473.34
Operating	$	-	$	-
Equipment & Other Capital	$	-	$	-
Travel	$	-	$	-
Subcontractors	$	8,400.00	$	71,249.70
Other Costs	$	879.00	$	-
Indirect Costs	$	1,244.00	$	2,132.10
Total Federal	$	-	$	-
Total	**$**	**16,445.00**	**$**	**83,534.63**
		Total Allocation	$	99,979.63

*note: I just can't figure out where to plug this in!

FFY SNAP-Ed 201 /12 CWD/LHD Project
CDSS Budget Justification
October 1, 2011-September 30, 2012

County: Mendocino
Contact: Megan Van Sant / vansantm@co.mendocino.ca.us / 707-463-7733

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary (prorated for 7 mths)	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Megan Van Sant Title: Administrator	$ 66,795	0.10	100.0%	0.0%	$ 6,680
Subtotal		0.1000	100%	0%	$ 6,680

POSITION DESCRIPTIONS:

1	Administrator	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program planand participates in the Regional collaborative. Coordinate contract reporting requirements.

B. FRINGE BENEFITS:
Includes payroll taxes and medical/dental benefits at 52% of salaries

SUBTOTAL: $ 3,473

C. OPERATING EXPENSES:

SUBTOTAL:

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

FFY SNAP-Ed 2011/2012 CWD/LHD Project
CDSS Budget Justification
October 1, 2011-September 30, 2012

E. TRAVEL AND PER DIEM: Travel is estimated			
		SUBTOTAL:	**$0**
F. SUBCONTRACTORS:			
1) Plowshares Community Dining Room - Can Do Healthy Cooking	**$8,000**		
2) North Coast Opportunities - Teen Nutrition Advocates	**$60,749**		
3) ArtFresh Subcontract (will be subject to RFP. See attached for detail)	**$2,500**		
		SUBTOTAL:	**$71,250**
G. OTHER COSTS:			
		SUBTOTAL:	**$0**
H. INDIRECT COSTS: Indirect cost rate.			
21% of Total Salaries/Benefits and 0% Total Direct Costs	21.00%		
		SUBTOTAL:	**$ 2,132**

TOTAL	**$**	**83,535**

County: Mendocino - SUBCONTRACT: Plowshares Community Dining Room
Contact: Ana Mahoney, Executive Director

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary (Project Specific)	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Rhonda de los Santos Title: Nutrition Educator $18.65/hr x 244 hours (48 classes/year x 3 hrs per class + 100 hours of prep/recruitement)	$ 4,551	1.00	0.0%	100.0%	$ 4,551
Subtotal		1.0000	0%	100%	$ 4,551

POSITION DESCRIPTIONS:

1	Nutritionist/Nutrition Educator	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: preparation of classes for Calfresh-enrolled clients, delivery of general nutrition education in a classroom or group setting, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

B. FRINGE BENEFITS:
Payroll taxes and medical/dental benefits estimated at 35.00%
SUBTOTAL: $ 1,593

C. OPERATING EXPENSES:
Supplies and food for nutrition education classes (eight series of classes - 6 classes per series - total of 48 classes)
program supplies (spices, handouts, cooking utensils, cutting boards, aprons, knives, etc.) 1473
food estimated at $1 x 8 students x 48 classes 384
SUBTOTAL: $1,857

D. EQUIPMENT EXPENSES::
$ -
SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated
SUBTOTAL: $0

F. SUBCONTRACTORS:
SUBTOTAL: $0

G. OTHER COSTS:
SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.
none - will be provided as in-kind by the subcontractor
SUBTOTAL: $ -

TOTAL	$ -	1.0000			$ 8,000

County: Mendocino - SUBCONTRACT: ArtFresh Project (local artist to be determined)
Contact: Megan Van Sant

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary (Project Specific)	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: To Be Determined Title: Artist $40/hr x 50 hours	$ 2,000	1.00	0.0%	100.0%	$ 2,000
Subtotal		1.0000	0%	100%	$ 2,000

POSITION DESCRIPTIONS:

1 Artist	Participate in bidding process for mural installation in the lobby of the CalFresh office in Ukiah. Submit design for review and approval by County, State and Federal government. Prepare and install mural in lobby of CalFresh office. Mural will promote healthy choices by CalFresh recipeients.

B. FRINGE BENEFITS:
Payroll taxes and medical/dental benefits are included in salary costs above 0.00%
SUBTOTAL: $ -

C. OPERATING EXPENSES:
Supplies for mural, including canvas, paints, brushes, etc. 500
SUBTOTAL: $500

D. EQUIPMENT EXPENSES::
$ -
SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated
SUBTOTAL: $0

F. SUBCONTRACTORS:
SUBTOTAL: $0

G. OTHER COSTS:
SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.
SUBTOTAL: $ -

TOTAL	$ -	1.0000			$ 2,500

County: Mendocino - SUBCONTRACT: Teen Nutrition Advocates
Contact: Megan Van Sant / vansantm@co.mendocino.ca.us / 707-463-7733

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary (Project Specific)	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Jessi Barber Title: Project Coordinator - Ukiah ($18/hr x 32 hrs/week)	$ 37,440	0.80	0.0%	100.0%	$ 29,952
2. Name: Miles Gordon Title: Administrator	$ 46,680	0.05	0.0%	100.0%	$ 2,334
3. Name: To Be Determined Title: Project Coordinator - Fort Bragg ($15/hr x 10 hrs/week)	$ 31,200	0.25	0.0%	100.0%	$ 7,800
Subtotal		1.1000	0%	100%	$ 40,086

POSITION DESCRIPTIONS:

1	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and implement food demonstration activities in lobby of Social Services office in Ukiah and Fort Bragg using garden produce; work with teens at local teen center to prepare samples and staff table in lobby of Social Services; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
2	**Administrator**	Supervises project coordinator and nutrition education staff, attend nutrition education and scope of work related meetings, develops program plan and participates in the Regional collaborative. Coordinate contract reporting requirements.

B. FRINGE BENEFITS:

Payroll taxes and medical/dental benefits — 35.00%

SUBTOTAL: $ 14,030

C. OPERATING EXPENSES:

Supplies for food demonstrations and nutrition education activities
(16 food demonstrations x expected interaction with 25 people x $2.25 per person) — 900

SUBTOTAL: $900

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

In-county travel for project staff: 5 trips per month x 12 months x avg 40 miles x 0.555 per mile — 1332

SUBTOTAL: $1,332

F. SUBCONTRACTORS:

SUBTOTAL: $0

G. OTHER COSTS:

SUBTOTAL:

H. INDIRECT COSTS: Indirect cost rate. — 8.00%

SUBTOTAL: $ 4,401

TOTAL — $ - | 1.1000 | $ 60,749

FFY 2012/2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: _CalFresh Nutritional Education for Merced County Human Services Agency

FFY 2011/2012 Award Amount_$350,000.00_____

Project Contact Name, Title: _Khamla Emanivong, Staff Service Analyst II

Project Contact Phone Number and Email: _ (: *(209) 385-3000 ext 5340 kemanivong@hsa.co.merced.ca.us*209) 385-3000 ext 5272;

Additional Important Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)_alternate contact:* *Gaylin Bower, Fiscal Analyst: (2090 385-3000 ext 5112; gbower@hsa.co.merced.ca.us*

a. Related State Objectives

See State Objectives.

b. Audience

Gender: Male 50%; Female 50%

Ethnicity: African American 6%; Asian 7%; Caucasian 32%; Latino 55%

Language: English 40%; Spanish 55%; Hmong 5%

Ages: Under 5 years 9%; 5 - 8 7%; 9 - 11 5%; 12 - 17 11%; 18 - 59 55%; 60 or over 13%.

c. Focus on CalFresh Recipients.

Merced County has focused nutritional education on organizations that serve indigent populations with a high percentage of CalFresh recipients and potentially eligible persons. The identified organizations are located in neighborhoods with census tracts that reported that more than 50% of the residents had income below the 185% poverty level. These organizations include Human Services Agency offices and services sites for Emancipated/ Emancipating Youth, Parenting, and Fatherhood; Human Services Agency Kiosk sites; Senior Nutrition Congregate Meal sites, Mental Health Wellness Centers, Brown Bag Food Distribution sites, and Homeless Shelters. Nutritional Education will also be provided at community health fairs and farmers markets in low income areas. The identified communities include Dos Palos, Planada, LeGrand, Winton, and impoverished areas of Livingston, Los Banos and Merced. See attached map and Census Data Tracking Sheet.

d. Project Description.

Key Methods:

Print (brochures) will be provided to all CalFresh and CalWorks applicants at time of application and to all CalFresh and CalWorks recipients at the time of renewal/ recertification. Print educational materials and brief nutritional education sessions and messaging will be provided at community health fairs, farmers markets and brown bag sites. One hour nutritional education classes, taste testing and physical activity demonstrations will be provided at kiosk sites, Merced County Human Services Agency sites, and senior nutrition sites.

Key Educational Messages: Primary Messages include: Half Your Plate in Fruits and Vegetables; My Pyramid - Healthy Eating Plan; Rethink Your Drink (limit added sugars or caloric sweeteners); and Engage in Physical Activities.

Delivery Sites: Sites include Merced County Human Services Agency offices and services sites for Emancipated/Emancipating Youth, Parenting, and Fatherhood; Merced County Human Services Agency Kiosk sites (where recipients may electronically submit applications, renewal information, monthly status reports and verifications to their respective CalFresh, CalWorks, and Medi-Cal workers); Senior Nutrition Congregate Meal sites; Mental Health Wellness Centers; Brown Bag sites; Homeless Shelters; Health Fairs and Farmers Markets. Please see the attached Census Tract information.

<u>SNAP-Ed Delivery Sites by Type of Setting:</u>

_4_ Adult Education & Job Training Sites: All Dads Matter; Los Banos Parenting Site; Merced Parenting Site; Family Visitation Center 5%

_2_ Adult Rehabilitation Centers: Merced Adult Wellness Center; Los Banos Adult Wellness Center 5%

_3_ CalFresh Offices: Merced, Los Banos and Livingston Human Services Agency Offices 50%

__Churches

__Community Centers

_7_ Elderly Service Centers: Congregate Meal Sites 5%

13 Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens): Brown Bag Food Distribution to include 4 churches; 2 community centers; 1 library; 1 recreation center; 1 Public Housing Center; and 8 other distribution centers

!2%\

_2 Farmers Markets 5%

_0 Food Stores

_0_Head Start Programs

_0_ Individual Homes

_0Libraries

_1_Other Youth Education Sites (includes Parks and Recreation) 3%

_0Public/Community Health Centers (includes Public Health Departments)

_0_ Public Housing

_3_Other: Homeless Shelters 5%

_2_Other: Kiosk Sites (Internet Based Benefits Application Sites) 10%

Adult Education and Training Sites:

All Dads Matter
676 Loughborough Drive, Merced CA

Los Banos Parenting Sites:
Westside Family Service Center
635 J Street, Los Banos CA

Merced Parenting Site:
Family Resource Center
827 West 20th Street, Merced CA

Family Visitation Center
1779 Grogan Avenue, Merced CA

Adult Rehabilitation Centers:

Merced Adult Merced Wellness Center

300 E. 15th Street, Merced CA 95341
Los Banos Adult Wellness Center
40 West G Street, Los Banos, CA

CalFresh Offices

Human Services Agency, 2115 West Wardrobe Ave, Merced CA

Los Banos Human Services Agency Outstation, 415 F Street, Los Banos, CA

Livingston Human Services Agency Outstation, 1471 B Street, Livingston, CA

Elderly Service Centers/Senior Nutrition Congregate Meal Sites:

Atwater Cherish Atwater United Methodist Church 2550 Linden Atwater, CA 95301 (209) 358-0681	**Los Banos Cherish** Macarthur Apartments 1130 F Street Los Banos, CA 93635 (209) 826-4777
Dos Palos Cherish Dale Hale Hall 1249 Center Street Dos Palos, CA 93620 (209) 392-6803	**Merced Cherish** Senior Center 851 West 23rd Street Merced, CA 95340 (209) 723-9331
Livingston Cherish Community Center 420 Main Street Livingston, CA 95334 (209) 394-7411	**Planada Cherish** Community Center 9167 East Stanford Planada, CA 95365 (209) 382-1101
Winton Cherish Community Hall 7091 West Walnut Winton, CA 95388 (209) 358-5387	

Emergency Food Assistance/Brown Bag Sites: (USDA Food Distribution Program)

Churches

Liberty Fellowship
281 Juniper Ave, Atwater 95301 (2nd Wednesday 9:00 – 11:00)

1st Southern Baptist Church
9498 Hillside Drive, Delhi CA 95315 (last Wednesday 9:00 – 11:00)

Berea Lutheran Church
20019 Bloss Ave, Hilmar CA 95324 (last Tuesday 9:00 – 11:00)

Calvery Temple (Merced Seniors and Handicapped)
2740 No Hwy 59, Merced CA 95340 (2nd Tuesday 9:00 – 11:00)

Community Centers
Carver Center
21475 Reynolds Avenue, Dos Palos CA 93620 (1st Monday 9:00 – 11:00)

Planada Community Center
9167 East Stanford, Planada CA 95365 (2nd Monday 9:00 – 11:00)

Snelling Community Center
4650 Merced Falls Road, Snelling Ca 95369 (1st Thursday 9:00 – 11:00)

Library
Library, 12949 LeGrand Road, Le Grand CA 95333 (Second Monday 9:00 – 11:00)

Recreation Center

Livingston Recreation Center
1159 7th Street, Livingston CA 95334 (Last Tuesday 9:00 – 11:00)

Public Housing

Heritage Park Apartments
1808-1809 San Luis Ave, Los Banos CA 93635 (1st Wednesday 9:00 – 11:00)

Other Brown Bag Sites
El Nido Mobile Home Park
10600 No Hwy 59, El Nido, CA (1st Wednesday 9:00 – 11:00)

Veterans Memorial Hall
145 Fifth Street, Gustine Ca 95322 (Last Thursday 1:00 – 3:00)

Steven Leonard Park
7th & T Streets, Merced CA 95340 (3rd Monday 9:00 – 11:00)

Santa Nella Fire Station, 29190 W Centinella Drive, Gustine, CA (3rd Thursday 12:00 – 1:30)

Winton Lifeline
7081 North Winton Way, Winton CA (last Monday 9:00 – 11:00)

Youth Education Sites:

Main Street Youth Center
1577 West Main Street, Merced CA 95340

Other: Homeless Shelters:
Community Action Agency Shelter

317 E. 15th Street, Merced. CA 95340
(209) 725-8188

Merced County Rescue Mission (Homeless Men)
1921 Canal Street, Merced CA 95340

Havenwood Shelter (Homeless Women and Children)
1414 R Street, Merced, CA 95340

Other: Kiosk Sites (Internet Based Benefits Application Sites)

San Joaquin Drug Kiosk Site, 9215 E Highway 140, Planada CA 95365

George Washington Carver Center Kiosk Site, 21475 Reynolds Ave, Dos Palos CA

Projected Number of Unduplicated Participants: 600 Direct; 24,450 Indirect

Narrative: The Merced County Human Services Agency Nutrition Education Staff will promote the 2010 Dietary Guidelines, increase fruit and vegetable consumption and physical activity among the CalFresh eligible population. Messaging will include My Plate, Rethink Your Drink and Physical Activity campaigns. Staff will establish a partnership with Merced County Public Health (MCPH) and create and implement a Merced County Nutrition Action Plan (C-NAP) group. The Merced C-NAP group will establish the best plan of action to provide nutrition education and other resources to CalFresh recipients and also coordinate interventions and efforts to increase food security in the target population.

Conduct a minimum of 35 one hour nutrition education taste testing and physical activity demonstration classes for at least 350 CalFresh eligible individuals in the community. The physical activity demonstrations will include video exercise games on Wii and/or Xbox systems. The video systems and exercise games will be locked up at the agency and only used for nutritional education, taste testing and physical activity demonstrations. Only exercise games will be purchased for the video systems. Single session awareness and/or education, taste testing and physical activity demonstrations classes will be conducted at the following locations: Merced County Human Services Agency offices and services sites for Emancipated/Emancipating Youth, Parenting, and Fatherhood; Merced County Human Services Agency Kiosk sites; Senior Nutrition Congregate Meal sites; Mental Health Wellness Centers; Homeless Shelters. The Merced County Human Services Agency will conduct a minimum of 25 nutrition education activities at Brown Bag sites, Community Health Fairs and Farmers Markets. These efforts will reach 250 CalFresh eligible and potentially eligible individuals in qualifying communities. A kick-off event, in support of local and regional "Rethink Your Drink healthy beverage education efforts will be included in these efforts.

The Human Services Agency will partner with Public Health to conduct a Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention in 3 to 7 CalFresh eligible low-income neighborhoods and share results with various local stakeholders, community members and community organizations.

The Human Services Agency will partner with Public Health to coordinate a minimum of two local media activities to highlight the Merced County Nutrition Education and Physical Activity events, campaigns or accomplishments.

The Human Services Agency will provide Indirect Nutritional Education through English and Spanish brochures at time of application and renewal/recertification of benefits to all applicants and recipients of CalWorks, and CalFresh benefits.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

The Merced County Human Services Agency will use English and Spanish language Nutritional Education Materials selected from the Champions for Change Recommended Nutrition Education Materials for Adults (18+). This may include, but is not limited to the following brochures: A Healthier You (USDA & HHS); Energize Yourself and Your Family (NIDDK Weight Control Information Network); Young at Heart, Tips for Older Adults (NIDDK Weight Control Information Network); Tips to Help You Get Active (NIDDK, Weight Control Information); Rethink Your Drink (CDC); Eating Well, Living Well: Nutrition Education for ESL Programs (Cooperative Extension: San Diego Community College District; Loving Your Family Feeding Their Future (USDA); Maximizing the Message: Helping Moms and Kids Make Healthier Food choices; Three Simple Steps to Eating More Fruits and Vegetables (CDC, Fruits and Veggies More Matters); Using My Pyramid to Make Healthier Food Choices (National Dairy Council of CA); My Pyramid Ten Tips Nutrition Education Series (USDA); Dietary Guidelines for Americans 2005 (USDA and HHS); Live Well! (National Dairy Council); Food Stamp Office Resource Kit (Network for a Healthy CA); as well as information for the Network for a Healthy CA, Oregon State University, and USDA and FNS websites. No new educational materials will be developed.

g. Key Performance Measures/Indicators.

The Merced County Human Services Agency will partner with Public Health to conduct a C-NAP group satisfaction survey, participant satisfaction survey and media review.

The Human Services Agency will collect key performance measures to measure participant knowledge in the 2010 Dietary Guidelines by collecting pre and post tests from Nutritional Education classes that are one hour or more in length.

2. Evaluation Plans

All contractors participate in process, evaluation per their Scope of Work activities. Participants will use pre/post evaluations, sign-in sheet and surveys.

Coordination Efforts

Merced County Human Services Agency staff will coordinate with and enhance other local efforts to provide consistent nutrition education messaging for the CalFresh eligible and

potentially eligible population. Efforts will include the collaboration with the Merced County Health Department to provide the best nutrition education and other resources to CalFresh recipients and potential recipients; and collaboration with existing University of California Cooperative Extension CalFresh Nutrition Education agencies. Staff will attend Network meetings and conferences, and will actively participate in and coordinate local and regional Network activities (including Rethink Your Drink events).

The Human Services Agency will work with Public Health to establish a Merced County Nutrition Action Plan group, including CalFresh, WIC, Child Nutrition Programs, Child and Adult Care Food Program and other partners. The Human Services Agency will also work with Public Health to conduct Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention and sharing assessment findings with stakeholders, community members and community organizations.

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013*

*FFY 13 budget has spending authority through September 30, 2014

County: Merced

Federal Share Budget		FFY 2013
Personnel Salaries	$	136,838
Fringe Benefits	$	57,025
Operating	$	41,985
Equipment & Other Capital	$	13,836
Travel	$	12,582
Subcontractors	$	15,000
Other Costs	$	16,635
Indirect Costs	$	-
Total Federal	$	293,901

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Merced
Contact: Khamla Emanivong (209)385-3000 ext.5340 or Stephanie Dietz (209)385-3000 ext.5340

A PERSONNEL SALARIES: Q91-92

1. Name and Position Title		2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of	5. Percentage FTE Time for Direct Delivery Duties (% out	6. Total Dollars
POSITIONS			Full Time Equivalency			
1. Name: *To be determined* Title: *Nutrition Educator (Family Services Representative)*		*$ 46,758*	*1.00*	*100.0%*	*50.0%*	*$ 46,758*
2. Name: To be determined Title: *Nutrition Educator (Employment and Training Worker)*		$ 49,109	0.5000	50.0%	50.0%	$ 24,554
3. Name: To be determined Title: *Nutrition Educator (Social Worker III)*		$ 55,494	1.0000	100.0%	50.0%	$ 55,494
4. Name: Khamla Emanivong Title: *Nutrition Manager (Staff Services Analyst II)*		$ 66,876	0.1500	50.0%	0.0%	$ 10,032
	Subtotal		**2.6500**	**300%**	**150%**	**$ 136,838**

POSITION DESCRIPTIONS:

1	**Nutrition Educator**	Provides nutrition education to the CalFresh eligible population. Specific duties include: one-on-one general nutrition education; delivery of general nutrition education in a classroom or group setting; staffing health fairs and other community or promotional events (even during non-regular working hours, requiring overtime rates) where nutrition education messages are delivered. Distribution of linguistically and culturally appropriate nutrition education materials. Documentation of educational and other encounters. Assistance in writing project reports and preparation of quarterly reports; maintaining program reporting and tracking systems. Also assists with community event planning and Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention data related activities.
2	**Nutrition Educator**	Provides nutrition education to the CalFresh eligible population. Specific duties include: one-on-one general nutrition education; delivery of general nutrition education in a classroom or group setting; staffing health fairs and other community or promotional events (even during non-regular working hours, requiring overtime rates) where nutrition education messages are delivered. Distribution of linguistically and culturally appropriate nutrition education materials. Documentation of educational and other encounters. Assistance in writing project reports and preparation of quarterly reports; maintaining program reporting and tracking systems. Also assists with community event planning and Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention data related activities.
3	**Nutrition Educator**	Provides nutrition education to the CalFresh eligible population. Specific duties include: one-on-one general nutrition education; delivery of general nutrition education in a classroom or group setting; staffing health fairs and other community or promotional events (even during non-regular working hours, requiring overtime rates) where nutrition education messages are delivered. Distribution of linguistically and culturally appropriate nutrition education materials. Documentation of educational and other encounters. Assistance in writing project reports and preparation of quarterly reports; maintaining program reporting and tracking systems. Also assists with community event planning and Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention data related activities.
4	**Nutrition Manager**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at all nutritional education activities; assist with planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 82.67% of salaries $112,805 x .8267= $57,025

SUBTOTAL: $ 57,025

C. OPERATING EXPENSES:

Operating expenses are based on a generic composite in the Administrative Expense Claim, which will include the following type of expenses: Communications, Janitorial, Office Expense, Maintenance expenses for equipment and Structures, postage, rent, utilities, travel, Staff Development and EDP costs, etc. $ 41,985

Explanation on how operating costs are determined.

The Human Services Agency's operating expense are budgeted at $8,571,698. The Other Public Assistance Programs (OPA) will be allocated 44.78% of these costs for a total of $3,838,620. This is based on the number of FTE's in OPA programs of the Administrative Claim. These costs will be further spread to each program within the Other Public Assistance Functions. The Nutrition Education Program is expected to be allocated 1.09% or $41,985 of the total OPA operating costs or 0.48% of the total agency's operating expense budget. This percentage of expenses to be applied to the program will be determined by the total number of FTE's in the Nutrition Education Program vs. all agency programs.

SUBTOTAL: $41,985

D. EQUIPMENT EXPENSES:			
• Dry erase board (floor/tabletop) 24x36 $250	$	250	
• Nutrition/Health/Socioeconomic Topics on DVD: Weight of the Nation x2 $40, Unnatural Causes x2 $150	$	190	
• Recordable DVD's 50-pack $45	$	45	
• Canopy with mesh enclosed walls x2 @ acecanopy.com $600	$	20	
• Batteries for remotes $20	$	100	
• Clip boards x10 $100	$	100	
• Clear storage boxes in assorted sizes $176	$	176	
• Serving trays x2 $80	$	80	
• Cord protectors x5 $60	$	60	
• Little Giant platform truck with wheel brakes @ bizchair.com $250	$	250	
• Oven mitts x3 $60	$	60	
• Hair nets 100/box $50	$	50	
• Recordable DVD sleeves 100-pack $6	$	6	
• Network cookbooks and exercise books $5000-Includes: Healthy Latino/African American recipes, Health Snacks for Kids, Jack and the Bean Stock, Let's Move, Power Play Cookbook, Quick and Easy Meals, Recipe Cards, other USDA approved nutrition education materials, etc.	$	5,000	
• Cardboard for posters x5 $20	$	20	
• Extension cord 100+ ft. x2 $325	$	325	
• Physical activity incentives – pedometers x1000 $2000 @ healthpromotionsnow.com	$	2,000	
• Portable fans $75	$	75	
• Sanitation station materials – 3 large plastic containers and sanitation strips $70	$	70	
• Cook ware set $300	$	300	
• Scrubber sponges and holder $20	$	20	
• Double burner $100	$	100	
• Portable hand washing station – 5-gallon water container and large bucket to catch dirty water $50	$	50	
• Spray bottles for bleach solution	$	10	
• Portable lift @ ergonomics.net (must request a quote)	$	2,500	
• Sink mat x2 $20	$	20	
• Vegetable wash solution $15 @ Walmart	$	15	
• Vegetable brush x2 $20	$	20	
• Flat Electric Griddle $50	$	50	
• Electric Steamer $80	$	80	
• Binders $600	$	600	
• Pens DZ x20 $94	$	94	
• Food warmer $100	$	100	
• Hand soap with no-touch dispenser and refills x2 $30	$	30	
• Hand sanitizer $10	$	10	
• Gloves x4 boxes $40	$	40	
• DVD Player $150	$	150	
• Projector case x2 $230	$	230	
• Wireless mouse x2 $160	$	160	
• Utility Knives and replacement blades $20	$	20	
• Tabletop brochure holders for network material x6 $120	$	120	
• Portable easel x2 $200	$	200	
• Microwavable cookware $40	$	40	
		SUBTOTAL:	$13,836

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)Events will be SNAP-Ed approved

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Registration	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total	Purpose of Travel
1	1,2,3,4	4	$ 1,921	$1,600	$4,800	$620	$664	$7,684	Obesity Conference in Long Beach (Overnight)
1	1,2,3,4	2	$ 1,715	$1,560	$1,360	$245	$264	$3,429	California Conference of CCLHDN in Sacramento (Overnight)
12	1,2,3,4	12	$ 122			$1,469		$1,469	Training Events (Day)

SUBTOTAL: $12,582

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

2) Professional Trainer/Speaker (Professional Speaker for campaign kick-offs and special events. The total contract price shall include all of the Merced County Human Services Agency's compensation to the contractor, including reimbursement for all expenses incurred by the contractor, including travel expenses. $2,500 per event/training X 6 special full day events/trainings). Will speak about nutrition eduation that relates to SNA-Ed participants/eligibles $15,000

SUBTOTAL: $15,000

G. OTHER COSTS:

Type of Costs

Food and Paper Serving Supplies. $16,635

(These supplies and paper products will be used during taste testing/cooking demonstration education classes.)

SUBTOTAL: $16,635

H. INDIRECT COSTS: Indirect cost rate.

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ 136,838	$ 57,025	$ 85,038	$ 15,000	$ 293,901

Name	Address	Census Tract	Percent <185%
Calvery Temple (Merced Seniors and Handicapped)	2740 No Hwy 59, Merced CA 95340 (2nd Tuesday 9:00 – 11:00)	1005	61
Merced Cherish	851 West 23rd Street, Merced, CA 95340	1301	56.9
Main Street Youth Center	1577 West Main Street, Merced CA 95340	1301	56.9
Havenwood Shelter (Homeless Women and Children)	1414 R Street, Merced, CA 95340	1301	56.9
Merced County Rescue Mission (Homeless Men)	1921 Canal Street, Merced CA 95340	1302	66
Human Services Agency	2115 West Wardrobe Ave, Merced CA	1501	Proxy
Steven Leonard Park	7th & T Streets, Merced CA 95340 (3rd Monday 9:00 – 11:00)	1503	74
Community Action Agency Shelter	317 E. 15th Street, Merced, CA 95340	1601	86.4
Planada Cherish	9167 East Stanford, Planada, CA 95365	1901	53.4
Planada Community Center	9167 East Stanford, Planada CA 95365 (2nd Monday 9:00 – 11:00)	1901	53.4
San Joaquin Drug Kiosk Site,	9215 E Highway 140, Planada CA 95365	1901	53.4
Veterans Memorial Hall	145 Fifth Street, Gustine Ca 95322 (Last Thursday 1:00 – 3:00)	2000	Proxy
Los Banos Adult Wellness Center	40 West G Street, Los Banos, CA	2201	64.8
Los Banos Human Services Agency Outstation	415 F Street, Los Banos, CA	2201	64.8
Los Banos Cherish	1130 F Street, Los Banos, CA 93635	2201	64.8
Heritage Park Apartments	1808-1809 San Luis Ave, Los Banos CA 93635 (1st Wednesday 9:00 – 11:00)	2302	Proxy
Dos Palos Cherish	1249 Center Street, Dos Palos, CA 93620	2400	52.4
Carver Center	21475 Reynolds Avenue, Dos Palos CA 93620 (1st Monday 9:00 – 11:00)	2400	52.4
George Washington Carver Center Kiosk Site,	21475 Reynolds Ave, Dos Palos CA	2400	52.4
Snelling Community Center	4650 Merced Falls Road, Snelling Ca 95369 (1st Thursday 9:00 – 11:00)	0100	Proxy
1st Southern Baptist Church	9498 Hillside Drive, Delhi CA 95315 (last Wednesday 9:00 – 11:00)	0200	Proxy
Livingston Human Services Agency Outstation	1471 B Street, Livingston, CA	0304	Proxy
Livingston Cherish	420 Main Street, Livingston, CA 95334	0304	Proxy
Livingston Recreation Center	1159 7th Street, Livingston CA 95334 (Last Tuesday 9:00 – 11:00)	0304	Proxy
Berea Lutheran Church	20019 Bloss Ave, Hilmar CA 95324 (last Tuesday 9:00 – 11:00)	0400	Proxy
Winton Cherish	7091 West Walnut, Winton, CA 95388	0504	66.2
Winton Lifeline	7081 North Winton Way, Winton CA (last Monday 9:00 – 11:00)	0504	66.2
Atwater Cherish	2550 Linden, Atwater, CA 95301	0602	Proxy
Liberty Fellowship	281 Juniper Ave, Atwater 95301 (2nd Wednesday 9:00 – 11:00)	0602	Proxy
El Nido Mobile Home Park	10600 S Highway 59, El Nido, CA (1st Wednesday 9:00 – 11:00)	0901	Proxy
All Dads Matter	676 Loughborough Drive, Merced CA	1004	Proxy
Family Resource Center	827 West 20th Street, Merced CA	1301	56.9
Family Visitation Center	1779 Grogan Avenue, Merced CA	1501	Proxy
Merced Adult Merced Wellness Center	300 E. 15th Street, Merced CA 95341	1601	86.4
Library	12949 Le Grand Road, Le Grand CA 95333 (Second Monday 9:00 – 11:00)	1902	50.7
Santa Nella Fire Station	29190 W Centinella Dr, Gustine, CA (3rd Thursday 12:00 – 1:30)	2100	Proxy
Westside Family Service Center	635 J Street, Los Banos CA	2201	64.8

FFY 2012/2013 SNAP-Ed County Welfare Department (CWD) Pilot Project

California Department of Social Services (CDSS) Objectives for this Pilot Project:

1. To continue to increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To continue collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Continue successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Nutrition and Fitness Expansion Project

FFY 2011/2012 Award Amount: $150,000

Project Contact Name, Title: Darlene Washburn, Self Sufficiency Manager

Project Contact Phone Number and Email: 707.253.4468 darlene.washburn@countyofnapa.org

Additional Important Information
. Monday-Friday, 8:00 am to 5:00 p.m.

a. Related State Objectives

See objectives 1,2,7 and 10..

b. Audience

Gender: Male 65% Female 35%

Ethnicity:
- ☒ African American 4%
- ☒ Asian 4%
- ☒ Caucasian 20%
- ☒ Latino 70%
- ☐ Other (specify) mixed: 2%

Languages:
- ☒ English 40%
- ☒ Spanish 60%

Ages:
- ☒ Under 5 years old 0%
- ☒ 5 to 8 2%
- ☒ 9 to 11 23%
- ☒ 12 to 17 30%

☒18 to 59 30% ☒60 years old and over 15%

c. Focus on CalFresh Recipients.

This project will continue our efforts to bring nutrition information to CalFresh recipients and potentially eligibles using nutrition education classes, trainings and workshops developed as a result of this project. Staff from Napa County Self Sufficiency Services Division (Social Services) will partner with the Family Resource Centers and other community partners to educate CalFresh recipients about eating more fruits and vegetables, how to shop for and prepare healthily foods/meals, the importance of limiting sugars and fats as well as maintaining a healthy weight by adding or increasing physical activity and adopting an active lifestyle.

d. Project Description.

Generally, a significant component of the project will be the continuance of a series of nutrition education classes using evidence-based curriculum available from USDA. The intent is to continue to build capacity in the community for training and nutrition education; therefore, this strategy will include partnering with family resource centers, youth and senior organizations and other non-profits serving the target populations. Promotion of SNAP-Ed program will be a part of the training information.

Specifically, other project activities:

- Since we got off to such a late start in the 11/12 FFY Napa County Health and Human Services Agency (HHSA) Self Sufficiency Services Division will implement the project developed in the 11/12 FFY for a youth work grassroots/leadership project whereby behaviorally-focused messages targeting youth are delivered by youth. For example, collaborate/leverage with WIA (Workforce Investment Act) youth program to have youth enrolled in that program get work experience/leadership experience through presenting the nutrition education curriculum to youth groups (e.g. On the Move organization who served at Risk Youth). The activity is specific to nutrition education and specific to at risk or low income youth. This would be done again through a contract.

- Develop a partnership with a senior organization to bring nutrition and fitness education classes to the elderly.

- Build a children's fitness and nutrition education program through the Napa Valley Unified School District (NVUSD) utilizing the Connelly Ranch where school children learn about organic farming and the benefits of healthy eating.

- Further integrate education into the CalFresh application process by offering classes on site regularly taught by Social Services staff in collaboration with WIC.

- Explore the feasibility of adding a media link about nutrition to the end of the online application of CalFresh in the C-IV System.

- Provide technical assistance to advocates on the ground so they have the tools, resources, and day-to-day support they need to be effective and learn from others.

Projected Number of Unduplicated Participants: 500

Key Methods:
SSSD will offer nutrition education using the following methods:

- Nutrition Education Classes: 50 occurrences at ½-1hour(s) each
- Community Education Events: 2 occurrences at ½-1hour(s) each
- Training/Workshop/Conference: 4 occurrences at ½-1 hour(s) each

Key Educational Messages:
- Fruits & Vegetables
- Food Shopping/Preparation
- Limit Added Sugars or Caloric Sweeteners
- Promote Healthy Weight
- Other (Specify): breast feeding
- Physical activity

SNAP-Ed Delivery Sites by Type of Setting:
- 1-3 CalFresh Offices
- 3 Emergency Food Assistance Sites (includes Food Banks, Food Pantries, and Soup Kitchens)
- 15 Schools – students (K-12)
- 15 Schools – Parents
- 4 WIC Programs
- 4 Family Resource Centers

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Source	*Title*	*Description*	*Languages*	*Cost*
Nancy Maria Grande Tabor	A Taste of the Mexican Market	Foods in Mexican Mkt with focus on F/V	Eng/Spanish	
Dairy Council of California	Activity & Eating (High School)	Encourages & teaches to eat healthy/be physical	Eng/Spanish	
California Power Play	Are you Ready to Get the Power	4th/5th Grade motivate activity and eat F/V	Eng/ Spanish	
CA Dept of Health	Be Active Your Way	How to incorporate physical activity into life	Eng/Spanish	
Dairy Council of California	Beverages: Make Every Sip Count	Choosing healthy beverages (adult)	Eng/Spanish	

Source	*Title*	*Description*	*Languages*	*Cost*
Bell Institute of Health & Nutrition	Breakfast is Important for You	Highlights health benefits of breakfast	Eng/Spanish	
Regional Network-Bay Area	Calculating Sugar in Beverages	All ages, handout showing # tsp sugar in bevs	Eng/Spanish	
Network for a Healthy California	Champions for Change Phyical Activity Guide	Handout: tips for increasing physical activity and rational	Eng/Spanish	
Calif Project LEAN	Celebre con una Fiesta al Aire Libre	Brochure: tips for eating lean Mexican cusine at home or eating out	Spanish	

g. **Key Performance Measures/Indicators.**

Pre and post tests with target audience will measure knowledge acquisition and recipients' assessment as to benefit of information provided in the training. The post test may elicit additional interest topics.

2. Evaluation Plans

Evaluation measures will include activity tracking logs, sign-in sheets, participant data cards, and number of materials distributed. Participant data cards will be collected at every event. Data collected will include participant demographics, current services and benefits received. The pre and post tests developed by PHD will measure knowledge acquisition and recipients' perception of how beneficial the classes/trainings/workshops were. Results will be shared with stakeholders for use in future nutrition and fitness education programs.

3. Coordination Efforts

SSSD will continue to work with PHD staff to procure evidence-based curriculum and participate in a targeted site deployment planning group. SSSD staff will share nutrition information with CalFresh eligibles/potential eligibles directly. We will also work with WIC, local Family Resource Centers, senior organizations, and local school districts to educate CalFresh recipients about the benefits of good nutrition and physical activity. MOUs are under currently under development.

Napa County Census Tract Data Sheet UPDATED 9.20.2012

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity*	*185% FPL*	*Notes*
Headstart	Fuller Park Head Start	1704 Laurel Street	Napa	94559	06055200202	All Races	----%	Proxy site
Headstart	Mayacamas Head Start	70 Calaveras Ct.	Napa	94559	06055200801	All Races	-----%	Proxy site
Headstart	Menlo Head Start	1551 Myrtle St.	Napa	94558	06055200501	All Races	-----%	Proxy site
Headstart	Therapeutic Child Care Program	2344 Old Sonoma Rd, Bldg L	Napa	94559	06055200201	All Races	-----%	Proxy site
Headstart	Westwood Head Start	2700 Kilburn Ave.	Napa	94558	06055200801	All Races	-----%	Proxy site
Headstart	Tierra Linda Head Start	Solano Avenue/West Park Avenue	Napa	94558	06055200701	All Races	-----%	Proxy site
Headstart	Vineyard Crossing Head Start	202 Tapestry Lane, Suite 150	American Canyon	94503	06055201002	All Races	-----%	Proxy site
Other	Calistoga Family Resource Center	1500 Cedar St.	Calistoga	94515	06055202000	All Races	100%	Block Group
Other	American Canyon Family Resource Center	3431 Broadway, Suite A-5	American Canyon	94503	06055201001	All Races	100%	Site Provided Source Documentation
Other	Puertas Abiertas Community Resource Center	952 Napa Street	Napa	94559	06055200503	All Races	100%	Site Provided Source Documentation
Other	St.Helena Family Center	1440 Spring St.	St. Helena	94574	060552016000	All Races	100%	Site Provided Source Documentation
WIC	Napa WIC	2344 Old	Napa	94559	06055200201	All Races	-----%	Proxy site

		Sonoma Rd, Bldg G						
WIC	St. Helena WIC Satellite	1428 Spring St.	St. Helena	94574	06055201600	All Races	-----%	Proxy site
WIC	Calistoga WIC Satellite	1307 Washington St.	Calistoga	94515	06055202000	All Races	-----	Proxy site
WIC	American Canyon WIC Satellite	4381 Broadway, Suite 100	American Canyon	94503	06055201001	All Races	-----	Proxy site
Food bank	Napa Valley Food Bank (NVFB) USDA Distribution	2110 Seminary St.	Napa	94558	06055200201	All Races	-----	Proxy Site
Food bank	NVFB	2185 Elliott Dr.	American Canyon	94503	06055201001	All Races	-----	Proxy Site
Food bank	NVFB	6008 Steel Canyon Rd	Lake Berryessa	94558	06055201800	All Races	-----	Proxy Site
Food bank	NVFB	Third St.	Calistoga	94515	06055202000	All Races	-----	Proxy Site
Food bank	NVFB	275 Clark Way	Angwin	94508	06055201700	All Races	-----	Proxy Site
Food Bank	NVFB	1777 Main St.	St. Helena	94574	06055201600	All Races	-----	Proxy Site
Food bank	NVFB	1 Angwin Way	Angwin	94508	06055201700	All Races	-----	Proxy Site
Food bank	NVFB	3305 Linda Vista Ave.	Napa	94558	06055200701	All Races	-----	Proxy Site
Cal Fresh Office	Cal Fresh Office	2261 Elm St.	Napa	94559	06055200201	All Races	-----	Proxy Site
Public Housing	EAH Rohlffs Manor	2400 Fair Drive	Napa	94558	06055200701	All Races	-----	Site provided source documentation

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.

Free/Reduced Price Meal Percentage Data Sheet

*School Name**	*District Name*	*CDS Code*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Shearer – S & P	Napa Valley Unified	28-66266-6026934	73.90%	12.09%	85.99%
Calistoga Jr/Sr High – S & P	Calistoga Joint Unified	28-66241-2831758	65.75%	10.22%	75.97%
McPhereson – S & P	Napa Valley Unified	28-66266-6026850	70.16%	12.10%	82.26%
Phillips Charter –S & P	Napa Valley Unified	28-66266-6026900	64.27%	8.38%	72.65%
Snow – S &P	Napa Valley Unified	28-66266-6026942	61.17%	9.19%	70.36%
Calistoga Elementary – S & P	Calistoga Joint Unified	28- 66241-6026744	70.89%	10.97%	81.86%
Harvest Middle School - S&P	Napa Valley Unified	28-66266-0101568	44.55%	6.87%	51.42%
Bel Aire Park Elementary S&P	Napa Valley Unified	28-66266-6026777	53.82%	11.65%	65.47%
Salvador Elem S&P	Napa Valley Unified	28-66266-6026926	54.00%	11.00%	65.00%
Pueblo Vista Elem S&P	Napa Valley Unified	28-66266-6026918	54.32%	12.59%	66.91%
Napa Valley Lang, Acad. S&P	Napa Valley Unified	28-66166-6026983	43.06%	8.56%	51.61%
Napa Junction Elementary School – S & P	Napa Valley Unified	28-66266-6026876	45.76%	8.47%	54.23%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Napa County HHSA

Self Sufficiency Services Division

Federal Share Budget		FFY 2013
Personnel Salaries	$	13,322.00
Fringe Benefits	$	5,329.00
Operating	$	-
Equipment & Other Capital	$	-
Travel	$	-
Subcontractors	$	117,231.00
Other Costs	$	-
Indirect Costs	$	14,118.00
Total Federal	$	150,000.00

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Napa
Contact: Darlene Washburn

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Darlene Washburn Title: Contract Manager (Self-Sufficiency Manager)	$ 89,482	0.04	100.0%	0.0%	$ 3,579
2. Name: Alli Muller Title: Administrative Coordinator (Staff Services Analyst)	$ 73,278	0.04	100.0%	0.0%	$ 2,931
3 Name: Laura Padilla, Briana Rios, Angela Beltencourt, Arminda Garcia Title: Nutrition Aides (4 staff members)	$ 52,395	0.13	0.0%	100.0%	$ 6,811
Subtotal		**0.21**	**200%**	**0%**	**$ 13,322**

POSITION DESCRIPTIONS:

1	**Contract Manager**	Manages the nutrition education contract including budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Prepares Budget Adjustment Requests (BAR) as necessary.
2	**Administrative Coordinator**	Provides administrative and office support for the project staff and is responsible for the reporting requirements.
3	**Nutrition Aides**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 40% of salaries

SUBTOTAL: $ 5,329

C. OPERATING EXPENSES:

*	Administration: Salary and benefits for agency staff whose duties benefit the Social Services/Snap Ed program; Agency Director, agency CFO, agency fiscal Staff, support staff.	$4,983 $0 $0
*	General Operating costs (Communications, Office expense, Utilities)	$1,180 $0
	A-87	$7,494

SUBTOTAL: $13,657

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated October 1, 2012-September 30, 2013

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

**No travel expenditures predicted

$0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Project Coordinator** $30,000
2) **Multiple Provider Contracts** $87,231

$117,231

G. OTHER COSTS:

Type of Costs

Nutrition Education reinforcement items $0
**No nutrition education expenditures predicted $0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate of .44 as approved by CDSS.

0% of Total Salaries or 0% Total Direct Costs

or .3% of Modified Directs (provide what costs to be included) $ - SUBTOTAL: $ 462

TOTAL $ - 0.2100 $ 150,000

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Napa Subcontractors
Contact: Darlene Washburn

F SUBCONTRACTORS

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: To be Determined Title: Project Coordinator	$30,000	1.00	100.0%	0.0%	$ 30,000
2. Name: To Be Determined (Multiple Providers) Title: Education Providers	$87,231	1.00	100.0%	0.0%	$ 87,231
Subtotal	**$117,231**	**2.00**	**200%**	**0%**	**$117,231**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Project Coordinator**	The contractor will design and facilitate a collaborative process with HHSA SSS and PH Divisions and community partners to develop a comprehensive community nutrition action plan.
2	**Education Providers (Mulitiple Provider Contracts)**	Provide a series of nutrition and fitness education classes using evidence based curriculum available through the USDA.

TOTAL	**$117,231**	**2.0000**		**0.0%**	**$117,231**

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of Cal Fresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate Cal Fresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines.

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Nevada County Department of Social Services – SNAP Ed 2013

FFY 2013 Award Amount: $150,000

Project Contact Name, Title: Kevin Olson, DSS Eligibility Program Manager

Project Contact Phone Number and Email: (530) 265-7101; kevin.olson@co.nevada.ca.us

Additional Information *(i.e., best time(s) to reach, alternate contact, Days of week/month not available, etc.)*

Kevin Olson can be reached Monday through Friday, 8:00 am – 5:00 pm, except between the hours of 12:00 and 1:00.

Alternate contact: Lynne Lacroix, Project Coordinator, (530) 265-2846, lynne.lacroix@co.nevada.ca.us
Lynne can be reached Monday through Friday, 8:00 am – 5:00

Related State Objectives

See Objective 1,2,7 and 10.

a. Audience

Gender: Male 35% Female 65%

Ethnicity:

☒ African American <1%
☒ Asian <1%

☒ Caucasian	92%
☒ Latino	7%
☒ Native American	<1%
Languages:	
☒ English	97%
☒ Spanish	3%
Ages:	
☐ Under 5 years old	%
☐ 5 to 8	%
☐ 9 to 11	%
☒ 12 to 17	15%
☒ 18 to 59	73%
☒ 60 years old and over	12%

b. Focus on Cal Fresh Recipients.

Describe how the project will focus education on Cal Fresh recipients.

All activities will be conducted at sites that meet SNAP-Ed guideline criteria including utilizing census tract and block data and approved proxy sites such as community centers and food banks.

Project Description

This year's efforts will build upon the programs established in FY 2012. The Department of Social Services (DSS) plans continue to offer nutrition classes. We anticipate reaching up 200 people through these efforts. All class materials and handouts will align with the Dietary Guidelines for Americans 2010 and MyPlate.

A community liaison will connect with organizations serving Cal Fresh clients and raise awareness of the nutrition program, classes, special events and forums. The liason will also identify leaders amongst the Cal Fresh eligible population and work with those individuals to promote participation in community surveys and forums. They shall also assist in conducting neighborhood assessments in low income areas and help to identify potential system changes that can be made within communities and organizations.

DSS is planning to work with a local grocery store located in a qualifying census tract to implement a nutritional education component to reach consumers. This program shall be modeled upon the CDPH retail program. As part of the effort, 6 to 8 food demonstrations/tasting shall be conducted over the year. The demonstrations are expected to reach 400 people, while the in store retail program will reach thousands of customers. DSS shall also co-sponsor a nutritional based special event with the Department of Public Health that is expected to reach a few hundred people.

A mailing to all Cal Fresh recipients will include EBT farmer market info and a nutritional handout. This mailing shall reach almost 3,000 people. Farmers willing to work with and provide produce at discounted rates to CalFresh clients will be promoted in the CalFresh offices and at nutritional classes.

Summary of Research.

See Section A.

c. Use of Existing Educational Materials.

See Attachment I.

Key Performance Measures/Indicators.

Program success will be monitored through performance measures and indicators including: tracking the number of mailings to clients, # of clients that receive nutrition education materials, # of food demonstrations, # of people that participate in food demonstrations, number of nutrition classes hosted, # of people attending nutrition education classes, and surveys of participant's knowledge before and after selected classes.

2. Evaluation Plans

Describe any evaluation planned.

- Indirect activities such as food demonstrations and mailings will be measured through the process evaluation technique. DSS will count the number of events hosted and all other events as indicated under key performance.
- EBT card data will be utilized to compare to farmer's market data in previous years to the current year. Data will also be analyzed to determine if there is a spike in EBT use a farmer markets following a mailing campaign.
- Grocery Store Retail Program – The CDPH retail program guidelines shall be used to monitor and implement this program.

Coordination Efforts

Describe efforts to coordinate, complement and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions.

The Nevada County Department of Social Services (DSS) will coordinate with key Nevada County Public Health personnel, FNS funded organizations, farmers, senior centers, local food related nutrition organizations, and other audiences targeting the Cal Fresh audience. DSS will continue to participate in developing and executing the County Nutrition Action Plan, help to expand its stakeholders, and implement policy and program related interventions.

Nevada County Department of Social Services FFY 2103 CWD Project

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity **	*100% FPL*	*185% FPL*	*Notes*
Proxy Site: Cal Fresh	Cal Fresh Office	950 Maidu Avenue	Nevada City	95959	060570008.02	AR	--%		Proxy Site
Proxy Site: Cal Fresh	Cal Fresh Office	10075 Levon Avenue	Truckee	96161	060570012.01	AR	--%		Proxy Site
Proxy Site: TANF Job Readiness	Calworks/OneStop Business and Career Center	715 Maltman Drive	Grass Valley	95945	060570005.01	AR	--%		Proxy Site
Community Center	Family Resource Center	11695 Donner Pass Road	Truckee	96161	--	--	--%	--%	Means-Tested Low Income Assistance Programs - *waiting for approval from FNS*
Community Center	Partners Family Resource Center	235 South Auburn St	Grass Valley	95945	060570006001	AR	--%	71.90%	2006-2010 Block Group ACS for Sierra Cascade Region
Community Center	Partners Family Resource Center at Ready Springs Head Start	10862 Spenceville Road	Penn Valley	95946	--	--	--%	--%	Means-Tested Low Income Assistance Programs - *waiting for approval from FNS*
Community Center	San Juan Ridge Family Resource Center	18874 Oak Tree Road	Nevada City	95959	06057000900	AI	56.20%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL
Community Health Center	Sierra Family Medical Clinic	15301 Tyler Foote Road	Nevada City	95959	06057000900	AI	56.20%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL
Community Health Center	Sierra Nevada Memorial Miners Community Clinic	1435 Whispering Pines Lane	Grass Valley	95945	060570006002	AR	--%	79.90%	2006-2010 Block Group ACS for Sierra Cascade Region
Farmers Market	Nevada County Certified Grocers Market	12075 Auburn Road	Grass Valley	95949	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL
Food Bank	Food Bank of Nevada County	310 Railroad Avenue	Grass Valley	95945	--	--	--%	--%	Proxy Site

Nevada County Department of Social Services FFY 2103 CWD Project

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity **	*100% FPL*	*185% FPL*	*Notes*
Food Bank	Food Bank of Nevada County	255 South Auburn Street	Grass Valley	95945	--	--	--%	--%	Proxy Site
Food Bank	Food Bank of Nevada County	31625 Relief Hill Road	Washington	95986	--	--	--%	--%	Proxy Site
Food Bank	Food Bank of Nevada County	29190 State Hwy 49	North San Juan	95960	--	--	--%	--%	Proxy Site
Food Bank	Food Bank of Nevada County	11739 Spenceville Road	Penn Valley	95946	--	--	--%	--%	Proxy Site
Food Bank	Interfaith Food Ministry of Nevada County	551 Whiting Street	Grass Valley	95945	--	--	--%	--%	Proxy Site
Food Bank	Project Mana	10111 Trout Street	Truckee	96161	--	--	--%	--%	Proxy Site
Food Store	Addiego Ventures Inc	29336 State Highway 49	North San Juan	95960	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Dollar Tree #2260	762A Freeman Lane	Grass Valley	95949	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Earth Family Foods	18262 Slide Mine Road	North San Juan	95960	06057000900	AI	56.20%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	GV Grocery Outlet	616 Sutton Way	Grass Valley	95945	060570006001	AR	--%	71.90%	2006-2010 Block Group ACS for Sierra Cascade Region

Nevada County Department of Social Services FFY 2103 CWD Project

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity **	*100% FPL*	*185% FPL*	*Notes*
									Qualifies through *Network Retail Program* data
Food Store	KMart #9746	111 West McKnight Way	Grass Valley	95949	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Mother Truckers	13224 Tyler Foote Road	Nevada City	95959	06057000900	AI	56.20%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Oak Super Market	11197 Squirrel Creek Road	Grass Valley	95945	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Raley's #213	692 Freeman Lane	Grass Valley	95949	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Safeway #0111	105 Neal Street	Grass Valley	95945	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Safeway #2842	867 Sutton Way	Grass Valley	95945	060570006001	AR	--%	71.90%	2006-2010 Block Group ACS

Nevada County Department of Social Services FFY 2103 CWD Project

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity **	*100% FPL*	*185% FPL*	*Notes*
									for Sierra Cascade Region Qualifies through *Network Retail Program* data
Food Store	Sierra Superstop #3	29405 State Highway 49	North San Juan	95960	06057000900	AI	56.20%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	SPD Market Grass Valley, Inc.	129 West McKnight Way	Grass Valley	95949	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Sunset Market	12223 Rough & Ready Hwy	Grass Valley	95945	06057000502	AI	58.50%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	The Country Store	19008 Tyler Foote Rd	Nevada City	95959	06057000900	AI	56.20%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data
Food Store	Washington General Store	15382 Washington Road	Nevada City	95986	06057000900	AI	56.20%	--%	2006-2010 ACS Race/Ethnicity at 100% FPL Qualifies through *Network Retail Program* data

Nevada County Department of Social Services FFY 2103 CWD Project

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity **	*100% FPL*	*185% FPL*	*Notes*
Head Start	Nevada City Head Start Preschool	405 Hoover Lane	Nevada City	95959	--	--	--%	--%	Proxy Site
Head Start	North San Juan Early Head Start	18874 Oak Tree Road	Nevada City	95959	--	--	--%	--%	Proxy Site
Head Start	Ready Springs Head Start	10682 Spenceville Road	Penn Valley	95946	--	--	--%	--%	Proxy Site
Head Start	Truckee Pines Head Start	10100 Estates Drive	Truckee	96161	--	--	--%	--%	Proxy Site
Public Housing Section 8	Cedar Parks/Oak Ridge Apartments	228 Sutton Way	Grass Valley	95945	060570006001	--	--%	--%	Proxy Site
Public Housing Section 8	Glennbrook Apartments	265 Sutton Way	Grass Valley	95945	060570006001	--	--%	--%	Proxy Site
Public Housing Section 8	Nevada Woods Apartments	360 Sutton Way	Grass Valley	95945	060570006001	--	--%	--%	Proxy Site
Public Housing Section 8	Springhill Apartments	244 Dorsey Drive	Grass Valley	95945	060570006001	--	--%	--%	Proxy Site
Public Housing Section 8	Valley Commons Apartments	1444 Segsworth Way	Grass Valley	95945	060570006001	--	--%	--%	Proxy Site
Shelters/ Temporary Housing	Booth Family Center	12390 Rough and Ready Hwy	Grass Valley	95945	060670005.01	--	--%	--%	Proxy Site
Shelters/ Temporary Housing	Hospitality House	230 South Church Street	Grass Valley	95945	060570008.02	--	--%	--%	Proxy Site
WIC	Nevada County WIC	471 Sutton Way	Grass Valley	95945	060570006001	--	--%	98.45%	CDPH WIC ISIS 11/30/11
WIC	Nevada County WIC	10075 Levon Avenue	Truckee	96161	060570001201	--	--%	98.45%	CDPH WIC ISIS 11/30/11

Nevada County Department of Social Services FFY 2103 CWD Project

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity **	*100% FPL*	*185% FPL*	*Notes*
Worksite	Nevada-Sierra Regional In Home Supportive Services Public Authority	466 Brunswick Road	Grass Valley	95945	060570006001	AR	--%	71.90%	2006-2010 Block Group ACS for Sierra Cascade Region Worksite data available that 100% of employees make less than $9.63/hour and qualify as <185% FPL

* Refer to list from SNAP-Ed Delivery Sites by Type of Setting section.
** All Races-AR, American Indian or Alaska Native-AI, Asian-AS, Black/African American-B, Native Hawaiian or Other Pacific Islander-NH, Hispanic/Latino-H, White-W, Other Races-OR

Free/Reduced Price Meal Percentage Data Sheet

*School Name**	*District Name*	*CDS Code*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Nevada County Academy of Learning (S) (P)	Nevada County Office of Education	29-102980-113019	91.67%	0.00%	91.67%
Silver Springs High (S) (P)	Nevada Joint Union High	29-66357-2930071	54.49%	7.05%	61.54%
NU Tech High (S)	Nevada Joint Union High	29-66357-2930089	48.84%	6.98%	55.81%
Sierra Foothill High (Continuation) (S)	Nevada Joint Union High	29-66357-2930105	60.00%	0.00%	60.00%

*After each school name indicate all that apply with the following abbreviations: K-12 School (S), Preschool (PS), After School (A) & Parents (P)

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: Nevada County DSS

Federal Share Budget		FFY 2013
Personnel Salaries	$	-
Fringe Benefits	$	-
Operating	$	9,445.00
Equipment & Other Capital	$	-
Travel	$	2,296.00
Subcontractors	$	134,188.00
Other Costs	$	4,071.00
Indirect Costs	$	-
Total Federal	$	150,000.00

FFY SNAP-Ed 201. CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Nevada
Contact: Kevin Olson

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Alison Lehman Title: Director	$ 125,455	0.02	100.0%	0.0%	$ -
2. Name: Kevin Olson Title: Program Manager	$ 76,601	0.0500	100.0%	0.0%	$ -
3. Name: Linda Bolelli Title: ES Worker	$ 52,394	0.0500	0.0%	100.0%	$ -
4. Name: Sheila Martin Title: Clerical Support - Senior Office Assistant	$ 39,825	0.1000	100.0%	0.0%	$ -
Subtotal		**0.2200**	**300%**	**100%**	**$ -**

1	**Director**	Director will serve as the overall liaison between Department of Social Services and other County agencies including the Board of Supervisors. Director will meet regularly with the Program Manager of the Department of Social Services to coordinate the program. Director provides oversight to entire Department of Social Services and all programs.
2	**Program Manager**	Program Manager will provide supervision to all project-related staff; work with fiscal staff to track the budget; represent the health department as relevant to state and local agencies and community stakeholders; and ensure contract deliverables are met. Program Manager will also assist in developing strategic plan, conduct quality assurance and evaluation as needed.
3	**ES Worker**	Administers the nutrition education classes developed by the Public Health Nutrionist through the CalWorks orientation. Will assist in the and collecting of assessment surveys.
4	**Senior Office Assistant**	The Senior Office Assistant will provide clerical support. Tasks will include, but not be limited to, preparing meeting agenda, minutes and communicating meeting and training information to community partners and clients. Will assist in the preparing and collecting of assessment surveys, arrange class site reservations, and in general support campaign activities

B. FRINGE BENEFITS:

Includes retirement, OPEB, health, other insurances and Worker's Compensation 55.63% of $17,617
In Kind salaries = $9,800 In Kind benefits.

TOTAL IN KIND PERSONNEL - $17,617 + $9,800 = $27,417 **SUBTOTAL:** $ -

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

C. OPERATING EXPENSES:

Non - food supplies for classes and events - $25/month X 12 months = $300	$	300
Food Samples for Nutrtition classes - 75 classes X 10/class = 750 participants X $2.50/participant = $1,875	$	1,875
Retail Program - 8 demonstrations X 50 people/demonstration X 2.50/person = $1,000	$	1,000
Postage - Mail class schedules & events - 2 mailings X ,1,300 expected clients X .45/mailing = $1,170 plus 2 mailings X 3,000 expected clients = $2,700 + $1,170 = $3,870	$	3,870
General Office Supplies - including, but not limited to folders, pens, pencils, flip charts & paper, envelopes, binders, event invitations, and other necessary supplies. $200/month X 12 months = $2,400	$	2,400
SUBTOTAL:		**$9,445**

D. EQUIPMENT EXPENSES::

SUBTOTAL:		**$0**

E. TRAVEL AND PER DIEM: Travel is estimated

CX3 training - Hotel for one night ($84 plus $16 tax) plus per diem ($40 per day) = $140/staff X two staff = $280	$	280
2013 Childhood Obesity Conference - Registration ($375) plus round trip flight (LA $300) two nights hotel ($110 plus $16.60 tax) plus two days per diem ($40/day) = $1,008/staff X two staff = $2,016	$	2,016
SUBTOTAL:		**$2,296**

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1	Public Health Department	$	126,988
2	Nancy Jeffrey - CalWORKS Job Club conducts job club for CalWorks recipients and will present a 5 class series on nutrtion each month. - 120 hours @ $60/hour = $7,200	$	7,200
	SUBTOTAL:		**$134,188**

G. OTHER COSTS:

Get More because More Matters handouts (English) - 60 packets of 50/each X $9.00/packet = $540	$	540
Recipe Cards - 500 clients X 5 recipe cards/each X $.40/card = $1,000	$	1,000
Color copies by local vendor (Real Graphics) - 500 color copies X $.32/copy = $160	$	160
Internal Duplication - 10,400 copies X $.10/copy = $1,040	$	1,040
Promotional Tote bags to encourage/remind particpants to shop for nutritional food items - 500 clients @ $2.66/client = $1,331	$	1,331
SUBTOTAL:		**$4,071**

H. INDIRECT COSTS: Indirect cost rate.

25% of Total Salaries all In Kind = $27,417 X 25% = $6,854 county in kind support	$	-
SUBTOTAL:	$	-

TOTAL	$ -	0.2200	$ -	**SUBTOTAL:**	$	**150,000**

County: Nevada County CWD Project
Contact: Kevin Olson

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Lynne Lacroix Title: Project Coordinator	$ 100,000	0.40	90.0%	10.0%	$ 40,000
2. Name: Cynthia Schuetz Title: Health Educaton Consultant	$ 90,000	0.23	50.0%	50.0%	$ 20,700
3. Name: TBD Title: Community Liasion	$ 60,000	0.50	10.0%	90.0%	$ 30,000
4. Name: Galen Ellis Title: Program Manager	$ 84,636	0.10	90.0%	10.0%	$ 8,464
5. Name: TBD Title: Nutritionist	$ 100,000	0.20	50.0%	50.0%	$ 20,000
Subtotal		**1.4300**	**290%**	**210%**	**$ 119,164**

1. Project Coordinator	Coordinate program staff and nutrition education activities; plan and follow through on on educational events at health fairs, schools, and other promotional activities; work with schools, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community wellness program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. 1,000 hours @ $50/hour = $50,000
2. Health Education Consultant	In coordination with the Project Coordinator, the Health Education Consultant (HEC) is responsible for developing the communications and health education aspects of the program. With consultation by the Public Health Nutritionist the HEC will develop a 5 class nutrition education series, train staff to provide classes, teach and perform quality assurance reviews of the classes. The HEC will also create and coordinate all aspects of the ReThink Your Drink campaign. 460 hours @ $45/hour = $20,700
3. Community Liasion	The community liaison will connect with organizations serving Cal Fresh clients and bring awareness to the nutrition program, classes, special events and forums. The liaison will assist in conducting neighborhood assessments in low-income areas and shall work to build capacity that in turn will help drive multi-level interventions across sectors.
4. Program Manager	Program Manager will provide supervision to all project-related staff; work with fiscal staff to track the budget; represent the health department as relevant to state and local agencies and community stakeholders; and ensure contract deliverables are met. Program Manager will also assist in developing strategic plan, conduct quality assurance and evaluation as needed.
5. Nutritionist	Nutritionist will provide expertise for all aspects of the program ensuring accuracy of information and appropriateness of curricula for given audience. Nutritionist will oversee technical content of all education classes.

B. FRINGE BENEFITS:					
Includes payroll taxes and medical/dental benefits at 50% of salaries				$	4,232
			SUBTOTAL:	**$**	**4,232**
C. OPERATING EXPENSES:					
			SUBTOTAL:		$0
D. EQUIPMENT EXPENSES::					
				$	-
			SUBTOTAL:		$0
E. TRAVEL AND PER DIEM: Travel is estimated					
Community Engagement training - Hotel for one night ($84 plus $16 tax) plus per diem ($40 per day) X one staff attending = $140				$	140
CX3 training - Hotel for one night ($84 plus $16 tax) plus per diem ($40 per day) X one staff = $140				$	140
2013 Childhood Obesity Conference - Registration ($375) plus round trip flight (LA $300) two nights hotel ($110 plus $16.60 tax) plus two days per diem ($40/day) = $1,008/staff X one staff = $1,008				$	1,008
			SUBTOTAL:		**$1,288**
F. SUBCONTRACTORS: Include subcontractor(s) information. Can attach Subcontractor Budget Justification.					
			SUBTOTAL:		$0
G. OTHER COSTS:					
Type of Costs					
			SUBTOTAL:		$0
H. INDIRECT COSTS: Indirect cost rate.					
18.15% of Total Salaries				$	2,304
or ___ % of Modified Directs (provide what costs to be included)		$ -	**SUBTOTAL:**	$	2,304
TOTAL	$ -	**1.4300**		**$**	**126,988**

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **Placer County CalFresh Nutrition Project**

FFY 2013 Award Amount **$150,000.00**

Project Contact Name, Title: **Linda Zelhart, CalFresh Program Manager**

Project Contact Phone Number and Email **530 889 7626 lzelhart@placer.ca.gov**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)*_____

For examples of project synopsis that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's Network for a Healthy California's website. ***http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx***

a. Related State Objectives

See State Level Objectives.

b. Audience

Gender: Male and Female

Ethnicity: 76% Caucasian; 16% Latino; 8% other

Languages: 94% English; 5% Spanish; 0.6% Russian

Ages: All ages. Emphasis on potential eligible senior population

c. Focus on CalFresh Recipients.

All of Placer County Human Services' activities will target current CalFresh consumers and potential eligible CalFresh consumers where they live, learn, work, socialize, and shop.

d. Project Description.

Key Methods:

Nutrition Classes - 20 Occurrences at 1 hour each

Community Education Events - 5 Occurrences at 1 hour each

Lobby Taste Sampling Project - Bi-weekly fresh fruit and vegetable dishes provided to applicants at CWD offices

Education Material: - Health and Nutrition *Tips of Month* flyers distributed to five local food banks to insert in USDA Commodity bags; 20,000 brochures, booklets, posters and handouts distributed throughout the community. Internet/Website address: www.placer.ca.org;

Key Educational Messages:

Fruits and Vegetables; Physical Activity; Food Safety; Limited added sugars or caloric sweeteners; Promote healthy weight; Sodium and Potassium; Whole grains; Food shopping/preparation

Delivery Sites:

CalFresh Offices

- 11552 B Ave, Auburn, Ca 95603
- 1000 Sunset Blvd., Suite 220, Rocklin, Ca 95765
- 5225 North Lake Blvd, Carnelian Bay, Ca 96140

Local Food Banks

- Elijah's Jar – 24617 Foresthill Rd., Foresthill, Ca 95631
- Salvation Army – 286 Sutter Dr. Auburn, Ca 95603; 320 South Canton Way, Suite A, Colfax, Ca 95713; 100 Lincoln St. Roseville, Ca 95678
- Sierra Food Closet – 18015Applegate Rd., Applegate, Ca 95803
- Auburn Food Closet – 2985 Richardson Dr., Auburn, Ca 95603
- St. Vincent DePaul – 1162 Lincoln Way, Auburn, Ca 95603; 503 Giuseppe Ct. Suite 8, Roseville, Ca 95678;

Community Health

- 11484 B. Ave, Auburn, Ca 95603; 1130 Conroy Lane, Roseville, Ca 95661

Human Services – Welfare to Work Job Search

- 11552 B Ave, Auburn Ca 95603; 1000 Sunset Blvd., Suite 220, Rocklin, Ca 95765; 5225 North Lake Blvd, Carnelian Bay, Ca 96140

The Gathering Inn Homeless Shelter

- 201 Berkley Ave., Roseville, Ca 95661

Projected Number of unduplicated Participants: 700

Placer County Human Services will cultivate healthy behaviors in CalFresh consumers and potential CalFresh consumers that will reduce the risk of chronic diseases related to poor nutrition, obesity and lack of physical activity. The project seeks to improve the likelihood that persons eligible for CalFresh will make healthy food choices, within a limited budget and choose physically active lifestyles. Lack of access to health and nutrition education, coupled with limited access to fresh, healthy foods, remains a primary factor in poor nutrition and diseases related to poor nutrition in many of the underserved communities in Placer County. In FFY 2013 Placer County Human Services will continue to infuse health and nutrition education and accessibility to fresh, healthy foods through an integrated, cohesive, and coordinated approach that builds sound nutrition education interventions into the CalFresh enrollment process. The trained CWD staff, in basic nutrition education, will provide nutrition education brochures and information to applicants and clients about upcoming nutrition education classes. The non-traditional approach uniquely targets the served and underserved populations in Placer County where they live, learn, work, socialize and shop. The target audience will benefit from increased access to health and nutrition education; increased opportunities to consume healthy, locally grown fresh fruits and vegetables; increased menu planning and meal preparation skills utilizing ingredients from the USDA commodities, and onsite enrollment opportunities into Placer's CalFresh Nutrition program. Interventions are strategically located in a variety of proxy sites throughout Placer County with an emphasis on Placer's indigent population; isolated elderly; recently unemployed; Veterans; and potential eligibles from Placer's most rural communities. Interventions are designed to engage, educate, entertain, and nourish with consideration to literacy levels, language and cultural belief systems.

Nutrition Classes:

Loving your Family Feeding their Future and *Eat Smart, Live Strong* curricula will be used to support key educational messages. A variety of delicious food samples will be provided at each class using fresh seasonal, locally grown fruits and vegetables as the main ingredient. All food samples will enforce the nutrition education lesson that is being taught. A balance of fresh fruits and vegetables, dairy, and whole grain food recipes will be demonstrated to enhance the nutritional value of USDA commodities at our local food banks, community gardens and LHD. Only healthy

food samples will be prepared for participants. Healthy recipe cards will list nutritional values and portion sizes. Additionally, flyers on Health and Nutrition Tips will be available for participants to take home.

Community Education Events:

Key educational messages will be supported utilizing *Harvest of the Month* and *Eating Healthy on a Budget* material. Tasty fresh fruit and vegetable dishes will be served and recipe cards will be made available to all participants. All served food items will be sample sizes. Target eligibles will be given an onsite opportunity to enroll in Placer's CalFresh Nutrition program.

Healthy Snack Project:

Healthy taste samplings of dishes using fresh fruits and vegetables, as the main ingredient, will be offered to all CWD clients coming into the office on a bi-weekly basis. Recipes and resources on how to purchase the ingredients and prepare the dish will be available to our clients. Farmer's Market coloring book and crayons will be made available for children to take home and a variety of reading material focusing on health and nutrition will be in office lobbies for clients to read.

e. Summary of Research.

See Summary of Research.

f. Use of Existing Educational Materials.

Source - Type	Title	Description	Language
USDA – Curriculum	Loving your Family Feeding their Future	Provides educational and promotional materials and techniques to help nutrition educators in their work with SNAP participants and eligibles	English/Spanish
USDA – Curriculum	Eat Smart, Live Strong	Provides educational and promotional materials and techniques to help nutrition educators in their work to help able-bodied seniors adapt behaviors that help to delay and prevent the effects of diet-related disease	English

USDA – Tip Sheet	Eat Right When Money's Tight	Provides information on how to shop for a nutritious diet while on a low-income budget	English/Spanish
Center for Disease Control and Prevention – Tip Sheet	30 Ways in 30 Days to Stretch Your Fruit & Vegetable Budget	Provides a tip of the day for each month of the year to help stretch the CalFresh household budget	English/Spanish
USDA – Coloring Book	Farmer's Market Coloring Book	Supports local agricultural messaging	English/Spanish
Produce Better Health Foundation – Coloring Book	Fruit and Veggie Champions	Educational Materials to help children learn about the benefits of fruits and vegetables	English
Food and Nutrition Services – Flyers	Core Nutrition Messages: Whole Grains & Fruit and Vegetables	Materials are designed to expose and education children on the benefits of Whole Grains and Fresh Fruit and Vegetables	English/Spanish

g. Key Performance Measures/Indicators.

Placer's CalFresh Nutrition project will measure increased knowledge and self-efficacy related to healthy food choices, physical activity and nutrition through surveys and activity records during nutrition education classes and community events. .

2. Evaluation Plans

*For information regarding evaluation, including types of evaluation, see p. 30 of the WIC SNAP-Ed Guidance. **To help you, included in this packet are evaluation materials used by the Network. Please use these evaluation tools when you are describing your evaluation. There will be further information regarding evaluation(s) provided in future correspondence.***

Impact evaluation: Placer County will conduct baseline and follow-up surveys to measure change in knowledge of nutrition, healthy eating and physical activity for individuals participating in nutrition education classes.

Performance indicators will include: sign-in sheets, copies of curriculum and handouts, and annual evaluation reports.

3. Coordination Efforts

Placer County's CWD capacity to reach the target population is enhanced through the collaborative relationships with Auburn Interfaith Food Closet, Salvation Army, St, Vincent De Paul, Loomis Basin Food Pantry, Friendly Neighbors, Harvest Community Church, Placer Food Bank, Seniors First, Placer Family Resource Centers, local Chambers of Commerce and our strong collaboration efforts with our LHD. Efforts will be coordinated with all collaborative partners to leverage resources. All efforts will help strengthen our program and nutrition education messaging to low income households.

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: Placer County Human Services

Federal Share Budget		FFY 2013
Personnel Salaries	$	77,636.00
Fringe Benefits	$	43,476.00
Operating		
Equipment & Other Capital	$	-
Travel	$	600.00
Subcontractors	$	3,750.00
Other Costs	$	9,011.00
Indirect Costs	$	15,527.00
Total Federal	$	150,000.00

FFY SNAP-Ed . CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Placer
Contact: Linda Zelhart, 530 889 7626

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Linda Zelhart* Title: *CalFresh Program Manager*	*$ 88,088*	*0.05*	*80.0%*	*20.0%*	*$ 4,404*
2. Name: Mary Barker Title: Nutrition Program Specialist	$ 42,012	0.5000	0.0%	100.0%	$ 21,006
3. Name: Jeri Bliss Title: Senior Nutrition Program Specialist	$ 48,633	1.0000	0.0%	100.0%	$ 48,633
4. Name: Jinger Dodd Title: Fiscal Administration	$ 71,854	0.0500	100.0%	0.0%	$ 3,593
Subtotal		**1.6000**	**180%**	**220%**	**$ 77,636**

PLEASE 1. Order descriptions to align with personnel salaries and 2. DELETE any unnecessary descriptions and add any additional positions.

1	**Program Manager**	Administers the nutrition education contract and budget, supervisesprogram supervisor, attend nutrition education and scope of work related meetings, develops program plan and participates in the Regional collaborative. Manages the nutrition education contract including budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Prepares budget adjustment requests as necessary. Coordinate contract reporting requirements.
2	**Senior Nutrition Program Specialist/ Nutrition Program Specialist**	Plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials, and to increase community awareness and
3	**Fiscal Administration**	Provides fiscal support for the project staff and is responsible for the fiscal reporting requirements and claiming. Assists in development and maintenance of a data collection system with emphasis on fiscal information.
4		
5		
6		

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 56% of salaries

SUBTOTAL: $ 43,476

C. OPERATING EXPENSES:

1

SUBTOTAL:

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1	County Car mileage to five community events, twenty nutrition classes, bi-weekly Lobby Taste Samplings	$ 400.00	
2	SNAP-Ed approved Nutrition Education trainings	$ 200.00	
		SUBTOTAL:	$600

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1	Seniors First - Contractor will prepare and deliver taste samplings for twenty food demonstartions, five community events and 48 taste samplings at local CWD offices.	$3,750	
		SUBTOTAL:	$3,750

G. OTHER COSTS: *Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Publ

	Type of Costs		
1	Printing Educational Material	$5,000	
2	Food for cooking demonstrations and community events	$4,011	
		SUBTOTAL:	$9,011

H. INDIRECT COSTS: Indirect cost rate.

_20% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ 15,527

TOTAL	$ -	1.6000			$ 150,000

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: _CalFresh Nutrition Expansion Project_____

FFY 2013 Award Amount_____$350,000.00_____

Project Contact Name, Title: ___Ramona Berry (Project Administrator)_____

Project Contact Phone Number and Email:_619-338-2049 / Ramona.Berry@sdcounty.ca.gov_

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)*____**Weekdays 9am – 5:30pm_____**

a. Related State Objectives

See objectives 1,2,7 and 10.

b. Audience

The target audience is CalFresh recipients and people who are eligible or are potentially eligible for CalFresh benefits. One specific target audience will be people participating in CalWORKs, especially those just entering CalWORKs, and CalWORKs participants who are on school breaks. We will also target elderly people at senior citizen centers and other places seniors congregate, and eligible refugees at proxy sites such as Family Resource Centers and Welfare to Work application sites.

Focus on CalFresh Recipients.

The project will focus education on CalFresh recipients by seeking aggregations of very low income people. These include people with an active CalWORKs case, people living in areas with very low median income or high percentages of children eligible for the reduced price school lunch program, and people who frequent proxy sites, such as local food banks, Family Resource Centers, and Welfare to Work sites.

c. Project Description.

The County of San Diego, County Welfare Department (CWD) will collaborate with the Local Health Department (LHD) to achieve the goal of implementing a comprehensive nutrition education program to increase fruit and vegetable consumption among the SNAP-Ed eligible population. The CWD aims to continue key relationships between our CalFresh Director and staff and the LHD to maintain a County Nutrition Action Plan (C-NAP) Group. In 2009, the Board of Supervisors approved a Nutrition Security Plan (NSP), which directed Health and Human Services Agency (HHSA) staff to provide nutrition education and improve nutritious food access to our CalFresh population. The NSP sunseted on June 30, 2012, and the successes and lessons learned from the NSP will be used to build the C-NAP. The Nutrition Security Taskforce (NSTF), created by our CalFresh Director as part of the NSP, will be expanded to include other federal meal providers, WIC, and HeadStart as the C-NAP group members. The NSTF/C-NAP group will guide nutrition education messages and systematically implement sustainable nutrition education opportunities for CalFresh eligible populations.

Staff will work with contracted agencies to provide services to our target population that currently do not receive nutrition education. For example, recent enrollees in Welfare to Work activities can be given nutrition education instruction during their period of job readiness preparation. Additionally staff will work with contracted agencies to offer nutrition education in varied venues such as family resource centers, food banks, agency offices, low-income apartment complexes and/or public housing, senior citizen centers, and family self-sufficiency organizations. The state-approved curriculums used for nutrition education trainings are the Network for a Healthy California's Toolkit and Leah's Pantry.

Although the CWD grant does not allocate funds for the CX3 project, our collaborative work with the LHD will provide for CX3 trainings instructing staff in proper data collection. To engage community residents in improving food access and physical activity opportunities CWD will work with LHD to conduct CX3 projects in five CX3 neighborhood projects within San Diego County. The CX3 project will provide community residents an opportunity to evaluate their neighborhoods and present findings to key civic stakeholders to address healthy food access.

Our CWD Project Administrator will work closely with the LHD Project Administrator to deliver a cohesive, effective program. Administrators will select sites together from the approved site intervention list to cover the population without overlap. The estimated number of CWD participants for FFY13 is: 2,000 direct training participants and 1,000 indirect training participants via collaboration with Network-sponsored events and approved community events eligible for services.

d. Summary of Research.

See section A.

Use of Existing Educational Materials.

There are two approved curriculums that will be used: 1) Network for a Healthy California's Nutrition Toolkit and 2) Leah's Pantry. The curriculums are in English and Spanish.

Network for a Healthy California's Toolkit provides games and activities around fruit and vegetable intake.

Leah's Pantry was authored by Adrienne Markworth. The following curriculum topics are discussed:

- "My Plate" – This lesson is focused on balancing meals with healthy options. It shows how to eat foods in each food category (grains, meats, vegetables, etc.).

- "Nutrition Labeling" – This lesson is focused on providing awareness on how to evaluate the calories and understand the nutrition facts of labeled foods.

- "Grocery Store Anatomy" – This lesson is focused on identifying the marketing schemes of stores and how they place healthy foods and unhealthy foods in stores.

e. Key Performance Measures/Indicators.

- Number of eligible people trained in the 1-hr and 5-hr trainings
- Changes in participant knowledge from pre and post surveys in the 5-hour nutrition education trainings
- Documented training summaries

Evaluation Plans

San Diego County will participate in process evaluation for our Community Nutrition Expansion Project. We will estimate the number and characteristics of people who see bus-shelter advertising based on location demographics and bus rider statistics. We will document the demographics of participants that receive nutrition education classes. We will survey participants pre and post training, and we will adjust training based on the results emphasizing subject areas of greater education need. In the training, we will address barriers to buying fresh, nutritious food, and the participants' knowledge level of nutritional standards. CalFresh Program staff will analyze gaps shown in the results of the survey, which will influence the emphasis of future trainings and be used to reduce barriers to healthy eating. Through the pre and post training surveys, we will evaluate the changes of participant knowledge due to the training.

2. Coordination Efforts

The C-NAP collaboration between multiple federally-funded and non-federally funded food and meal assistance programs will ensure consistent nutrition messages for San Diego's CalFresh eligible population. Collaboration between the LHD and CWD within the Health and Human Services Agency will provide outlets through Family Resource Centers (FRCs) and Welfare to Work offices for nutrition education classes.

The CWD is also collaborating with local community-based organizations and other key groups to coordinate educational efforts. For example, the Food Policy Council of North San Diego County includes food banks, which are suitable venues for educational activities. CalFresh staff will continue to collaborate with the San Diego Hunger Coalition's members to inform their clients about nutrition education classes. The Nutrition Security Task Force (NSTF) is an advisory group of local non-profits chaired by the San Diego County CalFresh Program Director, which advises the County on CalFresh-related matters. The NSTF will advise the County CalFresh staff on appropriate messages to coordinate with various community sites and organizations. We will also be coordinating with the Network for a Healthy California on local community events for nutrition education messaging and community food demonstrations.

CWD SANDIEGO FFY 13

List of bus shelters for nutrition education placements in San Diego County's SNAP-Ed plan. **(Oct - Dec 2012 timeframe)**

Census tract	185% FPL	Ethnicity	Zip	Area	Shelter #	address	Content
6073005000	62.50%	All races	92113	Logan Heights	161	Logan Ave. N/O Cesar E Chavez Pkwy W/S	
6073005000	62.50%	All races	92113	Logan Heights	613	Logan Ave. N/O Cesar E Chavez Pkwy W/S	
6073011700	55.40%	All races	91950	National City	55	Plaza Blvd. E/O Highland Ave. S/S	
6073011700	55.40%	All races	91950	National City	49	National City Blvd. S/O 12th St. E/S	
6073011700	55.40%	All races	91950	National City	654	D St. N/O 15th St. W/S	
6073011700	55.40%	All races	91950	National City	56	Highland Ave. N/O 16th St. W/S	
6073003004	55.70%	All Races	92114	San Diego	425	Imperial Ave. W/O 62nd St. S/S	
6073003502	71.40%	All Races	92113	San Diego	207	Oceanview Blvd. E/O 35th St. S/S	
6073003502	71.40%	All Races	92113	San Diego	502	National Ave. W/O 30th St. N/S	
6073002302	61.50%	All Races	92105	San Diego	365	Fairmount Ave. N/O University Ave. E/S	
6073002302	61.50%	All Races	92105	San Diego	336	El Cajon Blvd. W/O 47Th St. N/S	

SANDIEGO FFY 2013 CE [illegible]

Type*	Site Name	Address	City	Zip	Census Tract	Ethnicity**	185% FPL
Low-income apartments	Oxford Terrace Apartments	555 Oxford St	Chula Vista	91910	6073013206	All Races	51.80%
Family Self-Sufficiency Program	Home Start	5296 University Ave. 92105	San Diego	92105	6073002710	All Races	53.50%
HHSA Resource Center	HHSA- North Coastal Regional Center	1701 Mission Ave.	Oceanside	92058	6073018509	All Races	54.00%
Non-profit organization	The Learning Center, Adult Parent Classes	600 N. Santa Fe Ave., Vista, CA 92083	Vista	92083	6073019502	All Races	54.00%
Low-income apartments	Grandon Village	1607 Grandon Ave	San Marcos	92078	6073020009	All Races	54.00%
Recreation Center	City Heights Mid-City Gym	4302 Landis St.	San Diego	92105	6073002402	All Races	55.30%
Recreation Center	City Heights Recreation Center & Mid-City Gym	4380 Landis St.	San Diego	92105	6073002402	All Races	55.30%
Recreation Center	Encanto Recreation Center	6508 Wunderlin Ave	San Diego	92114	6073003004	All Races	55.30%
Live Well Aging & Indepent Srvc Event	Ronald Regan Community Center	195 East Douglas	San Diego	92020	6073015802	All Races	56.20%
Library	El Cajon Library	201 E. Douglas	El Cajon	92020	6073015802	All Races	56.20%
Low-income apartments	Seabreeze Gardens	4888 Logan Ave, San Diego, CA 92113	San Diego	92113	6073003305	All Races	57.00%
Women's shelter	Casas Seguras- Domestic Violance DV Shelter	1124 Bay Blvd	Chula Vista	91911	6073013103	All Races	57.00%
Family Self-Sufficiency Center	South Bay Community Services/main office	1124 Bay Blvd	Chula Vista	91911	6073013103	All Races	57.00%
Transitional Housing	Victorian Heights/ Transitional Housing	1133 B avenue	National City	91950	6073011700	All Races	57.20%
Live Well Aging & Indepent Srvc Event	Chula Vista Middle School	415 5th Avenue	Chula Vista	91910	6073012700	All Races	57.30%
Senior Housing	Town Centre Manor/ Senior Housing	434 F st	Chula Vista	91910	6073012700	All Races	57.30%
Community-Base Organization	North County Community Services	1557 Grand Ave.	San Marcos	92078	6073020029	All Races	59.00%
Senior Nutrition Site	Salvation Army El Cajon	1011 E. Main St.	El Cajon	92021	06073015701	All Races	59.40%
Summer Lunch Site	SD Unified School District Summer lunch site	4380 Landis St	San Diego	92105	6073002601	All Races	59.50%
Community-Base Organization	Community Housing Works-Zumba Class	1500 Orange Place Ave.	Escondido	92025	6073020601	All Races	60.00%
Community Resource Center	Tubman-Chavez Center	415 N. Euclid Avenue	San Diego	92114	6073003301	All Races	61.00%
Community-Base Organization	Community Housing Works-Marisol Special Needs Hou	1127 Tremont St.	Oceanside	92054	6073018200	All Races	61.00%
Community-Base Organization	Community Housing Works-Zumba Class	1210 Division Street	Oceanside	92054	6073018200	All Races	61.00%
Family Self-Sufficiency Program	North County Lifeline, Oceanside Office	707 Oceanside Blvd.	Oceanside	92054	6073018200	All Races	61.00%
Shelter	Las Serenas Maternity Shelter Program	4352 Delta Street SD, CA 92113	San Diego	92113	6073003603	All Races	63.50%
Community-Base Organization	Interfaith Community Services-Escondido Office	550 W. Washington Ave,	Escondido	92025	6073020214	All Races	64.00%
HHSA Resource Center	HHSA- North Inland Regional Center	600 E. Valley Parkway	Escondido	92025	6073020214	All Races	64.00%
Summer Lunch Site	SD Unified School District Summer lunch site	641 S Boundary St	San Diego	92113	6073003502	All Races	64.50%
Recreation Center	Mt. View Recreation Center	641 S.Boundary St.	San Diego	92113	6073003502	All Races	64.50%
Non-profit organization	Father Joe's Villages	1506 Commercial Street	San Diego	92113	6073005100	All Races	65.00%
Family Self-Sufficiency Program	North County Lifeline, Main Office	200 Michigan Ave.	Vista	92084	6073019501	All Races	65.00%
Recreation Center	Southcrest Recreation Center	4149 Newton Ave	San Diego	92113	6073003602	All Races	66.00%
Summer Lunch Site	SD Unified School District Summer lunch site	1035 S. 45th Street	San Diego	92113	6073003303	All Races	68.50%
Summer Lunch Site	SD Unified School District Summer lunch site	330 32nd street	San Diego	92102	6073004000	All Races	69.00%
Summer Lunch Site	SD Unified School District Summer lunch site	2258 Island Ave	San Diego	92102	6073004700	All Races	70.10%
Family Resource Center	WTW-Central office	3901 University Ave.	San Diego	92105	6073002201	All Races	70.90%
Community Center	Casa Familiar Inc/ Community Center	119 W. Hall Avenue,	San Ysidro	92173	6073010013	All Races	71.60%
Low-income apartments	La Posada/Afforable Housing Unit	135 Averil Ave	San Ysidro	92173	6073010013	All Races	71.60%
Community Center	Barrio Station/community center	2175 Newton Ave	San Diego	92113	6073005000	All Races	75.30%
Summer Lunch Site	SD Unified School District Summer lunch site	5319 Orange Ave.	San Diego	92115	6073002708	All Races	80.90%

8.14.12

FFY 2012 County Welfare Department/Local Health
Budget Cover Sheet
October 1, 2012-September 30, 2013*

*FFY 13 budget has spending authority through September 30, 2013

County Name: San Diego County
Name of Department: Strategic Planning and Operational Support

Federal Share Budget		FFY 2013
Personnel Salaries	$	56,540
Fringe Benefits	$	34,201
Operating Expenses	$	2,127
Equipment & Other Capital	$	1,650
Travel	$	5,280
Subcontractors	$	193,817
Other Costs	$	34,335
Indirect Costs	$	22,050
Total Federal	**$**	**350,000**

PERSONNEL SALARIES:	San Diego FFY 2013 CWD					
	1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative	5. Percentage FTE Time for Direct Delivery	6.Total Dollars
	FEDERAL SHARE POSITIONS					
1 Name:	Ramona Berry					
Title:	Project Administrator - ($26.20/hr @ 40hrs/week for 6 months + $27.51/ hr @ 40hrs/wk for 6 months [1FTE]: 12 months of salary)	$ 56,540	1.0000	15.0%	85.0%	$ 56,540
2 Name:	Curley Palmer					
Title:	Regional Health Promotion Specialists (RHPS) - This FTE resource was paid for in the FFY12 budget, but for FFY13 the local PHS will pay for the FTE costs. In collaboration with the local PHS, LWD will pay for the conference and travel costs for this resource. LWD is paying for 1 of our 5 RHPS in FFY13.					
3 Name:	Keryna Johnson					
Title:	Graduate student - This FTE resource was paid for in the FFY12 budget, but for FFY13 the local PHS will pay for the FTE costs. In collaboration with the local PHS, LWD will pay for the conference and travel costs for this resource. LWD is paying for 1 of our 4 RHPS in FFY13.					
	SUBTOTAL	$ 56,540	1.0000			$ 56,540

Project Administrator #1

Oversee the coordination of project staff, activities, and fiscal responsibilities. Complete and submit all mandatory documentation on or before due date each contract year which includes survey monkey and the Semi-Annual Activity Reports (SAAR) survey (online). Semi Annual Progress Report, Annual Progress and Final reports. Ensure quarterly meetings are established with CalFresh County Director to establish the best plan of action for nutrition education. Ensure on-going communication throughout the year to maintain key stakeholder relationships. Develop or strengthen relationships with local social service agencies to discuss food security and health issues. Identify a series of joint activities to integrate nutrition education for coordination. Attend a minimum of two Regional Network-related meetings to provide input into planning Network regional activities and participate in Network regional activities including the educational initiative efforts and statewide initiatives. Use United States Department of Agriculture (USDA) guidelines to ensure all activities are allowable and appropriately documented.

B. FRINGE BENEFITS:

Federal Share:	$ 34,201	$ 34,201

Fringe benefits for full time employees includes Medicare, Unemployment, Workers Compensation, Retirement, Disability, Health benefits & life insurance: (60.49% of total salaries): Calculation: Federal Share Total Dollars (Sum of benefitted positions only) x 60.49%

Position #1 (1 FTE): $34,201 (60.49% x $56,540)

SUBTOTAL: $ 34,201

C. OPERATING EXPENSES:			
Federal Share:			
Office supplies such as pens, pencils, notepads, printing papers, printer cartridges, etc. estimated at $200 per 1 FTE ($200 divided by 12 months x 12 months = $200);	$ 200		
Communications costs (1) Internet/Data Jack/month: $84.41x12=$1,013; (2) Telephone/month: $47.23 x12=$566; (3) Email account/month: $10.92x12=$131; (4) Remote Access: $11.73 x 12=$141; (5) Storage: $2.79 x 12 months=$34 (6) Voicemail: $3.52 x 12=$42 (Total costs: $1,008+$566+$131+$141+$34+42=$1,927)	$ 1,927		
		SUBTOTAL:	$ 2,127
D. EQUIPMENT EXPENSES:			
Federal Share:			
(1) Lease cost of (1) Laptop for 1 FTE = $137.46 x 12 mo. = $1,650	$ 1,650	**SUBTOTAL:**	$ 1,650
E. TRAVEL AND PER DIEM:			
Federal Share:			
COMMUNITIES OF EXCELLENCE (CX3) CONFERENCE (January 2013) - Attend CX3 Sacramento conference; 2 attendees - Project Administrator & RHPS. Airfare - ($467 + $409) round trip = $876; Lodging for 2-day attendee: $96 (One night); Per Diem for 2-day attendee: $40 x 2 days = $80 & Per Diem for 1-day attendee: $30 per day = $30; ($80 + $30 = $110); Taxi trips - $35 x 2 trips x 2 people = $140 *(to meeting & to airport)*; Car storage -$47 *(2 day attendee)* + $20 = $67; (TOTAL: $876+96+110+140+67=$1,289)	$ 1,289		$ 1,289
CCLHDN Statewide Conference in Sacramento (May 2013) - 3 staff attending (Project Director, RHPS, & Graduate student) Taxi - $40 * 2 trips (to meeting & to airport) x 2 people = $160 Per diem - $40 day x 2 days x 3 people = $240 Cab costs or Car rental - $40 x 2 days x 2 people = $160 Airport shuttle or airport car storage - $12 x 3 days x 3 people = $108 Hotel costs - $99 x 2 days x 3 people = $594 Conference registration - $250 + $300 = $550 (registration for third person already paid)	$ 3,325		$ 3,325
Travel associated with regional trainings in Los Angeles or Orange County and daily mileage for activities associated with educational events at health fairs, schools and other promotional activities. Staff in private vehicle (100 miles/month x .555 x 1 FTE x 12 months = $666)	$ 666		$ 666

					SUBTOTAL:	$5,280
F. SUBCONTRACTORS:						
Trainers						
Three full-time trainers will be provided by three local non-profit organizations (HomeStart, NC LifeLine, & SouthBay). They will familiarize themselves with approved curricula and provide nutrition education programs to eligible people. They will work with selected venues to set up training facilities. They will track attendance and collect demographic information on clients. They will provide trainings to clients as well as cooking demonstrations giving samples of prepared foods to participants. They will participate in video production workshops to create interactive nutrition education trainings and will conduct online nutrition education trainings via online correspondence. 3 FTE trainers @ avg salary of $55,935 with 5% increase plus 10% added for interactive = $193,817. Salary calculation: (Avg. Annual Salaries = (($57,369 + $52,437, +$58,001)/3)x 1.05 = $58,732; ($58,732) x 3 FTEs x 1.10 = $193,817				$ 193,817	$193,817
G. OTHER COSTS:						
Federal Share:						
Training Materials:						
Food safety training for 3 contractors @ $29 per person = $87; Purchase existing Nutrition Education and Physical Activity Promotion materials, as available, from USDA, Fruit & Veggie More Matters, Dairy Council, Network for a Healthy California Cost Recovery Site. Budget includes binders, color paper for flyers, large-scale duplication jobs as well as printing and production (5,000 color flyers @ $0.39/flyer =$1,950; 2000 color brochures @ $0.39/brochure = $780; 10 foam board posters @ $15/poster = $150; Duplication materials will be used at direct trainings and community events for SNAP-Ed educational activities				$ 3,867	$ 3,867
Food Supplies and Food Tasting						
Budget also covers cost of fresh produce for taste testing during educational sessions and community events not to exceed $2.50 per person for SNAP-Ed trainings/events e.g. food, paper plates, napkins, cups, etc. ($2.50 x 3,000=$7,500); (2,000 direct participants + 1,000 indirect participants = 3,000 total participants)				$ 7,500	$ 7,500
Advertising						
We will purchase ads on 10 bus shelters for 2.5 months at $475 per shelter per 4-week period = $11,875 plus 25% ($2,969) added cost for graphic design, poster production, and media buy contract. ($11,875 + $2,969 = $14,844)				$ 14,844	$ 14,844
Ads will be materials already approved by CDSS/FNS, blown up to appropriate size.						
Locations are in attached document. (10 sites already approved)						
Interactive Training Media Production						
We will contract videography and production services to produce 10 six-minute training videoclips in 1 interactive training product, which will be used in SNAP-Ed 1 hour interactive training curriculum at various site interventions and online trainings; (Contract Dollars: $150x 100 manhours=$5,000) + (25 DVD units x $100= $2,500); $(5,000 +$2,500 = $7,500 x 25% markup ($1,875); $7,500 + $1,875-$1(rounding) = $8,124				$ 8,124	$ 8,124
Training curriclum already state-approved (Network & Leah's Pantry)						
					SUBTOTAL:	$34,335
H. INDIRECT COSTS:						
Federal Share:						
Indirect Cost: 24.3% Negotiated federal indirect cost rate applied to total personnel and fringe benefits.				$ 22,050	SUBTOTAL:	$ 22,050
Indirect Calculation: (Federal Share + Fringe Benefits)*24.3% or ($56,540+$34,201=$90,741*24.3%=$22,050)						
TOTAL		$ 56,539.60	1.0000			$ 350,000

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed CWD/LHD Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Santa Cruz county Human Services Department SNAP-Ed Project

FFY 2013 Award Amount: $250,000

Project Contact Name, Title: Lainie Gray, CalFresh Program Analyst

Project Contact Phone Number and Email: Lainie.gray@hsd.co.santa-cruz.ca.us

(831) 763-8764 Available M-F 7:30 am to 2:30 pm

Additional Information: Alternate contact Claudine Wildman, Employment and Benefit Services Division Director, Santa Cruz County Human Services Department claudine.wildman@hsd.co.santa-cruz.ca.us (831) 454-4236

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's Network for a Healthy California's website. ***http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx***

a. Related State Objectives

See objective 1,2,7, 10..

b. Audience

The target audience for this project is Santa Cruz County residents either eligible for or currently receiving CalFresh benefits. Project activities will be carried out in locations visited by Certified Eligibles and Likely Eligibles such as the County benefit office, food pantries, low-income housing sites and job readiness centers. The audience reflects the demographics present in Santa Cruz County though overrepresented by those more likely to be low-income, including seniors, Latinos and Spanish-speaking residents. The following chart reflects the demographics of our CalFresh population as of 5/2012

Age Cohort	Total
0-5	5,267
6-18	7,333
19-24	1,993
25-59	7,038
60+	946
Total	**22,577**

Language	Total
Asian	50
English	13,408
Other	35
Spanish	9,084
Total	**22,577**

Ethnicity	Total
Asian/PI	374
Black	465
Hispanic	13,547
Native Am/Alaskan	207
Other	685
White	7,299
Total	**22,577**

The gender demographics are 53% female and 47% male. The threshold languages of English and Spanish are 60% and 40% respectively

c. Focus on CalFresh Recipients.

The program will provide nutrition education and fresh produce to existing and potentially eligible CalFresh recipients at a variety of locations they currently frequent across the County. Activities will include children, families, adults and seniors. In addition, materials used will be provided in English and Spanish— the two threshold languages in Santa Cruz County. Activities will occur primarily at sites where recipients are applying for or renewing their benefits or seeking emergency food aid. Nutrition educators will provide instruction on shopping for and preparing well-balanced meals on a limited CalFresh budget.

d. Project Description.

The Santa Cruz Human Services Department will be contracting with Second Harvest Food Bank and United Way of Santa Cruz County. The project description is broken down by each partner and

the activities they will be providing. All partners have agreed on our key messages to CalFresh participants—promoting healthy eating habits and making healthy food choices. The strategies of the various partners build on one another and reinforce the concept of healthy eating.

Santa Cruz County Human Services Department activities are provided in the following chart.

Activity	Projected # Reached	Frequency	Timeframe
Mail to all CalFresh recipients monthly the 10 tips flyers or other approved mailers. *http://www.choosemyplate.gov/healthy-eating-tips/ten-tips.html* *http://www.choosemyplate.gov/en-espanol.html*	13,000 CF households *	Every Other Month	Oct. 2012-Sept. 2013
Provide Choose My Plate coloring sheet: • in Human Service Department lobbies for children • to community partners for use with children visiting their offices *http://www.choosemyplate.gov/print-materials-ordering/Coloringsheet-spanish.pdf* *http://www.choosemyplate.gov/food-groups/downloads/MyPlate/ColoringSheet.pdf*	• 4,000 • 3,500	• Daily • Daily	Oct. 2012-Sept. 2013
Insert 52-10 campaign materials provided by United Way in all CalFresh application and recertification packets.	• 3,000	Monthly	Oct. 2012-Sept. 2013
Display nutrition education DVDs in our Human Service Department application center lobbies.	• 8,000	Daily	Oct. 2012-Sept. 2013
Provide English and Spanish cookbooks to CalFresh applicants who access our application centers. https://web3.kpcorp.com/v25/static/acct/cann2/pdf/COOK-220_11_07.pdf https://web3.kpcorp.com/v25/static/acct/cann2/pdf/COOK-221_11_07.pdf	• 3,000	Daily	Oct. 2012–Sept. 2013

*Currently there are 11,336 CalFresh households. We are projecting approximately 15% increase.

In addition, the Human Services Department will continue the internal communication campaign that includes staff presentations related to SNAP-Ed, appropriate links on the department website,

healthy eating messages on our call center information line and Benefits CalWIN online application website.

The Santa Cruz County Human Services Department will also continue with the Health Services Agency workgroup to collaboratively develop and maintain the County Nutrition Action Plan (CNAP)

Second Harvest Food Bank will partner with the Santa Cruz County Human Services Department to promote healthy eating habits among our low-income neighbors. CalFresh recipients struggle to afford or access fresh fruits and vegetables, resulting in a diet of cheap low-quality food that contributes to poor health. Through this program, Second Harvest will provide (in-kind) 172,800 pounds of fresh produce which so rarely appears on the plates of the county's poorest families. The strategy of providing fresh produce combined with nutrition education is designed to build healthy habits that last a lifetime.

Community nutrition education classes, cooking demonstrations and balanced meal planning are planned at sites such as the County benefit office, pantries, food distribution sites and senior centers / housing complexes / service agencies. Events will occur at times and locations convenient for the target population including nights, weekends, and sites accessible by public transportation. Bilingual Second Harvest nutrition educators will offer a series of nutrition classes occurring twice a month at sites countywide designed to develop participants' knowledge of nutrition and healthy cooking, as well as single workshops and demonstrations. Classes will focus on the key educational messages of fruits and vegetables, physical activity and the MyPlate healthy eating plan. Participants will leave armed with new nutrition knowledge, recipes, health tips and other printed take-home materials and a bag of produce ready to be made into healthy meals.

Prospective client outcomes include increasing consumption of fruits and vegetables, understanding of the elements of a well-balanced diet; and making healthier choices related to diet and exercise. During the period of October 1, 2012 through September 30, 2013; we estimate making 48 presentations a month, serving 480 participants with an average of 5 contacts per person reached.

United Way of Santa Cruz County will expand their *Get Out Get Fit with Jovenes SANOS* program; a peer-to-peer summer nutrition and physical fitness program for middle school students at the G.H.W.R. Youth Center in Watsonville. The 8-week curriculum is delivered by high school youth who are a part of Jóvenes SANOS. Jóvenes SANOS was established by the United Way of Santa Cruz County in 2005 as a group of twenty youth advocates from Watsonville High School that work within the City of Watsonville on educational and policy strategies to increase youth and adult access to healthy foods and physical activity. Jóvenes SANOS was honored with the 2010 Champions for Change Award by Network for a Healthy California, and has won national attention for their work on increasing access to healthy food in the community.

The curriculum used for the *Get Out Get Fit with Jovenes SANOS* program is Jump Start Teens: Because Keeping Active and Eating Smart Gives Students a Better Start, a program designed specifically for use by youth leaders for peer education, while also being appropriate for use in

schools by educators. This curriculum was produced by California Project LEAN, California Department of Health Services (Nutrition Education and Training Section) and the California Department of Education, in collaboration with The Greater Los Angeles and Western Affiliates, American Heart Association, and the Public Health Institute.

Get Out Get Fit with Jovenes SANOS will be implemented in the G.H.W.R. Youth Center in Watsonville, which serves primarily low-income youth. The free program will target middle school students between 11 and 15 years old from the four Pajaro Unified School District middle schools. The vast majority of students are eligible for free or reduced lunch and are receiving or likely eligible for CalFresh benefits. These participating schools are listed below along with the percentage of students eligible for the free or reduced cost lunch program.

- Pajaro Middle School— 95% of students are eligible for the free or reduced cost lunch program
- Cesar Chavez Middle School—88% of students are eligible for the free or reduced cost lunch program
- E.A. Hall Middle School— 90% of students are eligible for the free or reduced cost lunch program
- Rolling Hills Middle School— 89% of students are eligible for the free or reduced cost lunch program.

The demographics of the Jóvenes SANOS Peer Educators are: 95% Latino; 60% female/40% male; 15–18 years old; 60% Spanish as first language; 40% English as first language; 60% children of farm workers.

The key messages of the curriculum are:

- The ABCs of Healthy Eating: Students use My Plate to compare what they eat with healthy eating recommendations. Includes Spanish-language handouts.
- Let's Get Physical: Students experience the benefits of incorporating physical activity into their daily lives while assessing their personal level of physical activity. Includes Spanish-language handouts.
- Teens Making a Difference: Students explore the importance and impact of their opinions and actions, then identify a project they want to work on to make a positive difference in their school or community that relates to health eating.
- Advertising's Hidden Messages: Students critically examine advertisements so they can become smarter, savvier shoppers and then develop their own advertising campaign.
- It's in the Label—The Food Label: Students compare fat content of similar foods by learning to read the "Nutrition Facts" on food labels.
- Have It Your Way Fast Food: Students plan how to eat a healthier fast food meal after

learning ways to cut the fat in their fast food.

- Eating to Win: Student athletes learn how to keep the competitive edge during sporting events by focusing on healthy pre-game meals and adequate fluid intake.

- Making News—A Primer on the News Media: Students write a news story after learning about the media's impact and their ability to use the media as a resource for showcasing students' community service work and other positive actions.

A full introduction to the curriculum can be found here
http://www.californiaprojectlean.org/docuserfiles/JumpStartTeens%20Intro.pdf

Jóvenes SANOS Peer Educators are trained for 4 weeks in May by the Jóvenes SANOS project director who has 3 years of experience training youth. The youth and project director will consult with the Go For Health collaborative's Healthy Foods subcommittee chair and county Senior Health Services Manager Leslie Goodfriend as well as Chief of Public Health Bob Kennedy for technical assistance in ensuring correct nutrition and health education. Through this training and consultation, the youth will develop their facilitation skills, knowledge of the topic matter and curriculum and classroom management techniques. Jóvenes SANOS youth then facilitate an 8-week curriculum over June, July and August for approximately 35 middle school youth. Each week consists of 3 hours of instructional time and 3 hours of preparatory time. These activities are supervised by Watsonville Youth Center and Jovenes SANOS project staff, in consultation with the public health and nutritional experts mentioned above.

In addition, United Way of Santa Cruz County will be including 52-10 Social Marketing materials in the Santa Cruz Human Services Department's CalFresh application and recertification packets that are given to their clients. Approximately 2,500 clients per month will be reached through this effort. The 52-10 social marketing campaign materials that will be included in CalFresh application and recertification packets are based on a successful social marketing campaign launched in Maine by the Maine Youth Overweight Collaborative (MYOC). MYOC was a 2-year project from 2004 to 2006 which focused on improving systems in primary care practices to assess the problem of youth overweight; improving control of key behavioral and clinical risk factors; and improving use of self-management support strategies by clinician teams and patients. The key messages of the 52-10 campaign are: *5* or more fruits and vegetables; *2* hours or less of screen time; *1* hour or more of vigorous play activity; *0* sugar sweetened beverages. In partnership with the Maine Harvard Prevention Research Center and the Maine Center for Public Health, the collaborative developed the evidence-based 52-10 message. The Maine collaborative had an incredible amount of success with their program. Surveys done with patients showed that families' knowledge of nutrition and physical activity increased and that patients were more likely to set goals and make lifestyle changes (for more details please visit
http://www.letsgo.org/resources/documents/4MSHSMakingitHappenT10COLOR.pdf

The local 52-10 social marketing campaign was launched in 2008 as a community-wide effort to develop consistent healthy eating and active living messaging. Current outreach has disseminated 5210 materials in English and Spanish to the community through schools, community events,

medical provider offices, food banks and other social service agencies throughout the county. The proposed additional outreach directly to CalFresh applicants and at recertification will allow for further expansion of this outreach to hard to reach populations and consistent messaging across the county. This social marketing campaign was adopted by key stakeholders in Santa Cruz County in 2008. All materials are provided in English and Spanish, with a reading level of 6th grade or below. We propose a $3,500 investment to provide 2,500 clients with 52-10 materials every month for 12 months.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

The **Santa Cruz Human Services Department** will use the approved USDA MyPlate 10 tips flyers and coloring sheet. Due to the large quantity needed, the printing of the flyers and coloring sheets will be paid for by the grant; as will the monthly mailing costs of the flyers.

In addition to Champions for Change materials offered by the Network for a Healthy California, existing USDA-approved bilingual English-Spanish materials will be purchased by **Second Harvest Food Bank** for the project, as available, such as:

Source	Title	Description
NIDDK, Weight-Control Information Network	Young at Heart, Tips for Older Adults	Info on healthy eating and physical activity across the lifespan. Tips for planning meals, getting active and to a healthy weight. Supplemental resource that may provide ideas for a series of classes.
Cooperative Extension (EFNEP, FSNEP): San Diego Community College District	Eating Well, Living Well: Nutrition Education for ESL Programs	Model lessons integrating nutrition education that focuses on maintaining healthy eating behaviors or changing less healthy ones and encouraging physical activity.
University of Minnesota Extension	Simply Good Eating for Seniors	How to eat more calcium-containing foods, reduce intake of fat and salt to reduce heart disease risk, and plan meals that are tasty, attractive, and economical when cooking for 1 or 2.
University of Minnesota Extension	Simply Good Eating for Health	Addresses basic nutrition principles and physical activity as part of a healthy lifestyle, how to get key nutrients in one's diet, the importance of eating breakfast, and how to choose healthier breakfast foods, snacks and fast foods.
United States Department of Agriculture (USDA)	Loving your Family Feeding their Future	Educational and promotional materials and techniques to help nutrition educators in their work with SNAP participants and eligibles.

Source	Title	Description
Centers for Disease Control and Prevention-Fruits and Veggies More Matters	Three Simple Steps to Eating More Fruits and Vegetables	Steps to increase the amount of fruits and vegetables in diet as well as picture examples of what a cup and ½ cup serving looks like.
Network for a Healthy California	Fruit, Vegetable, and Physical Activity Toolbox for Community Educators!	http://www.network-toolbox.net/en/index.asp
USDA	What's On Your Plate?	MyPlate guide listing steps to balance calories, which foods to increase, which to reduce

The curriculum used for the ***Get Out Get Fit with Jovenes SANOS*** program is Jump Start Teens: Because Keeping Active and Eating Smart Gives Students a Better Start, a program designed specifically for use by youth leaders for peer education, while also being appropriate for use in schools by educators. This curriculum was produced by California Project LEAN, California Department of Health Services (Nutrition Education and Training Section), and the California Department of Education, in collaboration with The Greater Los Angeles and Western Affiliates, American Heart Association, and the Public Health Institute. The curriculum and materials are offered in both English and Spanish. Each Jump Start resource kit costs $20, for a total of $400 for each of the Jóvenes SANOS Peer Educators to obtain a kit.

A full introduction to the curriculum can be found here:
http://www.californiaprojectlean.org/docuserfiles/JumpStartTeens%20Intro.pdf

United Way and Get Out Get Fit with Jóvenes SANOS program is aware that advocacy is not allowed as part of the curriculum or funding under SNAP-Ed.

The 52-10 social marketing campaign materials will be used for inclusion in CalFresh application and recertification packets.

g. Key Performance Measures/Indicators.

The **Santa Cruz County Human Services Department** component will measure the number of nutrition education flyers mailed to CalFresh recipients, the number of MyPlate coloring sheets distributed and completion of the County Nutrition Action Plan.

For the **Second Harvest Food Bank** component, in addition to the number of classes and workshops provided, number of participants and materials distributed to participants, the following performance data will be captured:

- Changes in nutrition class series participants' levels of fruit, vegetable and sugary drink consumption and physical activity;
- Demonstration and workshop participants' understanding of healthy choices and commitment to serve healthy food items exhibited.

The **United Way of Santa Cruz County** will measure the number of participants that receive the Jump Start curriculum. They will also conduct pre and post surveys of the middle school Get Out Get Fit participants. These surveys will assess the participant's knowledge of healthy eating and active living options as well as behavior changes, including fruit and vegetable consumption, use of nutrition labels, healthy food choices at fast food restaurants and participation in physical activity.

Examples of questions used in the post survey include:

1. Will you make healthier choices at fast food restaurants more often? If so, what kinds of foods will you choose?
2. Will you exercise more often?
3. Will you be more likely to walk to school?
4. What did you learn about how advertising affects what you buy?
5. Is health more important to you?
6. What is the food plate?
7. Will you eat more fruits and vegetables daily?
8. Do you know more about what food labels tell you?
9. Do you know why physical activity is good for you?
10. Name one problem (health related) that eating foods high in fat can cause.

The **United Way of Santa Cruz County** will measure the number of 52-10 materials provided to CalFresh applicants and at recertification.

All subcontractors have agreed to use the Champions for Change data card to collect information.

2. Evaluation Plans

The **Santa Cruz County Human Services Department** will conduct a process evaluation using mailing records to collect data on the number of CalFresh households receiving a monthly nutrition education mailing.

Second Harvest Food Bank will conduct evaluations for each of its components. The evaluation process is described below by component.

Nutrition Class Series

- Outcome evaluation using post intervention client surveys asking about behavioral changes including fruit and vegetable consumption, sugary drink consumption, physical activity.
- Impact evaluation using post intervention client surveys asking about changes in attitudes toward and awareness of healthy habits.

- Process evaluation using class records to measure number of clients reached and amount of health and nutrition materials distributed.

Nutrition Demos and Workshops

- Process evaluation using instructor records to measure number of clients reached and amount of health and nutrition materials distributed.
- Impact evaluation using instructor consultations with clients to assess changes in attitudes toward and awareness of healthy habits.

The **United Way of Santa Cruz County** will conduct the evaluations described below:

Get Out Get Fit with Jóvenes SANOS

- Outcome evaluation using pre-post intervention client surveys asking about behavioral changes including fruit and vegetable consumption, fast food consumption, physical activity.
- Impact evaluation using pre-post intervention client surveys asking about changes in attitudes toward and awareness of healthy habits.
- Process evaluation using class records to measure number of clients reached and amount of health and nutrition materials distributed.

52-10 Social Marketing Campaign

- Outcome and impact evaluation using the Community Assessment Project's annual phone survey question "Are you aware of 52-10, and if so, do you know what it stands for?" to measure community awareness of the 52-10 social marketing message.
- Process evaluation using Human Services Department mailing records to measure number of clients reached and amount of 52-10 materials distributed.

3. Coordination Efforts

The **Santa Cruz County Human Services Department** has a long history of working collaboratively with our community-based nonprofit organizations and the Santa Cruz County Health Services Agency. For the SNAP-ED project we will:

- Meet with the Health Services Agency at least quarterly to establish the best plan of action to provide nutrition education and identify a series of joint activities to integrate nutrition education coordination.
- Continue the SNAP-ED steering committee with representatives from each contracted entity to ensure a smooth and successful SNAP-ED implementation.
- Continue with the Health Services Agency workgroup of community agencies to develop the County Nutrition Action Plan (CNAP).

Second Harvest Food Bank will coordinate project activities with partners including the Santa Cruz County Human Services Department, low-income housing complexes, farmworker housing complexes, senior centers / housing complexes / service agencies, food pantries, food bank distribution sites at community centers, schools and churches, Santa Cruz Shoreline Workforce Center, Watsonville Workforce Center, the Veterans Administration, family resource centers, farmers' markets and other locations serving certified eligibles and likely eligibles for CalFresh. In addition, Second Harvest Food Bank will participate in the SNAP-Ed steering committee with representatives from each contracted entity for SNAP-Ed implementation.

United Way of Santa Cruz County will participate in the SNAP-Ed steering committee with representatives from each contracted entity for SNAP-Ed implementation. In addition, United Way will participate in the workgroup that will develop the County Nutrition Action Plan.

Jóvenes SANOS will continue its collaborative work with Go For Health! Collaborative, a Santa Cruz County-wide collaborative that is coordinating the efforts of over 49 member agencies to reduce and prevent childhood obesity. Most member agencies also serve low-income populations. This collaboration makes consistent messaging and wide reaching efforts possible across the community and across sectors. In addition to these partnerships, Jóvenes SANOS has developed working relationships with important stakeholder groups such as the Watsonville City Council, Watsonville City Planning Commission, Regional Diabetes Collaborative, Watsonville Neighborhood Services, Ecology Action, the South County Bike and Pedestrian Working Group, Piece of Mind Vending, PVUSD School Board, Register-Pajaronian (Watsonville based newspaper) and Community Television (local television channel).

The 52-10 campaign has been adopted by local schools, health agencies, medical provider offices, community based organizations and social service agencies. This project will ensure that this consistent healthy eating and active living message also reaches CalFresh participants throughout the county.

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: Santa Cruz Human Services Department

Federal Share Budget		FFY 2013
Personnel Salaries	$	-
Fringe Benefits	$	-
Operating	$	68,430.00
Equipment & Other Capital	$	-
Travel	$	833.00
Subcontractors	$	176,852.00
Other Costs	$	3,885.00
Indirect Costs	$	-
Total Federal	$	250,000.00

FFY SNAP-Ed . CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Santa Cruz County
Contact: Lainie Gray/Claudine Wildman

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Lainie Gray* Title: *Associate Human Services Analyst*	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		0.0000	0%	0%	$ -

POSITION DESCRIPTION: Associate Human Services Analyst (in-kind position) will oversee project, monitor contracts and subcontractor's activities and compile and report data.

B. FRINGE BENEFITS:

SUBTOTAL: $ -

C. OPERATING EXPENSES:

	rate		amount	
1 Processing of 10 Tips or other approved mailers	13,000	$11,322	6	$67,930
Printing and distributing of MyPlate coloring page	7,500	$0.05	8,000	$400
Purchasing of nutrition education DVDs		$10.00	10	$100

SUBTOTAL: $68,430

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

	rate	miles		# of presentaions	
1 HSD staff travel to nutrition events	0.555	15	$8.33	100	$ 832.50

SUBTOTAL: $833

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1 United Way of Santa Cruz County $27,064
2) Second Harvest Food Bank of Santa Cruz County $149,788

SUBTOTAL: $176,852

G. OTHER COSTS:

Type of Costs	rate	amount	
1 Champion of Change Cookbooks Eng/Sp	$1.50	2590	$3,885

2 *Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production Prop 65 requirements for lead content.

SUBTOTAL: $3,885

H. INDIRECT COSTS: Indirect cost rate.

or ___ % of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.0000			$ 250,000

FFY SNAP-Ed 2(13 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Santa Cruz, United Way of Santa Cruz
Contact: Megan Joseph

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Title: Director of Coummunity Organizing	$ 60,420	0.09	50.0%	50.0%	$ 5,700
2. Name: Title: Communtiy Organizer	$ 40,789	0.22	25.0%	75.0%	$ 8,847
Subtotal		0.3112	75%	125%	$ 14,546

POSITION DESCRIPTIONS:

1	Director of Commulnity Organiz	United Way of Santa Cruz County , senior member of the staff management team, the Director of Community Organizing. This staff member leads in the development and implementation of the United Way's community organizing projects. The Director works with the United Way's staff, volunteers, committed donors and community partners to further the United Way's mission. Within this project, the Director will oversee the implementation of the workplan and administration of the contract.
2	Communtiy Organizing	The United Way of Santa Cruz County's Community Organizer provides staff support and coordination for Go for Health's! Jovenes SANOS project. This youth Advocacy project addresses childhood obesity in Watsonville through nutrition and physical activity. The Community organizer also supports United Way led initiative Together for Youth/Unidos Para Nuestros Jovenes. Within this project, the Community Organizer will directly implement the workplan, organizing and training the youth peer educators.

B. FRINGE BENEFITS: Includes payroll taxes and medical/dental benefits at of salaries: Fringe Benefit Rate=
Director of Community 27% x $5,700 = $ 1,539
Community Organizer 35% x $8,847 = $ 3,074
SUBTOTAL: $ 4,613

C. OPERATING EXPENSES:
Program Supplies $400
Printing 12 months@ 5,000 pieces @ .10 = 500
5,000 pieces@ 60 each= 3,000 $3,500
SUBTOTAL: $3,900

D. EQUIPMENT EXPENSES::
SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated
60 miles per week@ =1039.20
1039.20xMileage rate @.555=$ 576.76 $577
SUBTOTAL: $577

F. SUBCONTRACTORS:
SUBTOTAL: $0

G. OTHER COSTS:
SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.
15% of $22,856= $3,428.40
$ - SUBTOTAL: 3,428

TOTAL	$ -	0.3112			$ 27,065

FFY SNAP-Ed 2(:WD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Santa Cruz
Contact: Brooke Johnson, Second Harvest Food Bank

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Eva Holt-Rusmore Title: Nutrition Education Coordinator	$ 36,000	1.00	20.0%	80.0%	$ 36,000
2. Name: TBD Title: Nutrition Educator	$ 31,200	0.5000	5.0%	95.0%	$ 15,600
3. Name: Brooke Johnson Title: Administrator	$ 83,200	0.1000	100.0%	0.0%	$ 8,320
4. Name: ~~AmeriCorps Volunteers~~ Teresa Moran Title: ~~Program Assistant~~ Nutrition Education Supervisor	~~$ 10,000~~ $ 45,000	~~2.0000~~ 0.4445	~~15.0%~~ 75.0%	~~85%~~ 25.0%	$ 20,000
Subtotal		**4.0445**	**215%**	**285%**	**$ 79,920**

PLEASE 1. Order descriptions to align with personnel salaries and 2. DELETE any unnecessary descriptions and add any additional positions.

SAMPLE POSITION DESCRIPTIONS:

1	**Nutrition Ed. Coordinator**	Coordinate program staff and nutrition education activities. Develops curriculum, trains and supervises nutrition educator staff. Coordinates on-going nutrition class series and single classes and demonstrations. Works with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquires and develops
2	**Nutrition Educator**	Performs nutrition education under supervision of Nutrition Ed. Coordinator. Instructs community nutrition classes, performs leads demonstrations on healthy cooking, shopping and meal preparation, leads physical activities. Distributes nutrition education materials at events. Assists with food distribution to participants.
3	**Administrator**	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program plan and participates in the Regional collaborative. Coordinate contract reporting requirements.
4	**~~Program Assistant~~ Nutrition Education Supervisor**	~~Assists the Nutrition Ed. Coordinator with nutrition education program planning and development. Under the direction of Coordinator, works directly with groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles.~~ Supervises Nutrition Ed Coordinator and Nutrition Educator. Reviews curriculum, materials, and data collection and reporting. Manages relationships with nutrition education partner sites.

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 25% of salaries

SUBTOTAL: $ 19,980

C. OPERATING EXPENSES:

1	Supplies for recipe demonstrations - supplies (cups, paper goods, etc.) 288 tastings @ $5 = $1440; food for tastings 288 tastings	$	8,350.00	
2	Printed nutrition materials for distribution - Copying of printed materials 576 sessions @ $1.74 x 10 persons	$	10,000.00	
			SUBTOTAL:	$18,350

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1	Mileage Nutrition Ed. Coordinator - 8648 miles annually @ $.555	$	4,800.00	
2	Mileage Nutrition Educator - 4324 miles annually @ $.555	$	2,400.00	
3	Mileage Program Assistants - 2 assistants @ 4324 miles annually @ $.555	$	4,800.00	
			SUBTOTAL:	$12,000

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1	$0	
2		
	SUBTOTAL:	$0

G. OTHER COSTS:

	Type of Costs		
1	Description of other costs associated with this project.	$0	
2		$0	
		SUBTOTAL:	$0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or 15% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ 19,538 **SUBTOTAL:** $ 19,538

TOTAL	$ -	4.0445			$ 149,788

FFY 2012/2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: ____CalFresh Nutrition Education_____

FFY 2012/2013 Award Amount_____$350,000.00_____

Project Contact Name, Title: _____Sysvanh Kabkeo_____

Project Contact Phone Number and Email: (209) 558-2827 or (209) 652-4301; Kabkeos@stancounty.com

Additional Important Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.) Maria DeAnda (Alternate Contact) at 209-558-2671; DeAndMa@stancounty.com.*

_____A

A. **Related State Objectives**

See State Level Objectives

a. Audience

Stanislaus County, working in collaboration with the local Health Services Agency, will contract with local Community Based Organizations (CBOs) to provide nutrition and CalFresh information and education services to target groups of individuals. The groups targeted will include individuals and families currently on public assistance, CalFresh/SNAP eligible and potentially eligible, and residents living in the physical areas of the County identified as having large segments of obesity and poverty.

b. Focus on CalFresh Recipients.

CBOs will work with their target populations that are also participating in CalFresh. They will provide training and education sessions to assist CalFresh recipients to make better food purchases and be educated on label reading and interpretation, as well as vegetable and fruit growing options. In collaboration with Stanislaus County Health Services Agency, the CBOs will offer nutrition education classes within various County CalFresh offices.

c. Project Description.

CBOs will utilize existing community locations, outreach events, and scheduled classes to provide new educational information related to nutrition, healthy food choices, healthy eating or behavior. CBOs will follow the guidelines set forth by USDA regarding SNAP-ED to address the appropriate audiences, including the number of sessions and post education follow up and surveys to determine success. CBOs will use education materials provided or approved by USDA. Below is a brief summary of SNAP-Ed activities to be conducted by each CBO.

Area Agency on Aging

The Area Agency on Aging (AAA) plans to conduct its SNAP-Ed classes for older adults aged 55 and over. Its classes consist of six lessons that reinforce the Dietary Guidelines for Americans with the core program from the packet, "Let's Eat for the Health of It" and reinforcement materials from the "10 Tips Nutrition Education Series" which are both produced by the U.S. Department of Agriculture and Health and Human Services and can be found at ChooseMyPlate.gov. The six lessons are How to Build a Healthy Plate; Portion Control; The Importance of Fruit and Vegetables; How to Read a Food Label; Importance of Being Physically Active; and How to Cut Back on Foods High in Solid Fats, Added Sugars, and Sodium.

Catholic Charities

Catholic Charities plans to provide SNAP-Ed nutrition education classes at migrant camps and Housing Authority tenants in the cities of Westley, Ceres, and Patterson, and Grayson Family Resource Center. These classes will also be provided to parents and children in churches, food distribution centers, and low-income designated areas. The Catholic Charities plans to serve 430 children, 230 adults, and 180 seniors in Homemaker and Assisted Transportation programs. Nutrition education messages will be delivered in the context of target population's environment utilizing a variety of methods to increase effectiveness.

Center for Human Services Agencies

Utilizing its Family Resource Center (FRC) network and partners in the cities of Oakdale, Riverbank, Turlock, Patterson, and Newman, Center for Human Services (CHS) will provide SNAP-Ed activities in, at least, 9 different locations. Through educational groups and workshops, nutrition education classes will be conducted weekly for an annual estimate of 200-250 eligible participants. Education could be provided for all age

groups, utilizing food and cooking demonstrations, hands-on projects to teach customers how to grow food at home, teaching customers how to shop with nutrition in mind and interactive nutrition computer programs. Educational programs, including the Champions for Change Community Educators Toolbox, would reinforce current federal guidelines according to My Pyramid/My Plate recommendations. Ongoing data collection would include group and workshop attendance logs, knowledge, impact and satisfaction surveys and evaluations.

Because it's FRC-based, CHS contracts with AspiraNet which has been in existence in the Turlock area for quite some times. This partnership makes the most sense and provides this needed service in a location that would not otherwise be accessible. Since AspiraNet already provides services to many families in Turlock and is already connected to the community, CHS doesn't want to duplicate any efforts and working through a partnership greatly strengthens the community network.

Sierra Vista Child and Family Services

Utilizing its Family Resource Center (FRC) network and partners in the greater Modesto area, Sierra Vista Child and Family Services (SVCFS) will provide SNAP-Ed activities in at least 8 different locations. Through educational groups and workshops, nutrition education classes will be conducted weekly for an annual estimate of 200-250 eligible participants. Education will be provided for all age groups, utilizing food and cooking demonstrations, hands-on projects to teach customers how to grow food at home, teaching customers how to shop with nutrition in mind and interactive nutrition computer programs. Educational programs, including the Champions for Change Community Educators Toolbox, would reinforce current federal guidelines according to My Pyramid/My Plate recommendations. Ongoing data collection would include group and workshop attendance logs, knowledge, impact and satisfaction surveys and evaluations.

Stanislaus Literacy Center

Students participating in Stanislaus Literacy Center English as a Second Language (ESL) nutrition education classes are expected to improve their English skills and learn to access resources for nutrition education and information related to the purchase and preparation of healthy foods. They will be able to identify a healthy diet as recommended by USDA, interpret food-packaging labels, identify the relationship between nutrition and good health, locate sources of low cost healthy food in the community, and contact a local agency orally or in writing to make a suggestion, request or complaint regarding a nutrition-related issues.

d. Summary of Research.

Sec Section A.

e. Use of Existing Educational Materials.

The USDA has an abundance of resource materials and curricula for nutrition education. For this project, education materials include, but are not limited to, *Eat Right When Money is Tight, Eat Smart, Play Hard, and Nutrition thru the Seasons.* Nutrition educational programs, including the Champions for Change Community Educators Toolbox, will utilize Food Nutrition and Consumer Service materials and guidelines and reinforce current federal guidelines according to My Pyramid/My Plate recommendations. No new educational materials will be developed without the approval of USDA.

f. Key Performance Measures/Indicators.

Data will be collected on all participants, including pre and post surveys of nutritional knowledge and class rosters. Outcomes will be measured by number of participants, number of hours attended, and increased knowledge of nutrition education. Participants will learn how to read and understand food labels; learn what basic principles of *My Plate* food guide are; identify the relationship between active lifestyles, good nutrition habits, and good health; be encouraged to increase their consumption of fruits and vegetables; and locate low cost healthy food in the community. Pre and post tests will be developed. Expected indicators are reduction incidents of poor health, obesity, disability, and premature death.

2. Evaluation Plans

All contractors must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing increased knowledge or other factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

3. Coordination Efforts

Stanislaus County has a robust County Nutrition Action Plan (CNAP) program which has been coordinating efforts for several years. Those collaborative efforts include Stanislaus County Health Services Agency, schools, Community Services Agency, and others who have consistently promoted healthy nutrition. This current effort will expand on existing agreements as well as develop new partnership for nutrition dissemination and collaboration to include the Stanislaus County Community Services Agency's subcontractors for this SNAP-Ed pilot project.

Census Tract Data Sheet for Sierra Vista Child & Family Services (Stanislaus County)

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh Office	*Community Services Agency*	*251 E. Hackett Road*	*Modesto*	*95358*	*N/A*	*All races*		*Proxy*
FRC Office	*Drop-in Center*	*908 Sierra Dr.*	*Modesto*	*95351*	*06099002200*	*All Races*	*70.4%*	*Qualifying Census Block Group*
FRC Office	The Bridge	605 Chicago Ave	Modesto	95351	*06099001601*	*All Races*	63.3%	*Qualifying Census Block Group*
FRC Office	Parent Resource Center	811 5th Street	Modesto	95351	*06099001700*	*All Races*	73.6%	*Qualifying Census Block Group*
FRC Office	Parent Resource Center	530 S. Santa Cruz Avenue	Modesto	95354	*06099002100*	*All Races*	75.00%	*Qualifying Census Block Group*
Elementary School	Orville Wright	1602 Monterey Street	Modesto	95354	*06099002100*	*All Races*	75.00%	*Qualifying Census Block Group*
Elementary School	Robertson Rd	1821 Robertson Rd	Modesto	95351	*06099001604*	*All Races*	75.4%	*Qualifying Census Block Group*

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Elementary School	*Kirschen*	1900 Kirschen Drive	Modesto	*95351*	*06099001604*	*All Races*	75.4%	*Qualifying Census Block Group*
Elementary School	*Burbank*	1135 Paradise Road	Modesto	*95351*	*06099001603*	*All Races*	*54.0%*	*Qualifying Census Block Group*
Elementary School	Bret Harte	909 Glenn Ave	Modesto	95358	*06099002400*	*All Races*	58.1%	*Qualifying Census Block Group*
Elementary School	Shackleford	100 School Avenue	Modesto	95351	*06099002301*	*All Races*	57.9%	*Qualifying Census Block Group*
Elementary School	Garrison	1811 Teresa Street	Modesto	95350	*06099001400*	*All Races*	51.4%	*Qualifying Census Block Group*

FFY 2013 County Welfare Department/Local Health Department Innovative Project

Budget Cover Sheet

October1, 2012-September 30, 2013

County: Stanislaus

Federal Share Budget		FFY 2012-Carry In
Personnel Salaries	$	9,199.00
Fringe Benefits	$	-
Operating	$	1,301.00
Equipment & Other Capital	$	-
Travel	$	-
Subcontractors	$	337,630.00
Other Costs	$	1,870.00
Indirect Costs	$	-
Total Federal	$	-
Total	$	350,000.00

FFY SNAP-Ed 20. 13 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Stanislaus County
Contact: Sysvanh Kabkeo

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Sysvanh Kabkeo* Title: *Manager IV SNAP-ED Coordinator*	$ *91,992*	*0.10*	*1.0%*	*0.0%*	$ *9,199*
2. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**0.1000**	**1%**	**0%**	**$ 9,199**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $ -

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

C. OPERATING EXPENSES:			
	Office Supplies	$1,301	
		$0	
		$0	
		$0	
		$0	
		$0	
		SUBTOTAL:	$1,301

D. EQUIPMENT EXPENSES::		
		$ -
	SUBTOTAL:	$0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

$0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Center for Human Services - Family Resources Centers** $95,556
2) **Sierra Vista Child and Family Services - Family Resource Centers** $95,556
3) **Catholic Charities** $99,434
4) **Area Agency on Aging** $29,554
5) **Stanislaus Literacy Center** $17,530

Each Contractor will utilize existing community locations, events and scheduled classes to provide new educational information relate to nutrition, healthy food choices, healthy eating or behavior as described in the SNAP-ED guidelines.

SUBTOTAL: $337,630

G. OTHER COSTS:

Type of Costs

SNAP-Ed Nutrition Educational materials. USDA Approved items $1,870
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $1,870

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.1000			$ 350,000

FFY SNAP-Ed 20. 13 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Stanislaus County: Center for Human Services
Contact: Lori Schumacher Program Director

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Lori Schumacher* Title: *Program Director*	$ 63,184	0.0316	75.0%	25.0%	$ 1,977
2. Name: *Janelle Lerno* Title: *CalFresh Program Coordinator*	$ 34,110	0.0750	10.0%	90.0%	$ 2,533
3. Name: *Shani Dharmasena* Title: *CalFresh Program Specialist*	$ 25,460	0.5000	5.0%	95.0%	$ 12,730
4. Name: *TBH* Title: *CalFresh Program Specialist*	$ 27,235	1.0000	5.0%	95.0%	$ 27,235
5. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
6. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**1.6066**	**95%**	**305%**	**$ 44,475**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Program Director**	Provides program oversight related to development, implementation, staffing and project deliverables. Directly supervises Program Coordinator.
5	**Program Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Supervises CF Program Specialist
6	**Cal Fresh Program Specialist**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 23.5 % of salaries

	$	10,452
SUBTOTAL:	$	10,452

C. OPERATING EXPENSES:

Client Supportive Service - s recipe cards, books and booklets promoting healthy eating	$3,520	
Contract Services - subcontract with AspiraNet to provide SNAP-Ed services at Turlock FRC	$16,250	
Educational Material-Nutrition curricula & Class Materials,supplies for class & workshop projects, food for cooking	$2,169	
Mileage and Travel - local trips @ $.40 per mile, 521 miles per month x 12 months	$2,500	
Office - general office supplies, paper, filing cabinet, staff computer	$1,000	
Rent - program share of site cost @ 4 FRC sites @ $100 per month	$4,800	
Training & Meetings - volunteer and community trainings	$1,000	
SUBTOTAL:		$31,239

D. EQUIPMENT EXPENSES::

	$	-
SUBTOTAL:		$0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total

$0
$0
$0

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

$0
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or 10% Total Direct Costs

or 12.2% of Modified Directs (provide what costs to be included) $ 10,390 SUBTOTAL: $ 10,390

TOTAL	$ -	1.6066			$ 96,556

FFY SNAP-Ed CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Stanislaus - Sierra Vista Child & Family Services
Contact: Jeff Anderson 209-523-4573

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Title: *Nutrition Educator*	*$ 30,000*	*1.00*	*25.0%*	*75.0%*	*$ 30,000*
2. Name: Title: Nutrition Educator	$ 30,000	0.5000	25.0%	75.0%	$ 15,000
3. Name: Title: Administrator/Coordinator	$ 46,864	0.0500	100.0%	0.0%	$ 2,343
4. Name: Title: Admin. Assistant	$ 21,000	0.0500	100.0%	0.0%	$ 1,050
Subtotal		**1.6000**	**250%**	**150%**	**$ 48,393**

PLEASE 1. Order descriptions to align with personnel salaries and 2. DELETE any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Nutrition Educator**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
5	**Administrator/Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
6	**Admin. Assistant**	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, works directly with individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP-Ed eligibles.

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 22 % of salaries

SUBTOTAL: $ 10,647

C. OPERATING EXPENSES:

Office	1799
Rent/Utilities (Rent: $120X12 months = $1440 and Utilities: $60X12=$720 for a total of $2160)	2160
Telephone	360
Training	500
	$4,819

SUBTOTAL: $4,819

D. EQUIPMENT EXPENSES::

Equipment Lease & Maintenance (copies) $ 350

SUBTOTAL: $350

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

Travel	.55 cents per mile	Estimated Program Miles	Note: Per diem rate is $40 a day. If overnight or extended travel is needed for any training, Sierra Vista uses this line item to pay per diem to employees attending (for meals)	
$2,383.00	0.55	4,332.73		$ 2,383.00

SUBTOTAL: $2,383

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

Subcontract Budget attached $16,500

SUBTOTAL: $16,500

G. OTHER COSTS:

	Type of Costs	
1	Description of other costs associated with this project.	$0
2		$0

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

___% of Total Salaries or 15% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ 12,464

TOTAL $ 95,556

FFY SNAP-Ed 20. 13 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Stanislaus County - Catholic Charities
Contact: Simona Rios Program Director

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Simona Rios* Title: *Program Director*	$ 39,520	*0.2500*	*10.0%*	*90.0%*	$ *9,880*
2. Name: *Eloisa Ramos* Title: *Nutrition Educator*	$ 29,120	*1.0000*	*10.0%*	*90.0%*	$ *29,120*
3. Name: *Angie Sanchez* Title: *Nutrition Educator*	$ 26,000	*0.5000*	*10.0%*	*90.0%*	$ *13,000*
4. Name: Elvira Ramirez Title: Executive Director	$ 66,622	0.0250	100.0%	0.0%	$ 1,666
5. Name: Brian Watkins Title: Finance Director	$ 64,584	0.0388	100.0%	0.0%	$ 2,506
6. Name: Martha Arevalos Title: Accounting Assistant	$ 33,280	0.0750	100.0%	0.0%	$ 2,496
7. Name: Sharleen Rhoades Title: Receptionist	$ 24,960	0.0500	100.0%	0.0%	$ 1,248
Subtotal		**1.9388**	**430%**	**270%**	**$ 59,915**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Program Director**	Provides administrative support for the project staff and is responsible for the reporting requirements. Supervises Nutrition Education staff, attends nutrition education and scope of work related meetings, develops program plan and assists with sustainability planning.

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

2	**Nutrition Educator**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
3	**Nutrition Educator**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
4	**Executive Director**	Administers the nutrition education contract, supervises program director, oversees program plan and participates in the Regional collaborative. Coordinate contract reporting requirements and sustainability planning.
5	**Finance Director**	Administers the nutrition education budget and fiscal reporting. Provides administrative and office support for the project staff and is responsible for the reporting requirements. Prepares Budget Adjustment Requests (BAR) as necessary
6	**Accounting Assistant**	Manages the nutrition education contract including invoices, State Share documentation reports, time studies, and adherence to funding requirements.
7	**Receptionist**	Receives all incoming calls not directly answered by program staff. Receives all incoming clients and notifies staff of client arrivals. Manages all office related issues associated with program.

B. FRINGE BENEFITS:

Includes payroll taxes, medical/dental benefits, Employer retirement contribution and Paid time off at 40% of salaries

SUBTOTAL: $ 23,966

C. OPERATING EXPENSES:

Office Supplies:	$1,200.00
Program Supplies: Food for classes $3 x 840 served ($2,520), Cutting Boards, knives, utensils, teaching supplies ($800)	$3,320.00
Telephone, Internet, technology	$1,440.00
Rent, Utilities, Security & Janitorials	$4,680.00
Postage, Copy Charges & Outside Printing	$1,090.00
Training Provided: supplies for educational classes - My Plate Placemats	$1,640.00
Insurance and Bonding	$300.00

SUBTOTAL: $13,670

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (NEOP Conference, Sacramento, CA)

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
1	2,3	2	$200	$0	$94	$100	$40	$434

Local Travel: Mileage reimbursement - 2,896 miles at $0.50 per mile $1,448.00

SUBTOTAL: $1,882

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or 10% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included)

SUBTOTAL:

TOTAL $ - $ 99,434

FFY SNAP-Ed CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Stanislaus County Area Agency on Aging
Contact: Margie Palomino

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Margie Palomino* Title: *Project Oversight*	$ -	*0.00*	*0.0%*	*0.0%*	$ -
2. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
3. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
4. Name: Title:	$ -	0.0000	0.0%	0.0%	$ -
Subtotal		**0.0000**	**0%**	**0%**	**$ -**

PLEASE 1. Order descriptions to align with personnel salaries and 2. DELETE any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Nutritionist/Nutrition Educator/Nutrition Aide**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and
2	**Project Oversight**	Manages the nutrition education contract including budgets, invoices, State Share documentation reports, time studies, fiscal reporting and adherence to funding requirements. Prepares Budget Adjustment Requests (BAR) as necessary.
3	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at % of salaries

SUBTOTAL: $ -

C. OPERATING EXPENSES:

1 $0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1 $ -

2 $ -

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

Healthy Aging Association, 121 Downey Avenue, Modesto, CA 95354 209-523-2800

2010 - 2011 Demographics

Total 1,212 unduplicated clients served at sites targetted for this program

Age of participants: less than 50 (13), 51-59 (80), 60-64 (136), 65-69 (231), 70-79 (450), 80-89 (271) 90+ (31)

752 (62%) of the participants are between 70 to 90 years old; 983 (81%) are between 65 to 90 years old

Income: 249 (20.5%) are Extremely Low Income ($12,850 or less), 497 (41%) are Very Low Income ($12,851 - $21,400), 394 (32.5%) are Low/Moderate Income ($21,401 - $34,250), 72 (6%) are Other.

Gender: 245 (20.2%) Males, 967 (79.8%) Females

Ethnicity: 855 (70.5%) White, 286 (23.6%) Hispanic, 17 (1.4%) African-American, 30 (2.5%) Asian, 24 (2%) Some other race

Cities: 730 (60%) reside in City of Modesto, 476 (40%) reside in other areas of Stanislaus County

Personnel $23,468	
Project Coordinator ($25/hour x 416 hours)	$10,400
Nutrition Educators ($20/hour x 540 hours)	$10,800
Taxes/Fringe (10.7%)	$2,268
Program Expenses $7,000	
Printing (Cost to print the CalFresh program materials for participants	$2,500
Marketing/Promotion (Flyers and Posters to promote classes at each site)	$1,586
Mileage (Mileage to and from program sites: 1802 miles @ .555 cents per mile)	$1,000
Program Supplies (teaching supplies, training binders for Nutrition Educators)	$1,000

SUBTOTAL: $29,554

G. OTHER COSTS:					
	Type of Costs				
1	Description of other costs associated with this project.		$0		
2			$0		
				SUBTOTAL:	$0

H. INDIRECT COSTS: Indirect cost rate.					
____% of Total Salaries or ___% Total Direct Costs					
or ___% of Modified Directs (provide what costs to be included)			$ -	**SUBTOTAL:**	$ -
TOTAL	$ -	0.0000			$ 29,554

FFY SNAP-Ed 20 13 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Stanislaus County
Contact: Karen Williams

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: *Lynn Sanchez* Title: *Family Literacy Director*	*$ 33,280*	*0.06*	*80.0%*	*20.0%*	*$ 1,997*
2. Name: Lori Dostie Title: CASAS Coordinator	$ 20,280	0.0500	80.0%	20.0%	$ 1,014
3. Name: Title: Instructional Aide	$ 24,960	0.0700	0.0%	100.0%	$ 1,747
4. Name: Title: Children's Coordinator	$ 26,208	0.0670	0.0%	100.0%	$ 1,756
5. Name: Title: Children's Aide	$ 21,840	0.0966	0.0%	100.0%	$ 2,110
6. Name: Title: Parent Coordinator	$ 24,960	0.0170	0.0%	100.0%	$ 424
7. Name: Title: Site Coordinator	$ 23,920	0.0375	0.0%	100.0%	$ 897
Subtotal		**0.3981**	**160%**	**540%**	**$ 9,945**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

1	**Family Literacy Director**	To oversee the implementation and success of the nutrition education/ESL classes. Coordinate arrangements with site, recruit students, oversee budgets and analyze testing and other data. Supervises nutrition education staff, attend nutrition education and scope of work related meetings. coordinate contract reporting requirements.
2	**CASAS Coordinator**	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Orders upplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract. Assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
3	**Instructional Aide**	Provides nutrition education while teaching English as a second language. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered.

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
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4	**Children's Aide**	Under the instruction of the Children's Coordinator, children's aide will provide plans and supplies for each family literacy class. Provide crafts and activities for designated group of children. Before and after children's class, help parents check in and check out their children. take turns reading books for story-time. Play games and do other learning enrichment activities with children as needed. Assist with snacks, clean-up, trips to the rest room, etc as needed.
5	**Parent Coordinator**	Assists the Site Coordinator with nutrition education program planning and development. Manage and monitor parent attendeance and childcare attendance. Make follow up calls when necessary. Ensure all sturdents are up to date with update records and testing.
6	**Site Coordinator**	Coordinate program sturdents and sites: plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities: work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials. Assist the family literacy director by overseeing program and ensuring sturdents are ready fo rthe EL Civics Objective.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 15.5% of salaries

SUBTOTAL: $ 1,762

C. OPERATING EXPENSES:

Class Supplies/Materials			
Student Curriculum Binders	$	1,600.00	
Student notebooks & folders	$	300.00	
My Plate Adult Visual Plates	$	455.00	
My Plate Children Visual Plate	$	455.00	
Food demonstration Supplies	$	223.00	
Total	$	3,033.00	
Office Supplies			$250
Copier			$200
			$0
			$0
			$0

SUBTOTAL: $3,483

D. EQUIPMENT EXPENSES::

$ -

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.) travel between programs/office

# of events	Postition #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
12	1	1				20		122.40
12	1	1				20		122.40
36	3	1				20		367.20
20	4	1				20		204.00
1	3	1				47		23.97

$840
$0
$0

SUBTOTAL: $840

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

$0

SUBTOTAL: $0

G. OTHER COSTS:

Type of Costs

Wages for staff training-All staff participating in the SNAP project will be required to attend a 6 hour curriculum training which will discuss all the lessons that will be taught to the students as well as best practice methods and food demonstrations. Staff will also be required to attend in house update meeting on the program status.

$1,500
$0
$0

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Public Health approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $1,500

H. INDIRECT COSTS: Indirect cost rate.

____% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - **SUBTOTAL:** $ -

TOTAL	$ -	0.3981			$ 17,530

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **Siskiyou County Human Services Agency/Siskiyou County Public Health Department**

FFY 2013 Award Amount **$75,000.00**

Project Contact Name, Title: **Laura Leach, Grant Administrator**

Project Contact Phone Number and Email: **(530) 841-4259; lleach@co.siskiyou.ca.us**

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* **Alternate contact:** Debbie Walsh, dwalsh@co.siskiyou.ca.us, 530-841-2752

a. Related State Objectives

See objective 1, 2,7, 10.

b. Audience

Categories for potential recipients of the SNAP-Ed grant nutritional education and physical activity education are:

1. Certified Eligibles, those certified and currently receiving CalFresh benefits;
2. Likely Eligibles, those persons who would be eligible for CalFresh if they applied for benefits as they meet the income thresholds, (at or below 130% FPL, locations such as food banks, soup kitchens, etc.);
3. Potentially eligible, those that frequent a specific site or location reported to be low-income. For a qualifying site, at least 50% of persons that utilize the site must be at or below the 185% FPL.

Siskiyou County Human Services Agency will target CalFresh participants (Certified Eligibles); Likely Eligibles and potential eligibles at specific community site/locations.

Target Audience

- Gender: Male (46.9%); Female (53.1%)
- Ethnicity: Caucasian (84.79%); African American (1.3%); Hispanic (9.59%); Asian (1.3%)
- Language: English (89.6%); Language other than English (10.4%)
- Age: Under 5 (5.1%); 6 to 10 (6.7%); 11 to 12 (2.9%); 13 to 18 (9.0%); 25 to 29 (7.3%); 30 to 34 (7.0%); 35 to 44 (14.9%); 45 to 54 (14.0%); 55 to 64 (9.7%); 65 to 74 (5.6%); 75 or more (5.3%).

c. Focus on CalFresh Recipients.

Siskiyou County Human Services Agency will identify CalFresh recipients with the use of C-IV and eligibles in the CalFresh Office. These recipients and/or applicants may receive educational materials via mailings, participate in cooking demonstrations and taste sampling, and receive information via media (~~newspaper, radio~~, direct mailing and a marquee in the CalFresh Office).

d. Project Description.

Siskiyou County Human Services Agency will conduct activities that encourage CalFresh recipients to eat recommended amounts of fruits and vegetables, grains, protein and dairy. SNAP eligible families will learn how to portion their serving sizes to fill their plates with healthy items. SNAP eligible families will be encouraged to participate in 30 to 60 minutes of physical activity most days. These goals will be achieved through education and training, distribution of nutritional education and physical activity promotion materials. These materials along with messages will be displayed via ~~the local media (newspaper, radio),~~ the use of a marquee, at health fairs and community events, and with our community partners. A marquee in the lobby of the CalFresh office in Yreka is used to promote the nutritional message of the month (i.e.: ~~Rethink Your Drink~~ My Plate, etc.).

Siskiyou County Human Services Agency will participate in a number of activities to provide nutritional education to our eligibles and potential eligibles in a variety of formats.

1. Partner with Siskiyou County Public Health.

2. Include a nutrition module in our monthly Job Connection. The module will include making healthy food choices. It will include written educational material, a visual demonstration and taste testing. There will be a pre and post survey to evaluate outcomes. This module targets approximately 5 persons per month for a total of 60 unduplicated persons.

3. Twice yearly all CalFresh cases will receive a mailing regarding the benefits of healthy eating and exercise. Projected number of people reached is 2400.

~~4. Twice yearly a public service announcement will be provided to the local media to broadcast across Siskiyou County.~~

4. Provide nutrition education classes with taste sampling in local communities. These classes will provide nutrition education materials, a live demonstration and a taste sampling. Projected number of people to be reached is 50.

5. Partner with the Yreka Community Certified Farmers' Market at their EBT booth to target eligibles and encourage them to purchase healthy fresh food choices using their EBT benefits. The farmers' market is seasonal in Siskiyou County. Projected number of people to reach is 40.

6. Provide nutrition education with taste sampling (once each location) at the senior nutrition centers in Mt. Shasta and Yreka. Projected number to reach is 20.

7. Provide nutritional education including taste sampling and physical activity information in the CalFresh Office at recertification and/or application. Projected number of people to be reached is 80.

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Source	Source Type	Title	Description	Language	Audience Specific	Cost
United States Department of Agriculture	Brochure	Let's Eat For The Health Of It!	Advise on healthy eating choices	English & Spanish	Adults	Purchase & mailing costs
United States Department of Agriculture	Brochure; Recipes; 10Tips Nutrition; Getting Started with My Plate	My Plate Guidelines	Advise on how to have a healthy plate by making correct food choices and amounts	English & Spanish	Adults	Printing & copying of material and mailing costs
Centers for Disease Control and Prevention	Handout flyer	Three Simple Steps to Eating More Fruits and Veggs.	Steps to increase the fruits and vegetables in a person's diet	English & Spanish	Adults	Printing costs & mailing costs
United States	Flyer	Ways to	Tips about	English &	Adults	Mailing

Department of Agriculture		Eat Smart and Move More	healthy foods and exercise	Spanish		costs
United States Department of Agriculture	Brochure	What's on your plate?	Provides nutrition and physical activity educational information.	English & Spanish	Adults	Purchase costs & mailing costs
UC Davis-USDA; Compendium of Surveys for Fruit and Vegetable Consumption for adults	Booklet	Food Behavior Checklist-Food Stamp Program	Pre and post survey of nutritional information	English & Spanish	Adults	Printing costs

g. Key Performance Measures/Indicators.

Process evaluation measures will be indicated by the participation levels in activities documented by sign-in sheets, pre and post survey assessment (Food Behavior Checklist), increased consumption of fresh fruit and vegetables, increase knowledge of the benefits of fruits and vegetables. Improved knowledge of healthy food preparation, nutritional cooking skills and trying new food items for a healthy plate will indicate successful implementation of our nutrition education demonstrations at various community facilities and at the Job Connection class location. An increase in physical activity is emphasized in the curriculum.

In support of the Education and Administrative Reporting System (EARS) data collection, the survey titled 'Please Share a Little' developed by Champions for Change-Network for a Healthy California, will be utilized for collecting specific data (such as: Gender, Age, Ethnicity, and low income programs at all classes.

2. Evaluation Plans

- A formative evaluation/assessment will be conducted at each community nutrition education cooking and/or taste testing demonstration at various targeted locations and at Job Connection classes.

- SNAP eligibles and likely eligibles will receive a pre-test (entry) assessment to complete. After the nutrition education/cooking demonstration, taste testing and presentation by the instructor, a post-test (exit) assessment will be given to those same participants to measure the difference between the entry and exit assessments notating the participants gained knowledge or lack of increased nutritional knowledge.

- From the Compendium of Surveys for Fruit and Vegetable Consumption, the Food Behavior Checklist-Food Stamp Program assessment focusing on adults will be utilized. Questions include areas for the consumption of beverages, fruit and vegetables, protein, product label reading and running out of food before the end of the month.

- The results will be used to evaluate the effectiveness of the nutrition education and physical activity and increase the SNAP eligibles knowledge of the benefits of eating fruits and vegetables and the positive aspects of physical activity.

- Food Behavior Checklist analyzed results will determine if the instructional materials/curriculum needs to be modified to ensure that the nutritional and physical activity information is being understood by participants. All materials utilized will be from the USDA SNAP-ED Grant approved materials list. Additional materials from the approved list may be added if needed. Results will also depict areas to focus on such as the importance of reducing or stopping the use of sugar sweetened beverages or show that more information needs to be given on fruit and vegetable daily servings. Results will also indicate the effectiveness of the instructor who can make adjustments as needed. Assessments will be analyzed by the grant administrator after every class and results will be shared with the instructor prior to the next class.

3. Coordination Efforts

Describe efforts to coordinate, complement and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions.

Being a small rural county it is vital for the success of any project is to collaborate with other agencies, private and non-profit. It is also essential to maximize our resources and not duplicate services. One of the advantages of being a small county is the decision makers of these agencies and businesses are very approachable. We are each other's neighbors. We all strive towards a mutual goal: "A prosperous county where families are healthy and safe physically, emotionally, and financially." Siskiyou County Human Services Agency will collaborate with our Local Public Health Department. ~~on the "Rethink Your Drink" campaign~~. We will work in our community/county to spread the word of the importance of healthy eating and physical activity. We will participate with our community hospitals at their Health Fairs. We will work with our local media to broadcast upcoming nutritional events as well as distributing public service announcements. Our First 5 Commission is responsible for providing services to our families and children; we will ensure they are informed of all planned nutritional activities. The success of Siskiyou County is based on collaboration.

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Senior Citizen Lunch program	Methodist Church	137 Diggles Street	Etna	96027	06093000800	*All Races*		Based on income data collected from consumers, qualifing 50% or more are under the 185% FPL. CalFresh participants invited.
County Fairgrounds	Siskiyou Golden Fair	1712 Fairlane Rd.	Yreka	96032	06093000702	*All Races*	54.2%	Tract is eligible.
Mt. Shasta *Park/Recreation Meals on Wheels & Sr. Nutrition Provider*	Mt. Shasta Senior Citizens Nutrition Project	1315 Nixon Rd.	Mt. Shasta	96067	06093001000	*All Races*		Based on income data collected from consumers, qualifing 50% or more are under the 185% FPL. CalFresh participants invited.
Farmers Market	Yreka Certified Community FM	1409 S. Main St.	Yreka	96097	06093000702	*All Races*	54.2%	Tract is eligible.

Siskiyou Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
CalFresh Office	*Siskiyou Training & Employment Program*	*310 Boles St.*	*Weed*	*96094*	*06093000900*	*All Races*		Proxy Site
CalFresh Office	*Siskiyou County Human Services Agency*	*818 S. Main St.*	*Yreka*	*96097*	*06093000702*	*All Races*	*53%*	Proxy Site
Church Summer lunch program low-income families	*First Southern Baptist Church*	*5962 Dunsmuir Ave.*	*Dunsmuir*	*96025*	06093001100 / 060930011003	*All Races*	51.3%	Used **census block** data to qualify this site.
Fairgrounds	*Tulelake-Butte Fairgrounds*	*800 Main St.*	*Tulelake*	*96013*	06093000100	*All Races*	55.1%	Used **census block** data to qualify this site
Tribal office	*Karuk Tribal Headquarters*	*38 Parkway Rd.*	*Happy Camp*	*96039*	06093000500 060930005002	*All Races*	56.1%	Used **census block** data to qualify this site. Native American Reservation.
City Hall	*City Hall*	*307 N. Main St..*	*Dorris*	*96023*	06093000200 060930002001	*All Races*	55.8%	Used **census block** data to qualify this site.

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: Siskiyou County Human Services Agency

Federal Share Budget		FFY 2013
Personnel Salaries	$	38,550.00
Fringe Benefits	$	15,689.00
Operating	$	-
Equipment & Other Capital	$	1,284.00
Travel	$	1,883.00
Subcontractors	$	700.00
Other Costs	$	7,929.00
Indirect Costs	$	8,965.00
Total Federal	$	75,000.00

FFY SNAP-Ed 2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Siskiyou
Contact: Debbie Walsh

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (Full Time Equivalency)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS					
1. Name: *Laura Leach* Title: *Administrator*	*$ 54,099*	*0.50*	*60.0%*	*40.0%*	*$ 27,050*
2. Name: Debbie Walsh Title: Chief Executive Officer	$ 79,661	0.05	100.0%	0.0%	$ 3,983
3. Name: John Thomas Title: Accountant/Finance Analyst	$ 52,780	0.06	100.0%	0.0%	$ 3,167
4. Name: Anne Marie Acord Title: Admin Assistant	$ 29,004	0.15	100.0%	0.0%	$ 4,351
Subtotal		**0.7600**	**360%**	**40%**	**$ 38,550**

POSITION DESCRIPTIONS:

1	**Administrator (e.g., Director of Programs)**	Administers the nutrition education contract and budget, supervises nutrition education staff, attend nutrition education and scope of work related meetings, develops program planand participates in the Regional collaborative. Coordinate contract reporting requirements.
2	**Chief Executive Officer**	Provides overall guidance for the operations, personnel, and fiscal responsibilities required by the nutrition project.
3	**Accountant/Finance Analyst**	Serves as internal auditor and controller. Assists with processing purchase orders, invoices, preparation of the vouchers for payment as related to the *Network* program, as well as monitoring the budgets.
4	**Office Manager/Secretary/Admin Asst**	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 40.76% of salaries

SUBTOTAL: $ 15,689

C. OPERATING EXPENSES:

$0

SUBTOTAL: $0

D. EQUIPMENT EXPENSES:

Folding table, folding chairs, table cover, table cover printed, carrying case, etc **See Sheet 1** $ 1,284

SUBTOTAL: $1,284

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

	# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total	Network and/or allowable activitiy locations	
1	1	1 & 2	3	196		360	295.00	50	901	Sacramento	CCLHDN Conference
2	2	1	2	60		0	290.00		350	Red Bluff	Network meetings
3	1	1, 2, & 3	2	177		270	185.00		632	Crescent City	Tri-County Grant meeting

SUBTOTAL: $1,883

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1 Facility Space Rental $100 each x 6 $ 600
2 Eat Smart. Play Hard.™ Power Panther character actor. 5 hrs @$20 per hour $ 100

SUBTOTAL: $700

G. OTHER COSTS:

Type of Costs

Description of other costs associated with this project.

1 Printing, postage, printing and purchasing of nutritional educational materials, etc. **See Sheet 1**

SUBTOTAL: $7,929

H. INDIRECT COSTS: Indirect cost rate. 16.53% of Total Salaries

*ICR established by CDSS-CFL 11/12-53. $ 8,965 **SUBTOTAL:** $ 8,965

TOTAL $ 75,000

SNAP-ED CWD/LPHD SISKIYOU COUNTY 2012-2013

SHEET 1

D. EQUIPMENT EXPENSES::	QTY	Cost item	Total Cost (incl. S/H, taxes)
Folding table 6 ft.	2	$79.00	$175.46
Printed Tablecloth	1	$169.99	$224.85
3 Panel background display/carry case	1	$101.92	$126.76
Exhibit displays-8 1/2" wide	4	$6.49	$36.37
Graphics Tube 3 1/2" X 39 3/8"	1	$14.00	$23.95
Bunge cord	4	$8.00	$40.00
Extension cord, 50 ft.	3	$25.88	$83.27
Literature Cart	2	$59.00	$146.80
Carrying case for tablecloth	2	$25.00	$69.34
Non-Printed tablecloth coverts 8' to 6'	1	$35.33	$52.62
Metal folding chairs	2	$15.88	$45.16
10' X 10' canopy	1	$198.00	$212.36
Ice Chest	1	$34.88	$47.46
		SUBTOTAL:	$1,284.40

G. OTHER COSTS:

Price	QTY	Type of Item	Cost
$3.82	250	Calendars - Harvest of the Month	$1,035.00
$2.25	250	Food and drink for taste sampling	$562.50
$0.25	386	Paper supplies for taste sampling	$62.50
$0.45	4888	Postage	$2,200.00
$0.38	4300	Envelopes	$162.00
$0.01	4300	Mailing labels	$45.00
$0.32	4000	Printing/purchasing of Brochures	$1,123.00
$0.32	4000	Printing/purchasing of Educational Materials	$1,125.00
$1.94	250	Cookbooks	$485.00
$23.30	25	Posters	$583.00
$10.64	25	Poster lamination	$266.00
$140.00	2	Conference Registration-CCLHDN	$280.00
		SUBTOTAL:	$7,929.00

FFY 2012/2013 SNAP-Ed County Welfare Department (CWD) Pilot Project (continuing from 2011/2012)

California Department of Social Services (CDSS) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Continue to participate in the successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

1. Project Synopsis

Project Title: Sonoma County Human Services, Economic Assistance Division – Community Expansion Project

FFY 2012/2013 Award Amount: $266,288

Project Contact Name, Title: Kim Seamans, Division Director/Joelle Brignoli, Planner Analyst

Project Contact Phone Number and Email: (707)565-2198 – kseamans@schsd.org
(707)565-2524 – jbrignoli@schsd.org

Additional Important Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* **Tues – Fri 8:00 a.m. to 4:00 p.m.**

a. Related State Objectives

See State Objectives.

b. Audience

Gender: Male 30% Female 70%

Ethnicity:

- ☐ African American _____%
- ☐ Asian _____%
- ☒ Caucasian 25%
- ☒ Latino 75%
- ☐ Native American _____%
- ☐ Pacific Islander _____%
- ☐ Other (specify) _____: _____%

Languages:

☒English 35%

☒Spanish 65%
☐Arabic ____%
☐Armenian ____%
☐Russian ____%
☐Bosnian ____%
☐Cantonese ____%
☐Farsi ____%
☐Hmong ____%

Ages:

☐ Under 5 years old ____%
☐5 to 8 ____%
☐9 to 11 ____%
☐12 to 17 ____%
☒18 to 59 90%
☒60 years old and over 10%

c. Focus on CalFresh Recipients.

Income Targeting Data Source: See Census Tract data sheet attached to 2011/2012 synopsis

Location Based Proxy Sites:

☒Community Health Centers 15%
☐Food Banks ____
☐Food Pantries ____
☐Public Housing ____
☐HeadStart ____
☒Shelters/Temporary Housing 30%
☒Drug/Rehab Facilities 20%
☐TANF Job Readiness Program ____
☐WIC Offices ____
☐Farmer's Market ____

d. Project Description.

Key Methods:

☒Advisory Council/Task Force (specify): Community Activity and Nutrition Coalition (CAN-C), CAN-C Communities of Excellence (CX3) Subcommittee, CAN-C Policy Advocacy Subcommittee, C-NAP Workgroup

☐Internet/Web Sites-website address: ____

☐Print Media

☐ Radio: _____
☐ TV: _____
☒ Nutrition Education Classes: (100 occurrences at 0.5 hour(s) each)
(10 occurrences at 1 hour(s) each)
☐ Community Education Events: (_____occurrences at _____hour(s) each) -
☐ Training/Workshop/Conference: (_____occurrences at _____hour(s) each)
☐ Point of Purchase: (_____occurrences at _____hour(s) each)
☐ Other (specify)_____: (_____ occurrences at _____hour(s) each)

Key Educational Messages:
☒ Fruits & Vegetables
☒ Physical Activity
☒ Limit Added Sugars or Caloric
☒ Food Shopping/Preparation
☒ Promote Healthy Weight
☒ Other (Specify): My Plate

SNAP-Ed Delivery Sites by Type of Setting:
1 Drug/Rehab for perinatal treatment program
5 Community Health Centers
8 Shelters/Temporary Housing

Projected Number of Unduplicated Participants: 1,250

Dept of Human Services seeks to create a "sphere of influence" within target communities that promotes and supports healthy eating and physical activity throughout life through behavior, environmental and policy change, while continuing their partnership with Sonoma County Health Department.

Interventions will focus primarily on adults with children ages 2-11. Research shows that eating and pysical activity habits of children ages 2-11 are more easily influenced than adolescents. Because parents, as role models, play a significant role in promoting healthy eating and physical activity among their children, it is important to engage them directly. The secondary populations include homeless, seniors, parents of adolescents and other adults.

The project strategies will focus on: Sonoma Valley, Petaluma and Downtown neighborhoods in Santa Rosa: Nutrition education emphasizing Rethink Your Drink and Harvest of the Month messages will be provided to 1) adults at proxy sites (drug/rehab facility, homeless shelters and community health centers) located in qualifying CX3 neighborhoods. CX3 efforts will focus on engaging residents to champion food environment changes that support potential behavior change resulting from nutrition education. Efforts will also focus on healthy eating in shelter environments without access to cooking facilities.

Activities will include the following; single session nutrition classes which will last no less than 15 minutes,with recipe cards and other reinforcement print material provided; five-session nutrition courses; and cooking demonstration events when weather permits.

Summary of Research.

See Summary of Research.

e. Use of Existing Educational Materials.

See attached Existing Educational Materials/Curricula Data Sheet.

f. Key Performance Measures/Indicators.

Process evaluation measures will indicate the number of people reached, participation levels in all activities performed (as recorded in sign-in sheets and on the Activity Tracking Form), quality assurance of nutrition education sessions (collected through assessment surveys and session observations), and quality of partnership between HSD, DHS, and C-NAP group. Outcome evaluation measure will highlight policies initiated or other institutional changes, new partnerships, behavior shifts related to increased produce consumption and decreased sugar-sweetened beverage consumption, and improved knowledge of healthy eating practices.

2. Evaluation Plans

The Human Services Department (HSD) will continue to utilize evaluation plan previously developed for HSD of the SNAP Education program. HSD has developed an evaluation plan with a literature review, logic model and evaluation questions. Any changes to this plan will be made based on "lessons learned" and focus primarily on the data collection methodology and materials. Development of data collection methodology, data collection, data analyses, and report production and dissemination have also been implemented and utilized. The data collection methodology may include participant surveys and focus groups as well as utilization of administrative data from CalWIN. Quantitative and qualitative data analysis will be conducted using the Statistical Package for the Social Sciences (SPSS) and content analysis techniques. The HSD budget includes 1 FTE to manage the evaluation and 2 ¼ time FTE's (for a total of 50% FTE) to attend any and all functions and gather the data necessary for the evaluation of the SNAP Education program. This Program Evaluator and helpers will consult with Network for a Healthy California to determine what tools exist for evaluation.

Information from the evaluation process will be shared with the CAN-C committee to provide input for future strategic planning.

3. Coordination Efforts

HSD, will continue in its partnership with Department of Health Services, in a County Nutrition Action Plan Workgroup to assess gaps, assets and develop a strategic approach to coordinating

USDA FNS funded program interventions and efforts to increase food security among the target population. Partners will include FNS funded partners (e.g. SNAP-Ed programs, Regional Network for a Healthy California, CalFresh Outreach and enrollment, Food Bank, WIC) and unfunded interested partners (e.g., Community Activity and Nutrition Coalition, local Food System Alliance, non-profits providing nutrition education, shelters). Additionally, HSD will participate in the Network's Regional Collaborative and will secure MOU's from partner organizations and programs.

In designing this program, program staff from Sonoma County Department of Health Services and the Human Services Department continued to work together to determine the best ways to deliver services to the community, and agreed that the HSD would provide evaluation services to be utilized by the entire project. The HSD program evaluator will attend planning meetings and work closely with contractors and the LHD Project Coordinator.

Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Clinic	St. Joseph Community Health Center	1165 Montgomery Drive	Sonoma Valley Location	95476		All Races		Proxy Site
Clinics	Redwood Community Health Coalition (various clinics – Santa Rosa)		Santa Rosa/Petaluma	95407/95403 95401/94952		All Races		Proxy Sites
Drop In Shelter	The Living Room	636 Cherry Street	Santa Rosa	95404		All Races		Proxy Site
Shelter	COTS Shelter and all affiliated COTS shelters	900 Hopper Street	Petaluma	94952		All Races		Proxy Sites
Shelter	Sam Jones	2nd Street	Santa Rosa	95401		All Races		Proxy Site
Drop In Shelter	VOICES	714 Mendocino Ave	Santa Rosa	95401		All Races		Proxy Site
Drug/Rehab Facility	DACC – Peri-natal Treatment Program	2403 Professional Dr	Santa Rosa	95403		All Races		Proxy Site

Use of Existing Educational Materials/Curricula Data Sheet

Source	*Title*	*Description*	*Languages*
Network for a Healthy California	Champions for Change Materials	http://www.cachampionsforchange.net/en/index.php	English/ Spanish
Network for a Healthy California	Champions for Change Physical Activity Guide	Handout: tips for increasing physical activity, also includes rationale	English/ Spanish
Harvest of the Month	Cookbook, Harvest of the Month	*As title indicates, developed by the Network*	English/ Spanish
Network for a Healthy California	Everyday Healthy Meals - Cookbook	USDA approved: Healthy Meals Cookbook	English/ Spanish
Network for a Healthy California	Food Stamp Educational Brochures	Basic info on food stamp program and Nut Ed.	English/ Spanish
Network Tool box for Community Educators	Fruit, vegetable, and physical activity playing cards	Nut Ed playing cards support several Nut Ed lessons.	English/ Spanish
Network for a Healthy California	Harvest of the Month Community Newsletters	The community newsletters are intended to complement the other monthly elements and extend HOTH activities from the school to community. These newsletters can be appropriately used in many setting, including retail outlets and by project of the Network's Campaigns and Programs (Latino Campaign, African American Campaign, Retail Program and Worksite Program)	English/Spanish
Harvest of the Month	Harvest of the Month Cycle I,II,III Cookbooks	*Network developed & approved*	English/ Spanish

Source	*Title*	*Description*	*Languages*
Network for a Healthy California	Harvest of the Month Family Newsletter	Network developed and approved monthly newsletter reinforces what kids learn in the classroom and provides parents with nutrition information, healthy eating tips, recipes, ideas for being physically active and tips for selecting, storing and serving the featured produce. Other languages, translated by local partners, are available in the Educators' Corner on the web site.	English/ Spanish
Network for a Healthy California	Harvest of the Month Menu Slicks	Two-sided template allows district child nutrition staff to insert the monthly school menu. Skills and knowledge learned in the classroom are reinforced with activities that test memory and motor skills, provide information on the health benefits of fruits and vegetables, as encourage consumption of school meals.	English/Spanish
Network for a Healthy California-Latino Campaign	Healthy Latino Recipes Made with Love	Cookbook for adults that has recipes with zesty flavors and enticing aromas of healthy Latino cooking. Provides family favorites that use a variety of fruits and vegetables.	English/ Spanish
Network for a Healthy California	How Many Cups or Fruits and Vegetables Do I Need?	Brochure that identifies how many cups of fruits and vegetables are recommended each day.	English/ Spanish
USDA	*Network approved recipes*	As title indicates	English/ Spanish
Network for a Healthy California	Physical Activity	Brochure that provides suggestion on ways to incorporate PA into daily routine.	English/ Spanish
Network for a Healthy California	Physical Activity Empowerment	*Network approved and USDA developed.*	English/ Spanish

Source	*Title*	*Description*	*Languages*
Network for a Healthy California-Latino Campaign	Physical Activity for Your Health, Your Neighborhood and Your Life	*Network Developed USDA Approved*	English/ Spanish
Network for a Healthy California	Physical Activity: For Your Health	*Network for a Healthy California and USDA developed.*	English/ Spanish
Harvest of the Month	Produce Lists	*HOTM Network approved.*	English/ Spanish
Regional Networks: Bay Area, Orange County, gold Coast, Sierra Cascade. (Contractor Developed)	ReThink Your Drink Be Sugar Savvy Lesson & Instructor Resource	Offers practical advice to cutting calories by making healthier drink choices. Please check with your PM prior to use of this material.	English/ Spanish
Regional Networks: Bay Area, Central Valley, Desert Sierra, Gold Coast, Gold Country, Los Angeles, Northcoast, Orange County, Sierra Cascade	ReThink Your Drink: Frequently Asked Questions About Sugar Sweetened Beverages (Flyer)	As title indicates. Please check with your PM prior to use of this material.	English/ Spanish
Network for a Healthy California-Champion Moms	The Power is in Your Hands	Booklet gives participants tips on how to make changes for purchasing foods and saving money	English/ Spanish

New Materials Development Data Sheet

Title	*Description*	*Justification*
How to utilize CalFresh benefits for Healthy Eating in a Shelter Environment	Tips & ideas for foods to purchase when in a Sheter environment without cooking facilities	Currently there are no materials available to residents of shelters – inlcuding families.

FFY SNAP-Ed 20' _ CWD/LHD Project
CDSS Bu_ _ Justification
October 1, 2011-September 30, 2012

County: Sonoma
Contact: Kim Seamans (707)565-2198 kseamans@schsd.org - Joelle Brignoli (707)565-2524 jbrignoli@schsd.org

A PERSONNEL SALARIES:

1. Name and Position Title		2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS			Full Time Equivalency			
1. Name: Title:	*Program Evaluator*	*$70,000*	*1.00*	*92.0%*		*$ 56,000*
2. Name: Title:	Office Assistant II - Bi-lingual (Evaluator Assistant)	$ 33,197	0.5000	25.0%	25.0%	$ 16,598
3. Name: Title:	Office Assistant II - Bi-lingual (Evaluator Assistant)	$33,197	0.5000	25.0%	25.0%	$ 16,599
4. Name: Title:		$ -	0.0000	0.0%	0.0%	$ -
	Subtotal		**2.0000**	**142%**	**50%**	**$ 89,197**

Please order descriptions to align with personnel salaries and delete any unnecessary descriptions and add any additional positions.

POSITION DESCRIPTIONS:

1	**Project Evaluator**	This dedicated position will work with the HSD on the evaluation of the project. The evaluator will attend meetings with project coordinator staff and contractors to develop a collaborative, effective evaluation that addresses process, outcomes and learning.
2	**Office Assistant II - Bi-lingual**	Assists the Program Evaluator in the evaluation of this project. Attends Nutrition Education activities and gathers information from attendees to be submitted to Program Evaluator for submission to the State.

B. FRINGE BENEFITS:

1. Includes payroll taxes and medical/dental benefits at 44% of salaries for Program Evaluator

SUBTOTAL: $24,640

C. OPERATING EXPENSES:

2. Funding for any Proprietary evaluation tools $1,000 $1,000

SUBTOTAL: $1,000

D. EQUIPMENT EXPENSES::

1. Phone for Program Evaluator and Office Assistants	$350	$350
2. Computer, printer and network set up for Program Evaluator and Office Assistants	$1,000	$1,000
		$1,350

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Event, Description, Location. (I.e., Coordinator meeting, Network Conference, local travel, etc.)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/	Toll/Parking/ Other	Total

	Program Evaluater - 100 miles per month @ .55 per mile x 12 months	$660
	Office Assistant II - 50 miles per month @ .55 per mile x 12 months	$330
	Office Assistant II - 50 miles per month @ .55 per mile x 12 months	$330
	Parking - 6 hours at $2/hour x 5 visits - times 2	$120
	Bridge toll $5 each x 2 visits - times 2	$20
1	Annual Network Conference	
	206 miles RT x .55 = $113	$113
	Lodging: $102/night x 2 nights =$204	$204
	Meals: $40 per diem x 2 days = $80	$80
	Parking: $18/day x 2 days = $36	$36
SUBTOTAL:		$1,893

F. SUBCONTRACTORS: Northern California Center for Well Being
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1) **Nutrition Classes:** - Northern California Center for Well Being will devote the majority of activities to delivering single-session and five-session nutrition education courses to reach a minimum of 1,250 people, with a focus on current CalFresh participants. At least 500 of the participants will be homeless with a focus on homeless youth. Classes will be offered in English and Spanish. Specific duties include: engaging the community partners to secure session locations; participant recruitment; assessment of nutrition needs of the target population; meeting preparation; delivery of general nutrition education from material that is approved by SNAP-Ed; distribution of linguistically and culturally appropriate nutrition education materials; documentation of educational and other encounters; assisting with writing project reports and making entries into a tracking system. Nutrition education may be part of one or two cultural events that are held by the target communities such as celebratory events, health fairs, etc. The contractors shall engage and train non-nutrition staff (eg, community workers) to conduct nutrition education classes. Sites for the classes can include and are not limited to Drug/Rehab Center for perinatal treatment program, Comminity Health Centers and Shelters/Temporary Housing. Contractor, as part of their contract with HSD will be responsible for ordering any and all approved materials for conduction said Nutrition Education.

$107,106

SUBTOTAL: $107,106

G. OTHER COSTS: All costs relate to SNAP-Ed Materials and/or promotion

Type of Costs

1. Printing/duplication costs of relevant materials. 4,000@ 0.50 = $2,000 — $2,000
2. Purchase of SNAP-Ed approved Nutrition Education materials such as cookbooks, recipe cards and other materials available from the USDA. 650@ $4 ea= $2,600 — $2,600
4. Print media for promotion of SNAP Education to School Age Children — $4,000

*Expenditures on nutrition education reinforcement items or promotional items must have prior California Department of Social Service approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.

SUBTOTAL: $8,600

H. INDIRECT COSTS: Indirect cost rate. $216680 @ 15%= $32502

___% of Total Salaries or ___% Total Direct Costs

or ___% of Modified Directs (provide what costs to be included) $ - $ 32,502

TOTAL **$ 266,288**

A SUBCONTRACTOR SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars	7. Total Dollars
FEDERAL SHARE POSITIONS						
3 Name: Northern California Center for Well Being Title: SNAP-Ed Contractor(s) ($45/hour x 1300 hours)	$ 58,500	0.0000	0.0%	0.00%	$ 58,500	$ 58,500
SUBTOTAL	$ 58,500	0.00000	0.000%	0.0%	$ 58,500	$ 58,500

SNAP-Ed Contractor(s)

SNAP-Ed Contractor(s)	Contractor will devote the majority of activities to delivering single and five-session nutrtion education sessions to reach a minimum of 1,250 unduplicated SNAP-Ed eligible indivduals from English and Spanish speaking communities. Specific duties include: engaging community partners to secrue session locations, participant recruitment, assessment of nutrition needs of target population, meeting preparation, delivery of general nutrition education, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system. Additionally, nutrition education and physical activitiy promotion may be part of 1-2 cultural events that are either held within the target communities or will be attended by members of the eligible population. The Contractor will also engage and train non-nutrition staff (i.e., community workers) to conduct nutrition education classes. Some of these hours may be used to pursue engagement activities for homeless CalFresh participants to bring them into the classes.

	Federal Share Total Dollars	Total Dollars
B. FRINGE BENEFITS:		
Federal Share:	$ 14,625	$ 14,625
Includes payroll taxes and medical/dental benefits at 25.0 % of salaries		
SUBTOTAL:	$ 14,625	$ 14,625
C. OPERATING EXPENSES:		
Federal Share:		
1. Communications (phone)	$ -	$ -
2. Rental equipment (e.g., copier, scanner, fax machine)	$ -	$ -
3. Rent	$ -	$ -
4. Office Supplies at $110/month (supplies - such as pens, pencils, postage, notepads, paper - as needed for nutrition educaiton and promotion activities)	$ 1,100	$ 1,100
SUBTOTAL:	$ 1,320	$ 1,320
D. EQUIPMENT EXPENSES:		
Federal Share:		
1. Computer, printer and Network set-up.	$ 1,000	$ 1,000
2. Work Station for Registered Dietician	$ 4,000	$ 4,000

	Federal Share Total Dollars	Total Dollars
E. TRAVEL AND PER DIEM:		
Federal Share:		
1. Annual Network Conference		
SNAP-Ed Contractor		
Mileage (206 miles RT x 0.55 x 2 car = $227)	$ 227	$ 227
Lodging ($102/ night x 2 night x 2 people = $408)	$ 408	$ 408
Meals ($40/day x 2 days x 2 people = $160)	$ 160	$ 160
Parking ($18/ day x 2 days x 2 car = $72)	$ 72	$ 72
2. Northcoast Nutrition and Fitness Collaborative Meetings (2 meetings)		
SNAP-Ed Contractor		
Mileage: 122 miles RT x $.55 x 2 car x 2 meetings = $268	$ 268	$ 268

A SUBCO. . . RACTOR SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery Duties	6. Federal Share Total Dollars	7. Total Dollars
FEDERAL SHARE POSITIONS						
3 Name: Northern California Center for Well Being Title: SNAP-Ed Contractor(s) ($45/hour x 1300 hours)	$ 58,500	0.0000	0.0%	0.00%	$ 58,500	$ 58,500
SUBTOTAL	**$ 58,500**	**0.00000**	**0.000%**	**0.0%**	**$ 58,500**	**$ 58,500**

SNAP-Ed Contractor(s)

SNAP-Ed Contractor(s)	
	Contractor will devote the majority of activities to delivering single and five-session nutrtion education sessions to reach a minimum of 1,250 unduplicated SNAP-Ed eligible indivduals from English and Spanish speaking communities. Specific duties include: engaging community partners to secrue session locations, participant recruitment, assessment of nutrition needs of target population, meeting preparation, delivery of general nutrition education, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system. Additionally, nutrition education and physical activitiy promotion may be part of 1-2 cultural events that are either held within the target communities or will be attended by members of the eligible population. The Contractor will also engage and train non-nutrition staff (i.e., community workers) to conduct nutrition education classes. Some of these hours may be used to pursue engagement activities for homeless CalFresh participants to bring them into the classes.

	Federal Share Total Dollars	Total Dollars
B. FRINGE BENEFITS:		
Federal Share:		
Includes payroll taxes and medical/dental benefits at 25.0 % of salaries	$ 14,625	$ 14,625
SUBTOTAL:	$ 14,625	$ 14,625
C. OPERATING EXPENSES:		
Federal Share:		
1. Communications (phone)	$ -	$ -
2. Rental equipment (e.g., copier, scanner, fax machine)	$ -	$ -
3. Rent	$ -	$ -
4. Office Supplies at $110/month (supplies - such as pens, pencils, postage, notepads, paper - as needed for nutrition educaiton and promotion activities)	$ 1,100	$ 1,100
SUBTOTAL:	$ 1,320	$ 1,320
D. EQUIPMENT EXPENSES:		
Federal Share:		
1. Computer, printer and Network set-up.	$ 1,000	$ 1,000
2. Work Station for Registered Dietician	$ 4,000	$ 4,000

	Federal Share Total Dollars	Total Dollars
E. TRAVEL AND PER DIEM:		
Federal Share:		
1. Annual Network Conference		
SNAP-Ed Contractor		
Mileage (206 miles RT x 0.55 x 2 car = $227)	$ 227	$ 227
Lodging ($102/ night x 2 night x 2 people = $408)	$ 408	$ 408
Meals ($40/day x 2 days x 2 people = $160)	$ 160	$ 160
Parking ($18/ day x 2 days x 2 car = $72)	$ 72	$ 72
2. Northcoast Nutrition and Fitness Collaborative Meetings (2 meetings)		
SNAP-Ed Contractor		
Mileage: 122 miles RT x $.55 x 2 car x 2 meetings = $268	$ 268	$ 268

Lodging $90 TOT= $102/ night x 2 meetings x 2 people = $408		$ 408	$ 408
Meals $40/day x 1 day x 2 meetings x 2 people = $160		$ 160	$ 160
Parking ($10 per car x 1 day x 2 car x 2 meetings) = $40		$ 40	$ 40
3. Local Mileage for field work, etc...			
SNAP-Ed Contractor(s), Community Workers			
Estimated mileage (4,260 miles x .55/mile= $2,343) for nutrition education sessions/events conducted by staff and community workers.)		$ 2,343.00	$ 2,343.00
	SUBTOTAL:	$ 4,086	$ 4,086

F. SUBCONTRACTORS:

Federal Share:

	Federal Share Total Dollars	Total Dollars

G. OTHER COSTS:

Federal Share:

1. Translation/Interpretation Servcies - written translation of key materials and interpretation at meetings and events. (20 hours x $50/hour)	$ 1,000	$ 1,000
2. Community Workers - such as peer counselors, Especially for the homeless youth population, promatoras, or "champion parents" to assist with the delivery of nutrition education and provisio of nutrition messages: ($15/hour x 185 hours)	$ 2,775	$ 2,775
3. Evaluation and Assessment - reimbursement for personal costs, such as childcare and transportation, for recipients of SNAP-Ed to activelyparticipate in focus groups, needs assessments and advisory groups to inform and improve SNAP-Ed effectivelness. (15 focus groups x 6 people x $20 per person = $1,800	$ 1,800	$ 1,800
3. Supplies - for providing taste testing supplies (e.g., food, paper towels, napkins, toothpicks, cups, etc.) $3.50 per person x 1,250 people = $4,375	$ 4,375	$ 3,375
SUBTOTAL:	$ 9,950	$ 9,950
DIRECT COSTS SUBTOTAL:	$ 92,481	$ 92,481

H. INDIRECT COSTS:

Federal Share:	20.0% Total Direct Costs	$ 58,500	$ 73,125	20.00%		$ 14,625	$ 14,625
	Fringe Benefits	$ 14,625			**SUBTOTAL:**	$ 14,625	$ 14,625

TOTAL	$ 58,500	0.0000	0.0%	0.0%	$ 107,106	$ 107,106

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: **Sutter County Human Services –Welfare Division & Social Services Division**

FFY 2013 Award Amount **$150, 000**

Project Contact Name, Title: **David Nagra-Program Manager**

Project Contact Phone Number and Email: **(530) 822-7230 Ext. 210-dsnagra@co.sutter .ca.us**

Additional Information: Anne Westlake (530) 822-7215 awestlake@co.sutter.ca.us

a. Related State Objectives

See objectives 1,2,7,10..

b. Audience

The audience will include persons in Sutter County currently participating in or applying for CalFresh and/or persons residing in a CalFresh household. Additional participants will include likely CalFresh eligible established by income and location proxy such as WIC, persons receiving SSI or TANF and persons participating in TANF Job Readiness Training Programs. Program efforts will primarily target males and females over the age of 18, included non or limited English speakers.

Focus on CalFresh Recipients.

Describe how the project will focus education on CalFresh recipients.

Educational interventions will reach CalFresh recipients through the following:

In collaboration with Sutter County Human Services-Health Division (LHD) SNAP-Ed staff reproduce a variety of FNS educational materials that include messages from the USDA *Dietary Guidelines 2010—Selected Messages for Consumers*. Nutrition education information will be sent to all CalFresh recipients quarterly.

Utilizing CalFresh and TANF office sites and waiting rooms provide appropriate on-going FNS approved nutrition education using a variety of methods such outdoor movable signage, DVDs, posters, electronic messages boards and handouts.

Eligibility Technicians and Social Workers will refer CalFresh participants for on-site nutrition/physical activity classes or individual interventions provided by nutrition educator.

c. Project Description.

Note how you will implement the project, giving particular attention to: key educational messages, how and where it will be delivered, duration of project, the projected total number of individuals participating or reached, and the estimated number of contacts per person reached (the frequency of contacts (number of classes, mailings, billboards, etc.)). Please include key purposes, key strategies and a narrative summary.

Sutter County will continue to deliver effective SNAP-Ed services through the working partnership between Sutter County Human Services-Welfare and Social Services Division (CWD) and Sutter County Human Services-Health Division (LHD). Sutter County CWD will continue to subcontract with the LHD to provide SNAP-ED deliverables. This agreement allows nutrition educators to be housed at CalFresh and TANF offices in order to be accessible to CalFresh eligibles for direct and indirect education.

Objective 1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

Nutrition educator will reproduce FNS approved nutrition information insert and distribute through quarterly QR7 mailings to all CalFresh recipients. Nutrition information insert will include messages from the USDA *Dietary Guidelines 2010–Selected Messages for Consumers* and will also include information on the availability and locations of all nutrition education classes conducted by SNAP-Ed staff. Insert will be translated into Spanish.

Total number of CalFresh households reached annually: 5000 x 4 = 20,000

Collaborate with the Health Division (LHD) SNAP-Ed nutrition educators and utilizing only FNS approved existing educational materials compile an informational DVD and an electronic message boards to be played continuously in CalFresh and TANF waiting rooms. Information on the availability of SNAP-Ed nutrition education classes will be included in the DVD and the electronic message boards.

Total number of CalFresh eligible/participants reached annually: 600 mth x 12 = 7200

CalFresh participants receiving services at the CalFresh offices will be offered "*Eating Healthy on a Budget Packet*". The packet will include FNS approved materials on topics such as smart shopping tips, Rethink Your Drink, MyPlate resource and information on SNAP-Ed classes. Packets with material in Spanish will also be made available.

Total number of "*Eating Healthy on a Budget Packet*" for Cal Fresh participants reached annually: 200 x 12 = 2400

Objective 2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

Collaborate with the Health Division (LHD) SNAP-Ed staff to develop and teach nutrition education classes. These classes will be designed to meet the needs identified as a result of on-going nutrition education needs assessment of the target population and when necessary will be conducted in Spanish and Punjabi. Classes will incorporate the following key messages; increase consumption of fruits and vegetables, physical activity, fiber rich foods, food shopping and preparation, limiting added sugar, whole grains, MyPlate, food safety and shopping on a limited budget. Facilitate and support neighborhood walking groups at one public housing location. Conduct a minimum of two classes per month at a location near the CalFresh office in Yuba City.

Total number of adult CalFresh eligible/participants reached annually: 200

Disseminate key educational messages through Sutter County Human Services—Social Services & Welfare Division (CWD). This will be accomplished by placing FNS approved nutrition education posters and electronic message boards in Social Services & Welfare waiting rooms and interview rooms. Educational messages will be changed quarterly.

Approved nutrition messages will be displayed through outdoor movable signage located near the Sutter County Human Services—Social Services & Welfare Division (CWD) and other means tested low income assistance program sites located in approved census tracts.

Total number of CalFresh eligible/participants reached annually: 600 mth x 21 = 7,200

Promote key nutrition messages through transit benches located in approved census tracts 501.02 and 502.01. Three transit benches are located in approved census tracts. Four key messages approved by FNS will be promoted on the transit benches and rotated throughout the year. The county vehicle, wrapped in the previous FFY, with images of colorful fruits and vegetables and the message "*Make half your plate fruits and vegetables*." provides a movable billboard. This vehicle is used to transport SNAP-Ed nutrition educators and supplies to all events and will be parked at the CalFresh office thus maximizing impact. This unique form of advertising will reinforce an important nutrition message, be consistently visible in approved census tracts and become recognized by community members.

Total number of CalFresh eligible/participants reached annually: 7,000 x 4 = 28,000

Conduct nutrition education interventions monthly including taste testing at area grocery stores that have been documented to redeem average monthly CalFresh benefits of $50,000 or more and

community events where over 50% of the participants are CalFresh eligible/participants such as Public Health Week, TANF Job Fairs and Recovery Happens Picnic.

Total number of CalFresh eligible/participants reached annually: 550

Attend a minimum of four Regional Network Collaborative meeting related meetings and a minimum of two required Network trainings for new contractors in order to fully participate in Network regional activities, educational and statewide initiatives. CWD SNAP-Ed nutrition educators will participate in the Sutter County CNAP team and in the development of the County Nutrition Action Plan.

d. Summary of Research.

See Section A.

e. Use of Existing Educational Materials.

Give the title, author and description of existing educational materials that will be used in the delivery of the project/intervention. Specify the language(s) in which the materials will be used including English. Indicate whether the materials will be purchased and justify the need and cost. Please utilize only Food and Nutrition Service (FNS) approved existing educational materials.

Title: BodyWorks Toolkit
Author: US Dept. Health and Human Services/Office
Language: English
This curriculum can be downloaded at no charge; designed to help parents and caregivers of adolescents improve family eating and activity habits.

Title: Cooking Solo
Author: American Institute for Cancer Research
Language: English
This handout can be downloaded at no charge; copies of portions of the curriculum may be reproduced and distributed to participants in the nutrition education classes Practical suggestion for adult on shopping, cooking, food safety, and food storage for sing households.

Title: Three Simple Steps to Eating More Fruits and Vegetables
Author: Center for Disease Control and Prevention – Fruits and Veggies More Matters
Language: English
This handout can be downloaded at no charge; copies of portions of the curriculum may be reproduced and distributed to participants in the nutrition education classes. Handout may be enlarged to poster size and displayed at CalFresh and TANF offices.

Title: Eat Healthy Be Active Community Workshops
Author: DHHS
Language: English
These lesson plans can be downloaded at no charge; curriculum may be reproduced and distributed to participants in the nutrition education classes. Six one hour lesson plans. Covers healthy meals, snacks, budget, weight control and active lifestyle.

Title: Harvest of the Month Newsletter
Author: Network for a Healthy California

Language: English
These materials will be displayed in CalFresh and TANF waiting rooms and interview rooms.

Title: Food Stamp Office Resource 1 & 2
Author: Network for a Healthy California
Language: English
Toolkit that contains information and tools to be used to educate CalFresh recipients and applicants about choices that leads to good nutrition and healthy behavior.

Title: MyPlate Deluxe Pack
Author: ETR Associates
Language: English
Set includes 100 MyPlate bookmarkers, 100 MyPlate magnets, 100 MyPlate stickers and 2 MyPlate posters. These items will be used as part of the nutrition class for participants. This pack of materials cost approximately $120

Title: Portion Distortion tablets and poster
Author: The Learning Zone
Language: English and Spanish
Visually shows healthy position sizes, shows easy ways to measure portion size. Handouts and posters will be used in nutrition education classes. Tablets are $10 each and posters are $15 each.

f. **Key Performance Measures/Indicators.**

List the key measures/indicators of implementation or performance that you will capture or collect. An example of a key performance measure would be fruit and vegetable consumption (behavioral change) through process evaluation, impact evaluation, or collecting pre and post surveys from a training, summaries of trainings, classes, etc. This information collected from surveys will help support your Education and Administrative Reporting System (EARS) data in the future. The Guidance provides more information regarding the EARS data reporting requirements for SNAP-Ed activities.

Key performance measures on direct education will be conducted using the following tools available through *Compendium of Surveys for Fruit and Vegetable Consumption and Physical Activity.*

- Participant data collection cards
- Food Behavior Checklist -pre/post with 5 series classes to measure behavior changes
- Key informant survey – to measure behavior change

2. Evaluation Plans

Describe any evaluation planned. For each evaluation, please indicate:

- *the name(s) of each project(s) that will be a part of this evaluation;*
- *the type of evaluation as primarily a formative, process, outcome or impact assessment;*
- *the questions(s) that will be addressed and;*
- *the approach to conducting the evaluation, including scope, design, measures and data collection;*
- *plans for using the results*

Nutrition education classes provided to CalFresh participants a minimum two times per month will be evaluated as direct education using both process and outcome evaluation. Process evaluation may include documenting the number and characteristics of participant using the participant data collection card. Data cards with their corresponding cover sheet will be input to the California Department of Social Services Education and Administrative Reporting System (EARS) database. Outcome evaluation may include use of key performance measure such as the Food Behavior Checklist and key informant interviews.

Indirect education will be evaluated using process evaluation. The number and characteristics of people who have seen key nutrition messages displayed at the CalFresh, TANF offices and transit benches will be documented at all community events where SNAP-Ed activities are conducted. Additionally the number of educational materials, specifically the *"Eating Healthy on a Budget"* packet distributed at the CalFresh, TANF offices will be documented and submitted with required reports.

Results of all evaluations will be submitted in the semi-annual progress report and/or the final report.

3. Coordination Efforts

Objective 3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines.

Coordination efforts to deliver consistent behavior-focused nutrition education and key messages will be successfully accomplished in Sutter County because essential SNAP-Ed partners Welfare & Social Services Division (CWD) and Health Division (LHD) are consolidated into a single Human Services Department. The creation of the Human Services Department has resulted in improved delivery of service and improved integration of services. The Welfare and Social Services Division (CWD) will continue to contract with the Health Division (LHD) to implement the SNAP-Ed pilot project. This partnership will allow SNAP-Ed staff will be located in both the Welfare & Social Service Division and the Health Division and work collaboratively on all aspects of the SNAP-Ed project such as the CX3 and subsequent community forums. Areas that will benefit from the collaboration will be; conducting needs assessments of the target population, designing and teaching nutrition education classes in English, Spanish and Punjabi, conducting evaluations and compiling data for required reports.

The County Nutrition Action Plan team will continue to meet with representation from Sutter County Human Services SNAP-Ed, WIC, UC Food Stamp Nutrition Education Program (FSNEP), Network for Healthy California- Gold Country Region, Head Start, school districts and emergency food. The CNAP team will meet quarterly and will maintain regular contact to assure SNAP-Ed funded programs deliver consistent behavior focused nutrition messages and comprehensive interventions.

Attend with the LHD nutrition educators in the following network sponsored meeting, trainings and conferences; quarterly Regional Network Collaborative meetings, two day annual Network Conference and other network sponsored regional trainings.

FFY 2013 SUTTER CWD PROJECT Census Tract Data Sheet 8.14.2012

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity***	*100% FPL*	*185% FPL*	*Notes*
Churches	Our Lady of Guadalupe	9660 Broadway	Live Oak	95953	61010507021 Census block group	AR		*57.8%*	ACS 2006-2010 185% FPL
Churches	La Fuente De Vida Eterna	10725 Live Oak Boulevard	Live Oak	95953	61010507012 Census block group	AR		*52.2%*	ACS 2006-2010 185% FPL
Churches	Landmark Missionary Baptist	10421 Larkin Road	Live Oak	95953	61010507012 Census block group	AR		*52.2%*	ACS 2006-2010 185% FPL
Churches	Sacred Heart Church	9660 Broadway	Live Oak	95953	61010507021 Census block group	AR		*57.8%*	ACS 2006-2010 185% FPL
Churches	Hope Point Nazarene	2727 Fir Street	Live Oak	95953	61010507021 Census block group	AR		*57.8%*	ACS 2006-2010 185% FPL
Churches	Gurdwara Sahib Temple	9939 P Street	Live Oak	95953	61010507021 Census block group	AR		*57.8%*	ACS 2006-2010 185% FPL
Head Start	E-Center Head Start	1719 Franklin Road	Yuba City	95993		AR			Mean tested low income assistance program
Head Start	Migrant Head Start-Yuba City	200 Western Avenue	Yuba City	95991		AR			Mean tested low income assistance program
Head Start	E-Center Head Start-Live Oak	2659 Apricot Street	Live Oak	95953		AR			Mean tested low income assistance program
Emergency Food Assistance Site	Christian Alliance Network	Sutter St and Teegarden	Yuba City	95991		AR			Mean tested low income assistance program

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity***	*100% FPL*	*185% FPL*	*Notes*
Emergency Food Assistance Site	St. Andrews	1390 Franklin Road	Yuba City	95991		AR			Mean tested low income assistance program
Emergency Food Assistance Site	Yuba Sutter Gleaners Food Bank Inc.	760 Stafford Way	Yuba City	95991		AR			Mean tested low income assistance program
Public/ Community Health Centers	Peach Tree Clinic-Live Oak	9980 Live Oak Boulevard	Live Oak	95953		AR			Mean tested low income assistance program
Emergency Food Assistance Site	Yuba Sutter Gleaners Food Bank Inc.	10200 O St.	Live Oak	95991		AR			Mean tested low income assistance program
Emergency Food Assistance Site	Yuba Sutter Gleaners Food Bank Inc.	7740 Butte House Road	Sutter	95982		AR			Mean tested low income assistance program
Emergency Food Assistance Site	Yuba Sutter Gleaners Food Bank Inc.	205 S. Walton Ave.	Yuba City	95993		AR			Mean tested low income assistance program
Shelters/ Temporary Housing	Hands of Hope	909 Spiva	Yuba City	95991		AR			Mean tested low income assistance program
WIC Programs	Sutter County Health Division-WIC	2670 Myrtle Street	Live Oak	95953		AR		98.45%	CDPH WIC ISIS 11/30/11
WIC Programs	Sutter County Health Division-WIC	1445 Veterans Memorial Circle	Yuba City	95993		AR		98.45%	CDPH WIC ISIS 11/30/11
Public Housing	Sutter County Housing Authority-Mahal Plaza	1719 Franklin Road	Yuba City	95991		AR			Mean tested low income assistance program
Public Housing	Senior Citizen Manor	2750 Date Street	Live Oak	95953		AR			Mean tested low income assistance program

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity***	*100% FPL*	*185% FPL*	*Notes*
Public Housing	Centennial Arms	9829 N Street	Live Oak	95953		AR			Mean tested low income assistance program
Public Housing	Maple Park	1 Maple Park	Live Oak	95953		AR			Mean tested low income assistance program
Public Housing	Country Oak Apartments	2551 Allen Street	Live Oak	95953		AR			Mean tested low income assistance program
Public Housing	Sutter County Housing Authority-Richland	448 Garden Highway	Yuba City	95991		AR			Mean tested low income assistance program
TANF Job Readiness	Sutter County Human Services-Welfare & Social Services	539 Holly Oak Square	Yuba City	95991		AR			Mean tested low income assistance program
Cal Fresh Office	Sutter County Human Services-Welfare & Social Services	190 Garden Highway	Yuba City	95991		AR			Mean tested low income assistance program
Retail Grocery store	Winco Foods	1350 Franklin Rd.	Yuba City	95993		AR			Retail grocery store with average monthly levels of $50, 000 in SNAP benefit redemption
Retail Grocery store	WalMart Supercenter	1150 Harter Rd.	Yuba City	95993		AR			Retail grocery store with average monthly levels of $50, 000 in SNAP benefit redemption
Retail Grocery store	Live Oak Market	10153 Live Oak Blvd.	Live Oak	95953		AR			Retail grocery store with average monthly levels of $50, 000 in SNAP benefit redemption

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract*	*Ethnicity***	*100% FPL*	*185% FPL*	*Notes*
Libraries	Sutter County Library	750 Forbes Avenue	Yuba City	95991	6101050201	AR		55.1%	2005-2009 185% FPL
Bus Benches		Butte House Road & East Onstott	Yuba City	95991	501.02	AR		50.0%	
Bus Benches		Butte House Road & Gray Ave.	Yuba City	95991	501.02	AR		50.1%	
Bus Benches		Gray Avenue & Forbes Ave.	Yuba City	95991	502.01	AR		55.5%	
Farmers Market	Yuba City Farmers' Market	B Street & Plumas Streets-Town Center	Yuba City	95991	6101050202	AR		*51.2%*	2005-2009 185% FPL
Adult Education & Job training sites	One Stop Business Center	950 Tharp Road	Yuba City	95993					Mean tested low income assistance program
Other Youth Education Sites	Gauche Aquatic Park	421 C Street	Yuba City	95991	6101050202	AR		*51.2%*	2005-2009 185% FPL
Other Youth Education Sites	Sam Brannen Park	Gray Avenue and Forbes	Yuba City	95991	6101050201	AR		*55.1%*	2005-2009 185% FPL
Other Youth Education Sites	Memorial Park	Q Street and Pennington	Live Oak	95953	6101050702 Census Block Group	AR		*57.8%*	2005-2009 185% FPL

* Refer to list from Delivery Sites by Type of Setting section.

** All Races-AR, American Indian or Alaska Native-AI, Asian-AS, Black/African American-B, Native Hawaiian or Other Pacific Islander-NH,

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: Sutter County Human Services-Welfare

Federal Share Budget		FFY 2013
Personnel Salaries	$	-
Fringe Benefits	$	-
Operating	$	-
Equipment & Other Capital	$	-
Travel	$	-
Subcontractors	$	150,000.00
Other Costs	$	-
Indirect Costs	$	-
Total Federal	$	150,000.00

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013
Subcontractor Budget

County: Sutter County DSS
Contact: David Nagra, Sutter County Welfare - Program Manager/Pamela Givans, Sutter County Health-ASO

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed	4. Percentage FTE Time for Administrative Duties (% out of	5. Percentage FTE Time for Direct Delivery Duties (% out of	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Title:	$ -	0.00	0.0%	0.0%	$ -
Title:					
Subtotal		**0.0000**	**0%**	**0%**	**$ -**

B. FRINGE BENEFITS:

SUBTOTAL: $ -

C. OPERATING EXPENSES:

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

SUBTOTAL: $0

F. SUBCONTRACTORS:
Include subcontractor(s) information. Can attach Subcontractor Budget Justification.
1) Sutter County Human Services - Public Health see attached Subcontractor Budget $150,000

SUBTOTAL: $150,000

G. OTHER COSTS:

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

TOTAL	**$ -**	**0.0000**			**$ 150,000**

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: Sutter County Subcontractor: Public Health
Contact: Myrnice Valentine, SS Program Manager/Pamela Givans, ASO-Public Health

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Ymelda Mendoza-Flores Title: Project Coordinator (Health Program Specialist)	$ 46,671	1.0000	20.0%	80.0%	$ 46,671
2. Name: Kelly Knox Title: Nutrition Educator (Health Program Specialist)	$ 60,417	0.4000	20.0%	80.0%	$ 24,167
Subtotal	**$ 107,088**	**1.4000**	**40%**	**160%**	**$ 70,838**

POSITION DESCRIPTIONS:

1	**Project Coordinator (Health Program**	Coordinate program staff and nutrition education activities; educational events at health fairs and other promotional activities; in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and education materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
2	**Nutritionist/Nutrition Educator/Nutrition Aide (Health Program Specialist)**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 57.5 % of salaries

SUBTOTAL: $ 40,732

C. OPERATING EXPENSES:

COPY/PRINTING: 20 outdoor movable free standing signs with USDA messages $25 each=$500 ($25 x 20 = $500) ; folding cost $75 for 5,000 x $.015 x 4=$300 for CalFresh quarterly insert	$800
Cost to add education insert to QR7 quarterly mailing $5,000 x $0.04 x 4 = $800	$800
COMMUNICATIONS: Monthly cost of wireless card laptop $40/mo x 12 months = $480 for remote education demonstrations for Project Coordinater 1.0 FTE; 100% Snap-Ed use	$480

OFFICE SUPPLIES: All general office supplies to maintain the program such as pens, pencils, postage, notepads, paper, file folders as needed for nutrition education and promotion activities; 15 cases of paper @ $36.50 each=$547.50 for CalFresh quarterly insert; paper for poster maker $40 each x 5 rolls=$200	$1,800	
2,500 plastic folders to be distributed to CalFresh participant seen at the CalFresh office @ $1.25 each	$3,125	
Ink 5 cartridges each of the 4 colors $300 each for CalFresh quarterly insert	$6,000	
Folder labels for "Eating Healthy on a Budget" 2,500 packets: $10 for 250 labels; 10 x $10 = $100	$100	
Postage to transport the QR7 quarterly CalFresh inserts to the distribution center for insertion and processing $60 x 4 = 240	$240	
Storage: Rent storage unit for supplies $160/mo x 12 = $1,920 X 50% Snap-Ed use = $960	$960	
	SUBTOTAL:	$14,305

D. EQUIPMENT EXPENSES:

2 electronic message boards $400 each	$800	
Storage Cabinet 1 x : 200	$200	
	SUBTOTAL:	$1,000

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose and destination for each event. Cost for entire travel, i.e., destination, mileage, which staff traveling, lodging.

Attach a travel worksheet if needed.

1. Travel associated with coordinating with local Cal Fresh Offices/agencies to collaborate on nutrition education activities 2 x weekly = 96 trips annually (10 miles x $0.555 x 96 trips = $533)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
96	#1, 2	96	$0	$0	$0	$533	$0	$533

2. Network sponsored trainings, that have been preapproved by State program manager/contract manager. Travel (100 miles x $0.555 = $55.50) per trip. 9 Network sponsored trainings and regional collaborative meetings: 4 Quarterly Regional collaborative meeting; 2 Day Statewide meeting; 3 additional Network sponsored trainings. 50% will be charged to LHD SNAP-Ed ($55.50 x 4.5 = 250)

# of events	Position #s of Staff Attending	Total # of Days	Total Per Diem	Airfare	Hotel	Transportation/ Mileage	Toll/Parking/ Other	Total
4.5	#1, 2	4.5	$0	$0	$0	$250	$180	$430

SUBTOTAL: $963

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

G. OTHER COSTS:

Nutrition Education Materials:
Materials for classes including items from NASCO (USDA approved nutrutional materials provider) with prior approval of USDA, purchase existing nutrition education and physical activity materials, as available, from USDA, Learning Zone Express, and Produce for Better Health Foundation. $2,200

Food & Supplies:
For food demonstrations and tasting for nutrition education classes. A maximum of $2.50 per person X 750 participants. $1,875

Supplies to Conduct Food Demos:
Equipment to conduct the food demonstration. Equipment may include, ice chest, cutting board, microwave, crock pot, electric grill, blender, knifes, bowls, paper products etc. For use in Demonstration/taste testing for nutrition education classes and Head Start presentations. A minimum of 24 classes @ $3.96/class. 1 crock pots @ $45 = $45, 1 electric grill @$50 = $50; $95

Advertising:

Advertising promoting key nutritional messages with USDA prior approval of language: 3 bus benches 3 x $235 x 12 months = $8460 $8,460

SUBTOTAL: $12,630

H. INDIRECT COSTS: Indirect cost rate.
__8.544_% of Total Salaries or ___% Total Direct Costs
or ___% of Modified Directs (provide what costs to be included) $ 9,533 **SUBTOTAL:** $ 9,533

TOTAL	$ 111,569.54	1.4000	0.4000	1.6000	$	150,000

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

Please complete the Project Synopsis Form for the FFY 2013 SNAP-Ed CWD/LHD Pilot Project. Please review the 2013 SNAP-Ed Guidance prior to completing this form.

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: Trinity County Health and Human Services Agency LHD/CWD Expansion for Community Nutrition

FFY 2013 Award Amount: $75,000

Project Contact Name, Title: Morgan Talkington, Eligibility Supervisor

Project Contact Phone Number and Email: mtalkington@trinitycounty.org

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.):* ***Alternate Contact:*** *Tricia Ladd, (530) 623-8201, tladd@trinitycounty.org*

For examples of project synopses that were submitted and approved by USDA, see the California SNAP-Ed State Plan for FFY 2011 listed on the CDPH's Network for a Healthy California's website: ***http://www.cdph.ca.gov/programs/cpns/Pages/default.aspx***

a. Related State Objectives

See objectives 1,2,7 and 10.

b. Audience

Trinity County Health and Human Services will target CalFresh participants (Certified Eligibiles) and the Likely Eligibles.

Target Audience

- Gender: Female and Male
- Ethnicity: All ethnic groups
- Language: English and Spanish
- Ages: Adults 18+, primarily families with children, as well as adults 60 years and older

c. Focus on CalFresh Recipients.

Trinity County Health and Human Services Agency will focus on CalFresh participants and eligible's by reaching them through existing county programs, community events, and at places where they live. LHD's and CWD's will also build the capacity of and collaborate with intermediaries and partners that serve CalFresh and SNAP eligible audiences.

d. Project Description.

Trinity County Health and Human Services Agency will conduct activities that encourage CalFresh participants to eat recommended amounts of fruits and vegetables, grains, protein and dairy as well as educating them on budgeting. SNAP eligible families will learn how to portion their serving sizes to fill their plates with healthy items. SNAP eligible families will be encouraged to participate in 30 to 60 minutes of physical activity most days. This will be achieved through education and training, distribution of nutritional education and physical activity promotion materials. In addition, planning and budgeting materials will be provided to ensure that families are able to utilize their limited resources to make healthier food choices and to increase their physical activity. These materials along with messages will be conveyed to the target audiences through direct nutrition education sessions and by distributing educational and reinforcement materials to all CalFresh eligible's and participants.

Trinity County Health and Human Services will participate in a number of activities to provide nutritional education to our citizens in a variety of formats.

1. Partner with Trinity County Public Health to provide training to nutrition educators and Eligibility Workers. Once Trinity County Public Health trains our nutrition educator, this individual will partner with our public health department who will jointly share in the responsibility of providing one-day nutrition and physical activity education sessions to adults 60 years and older in the outlying areas of Trinity County such as Burnt Ranch, Coffee Creek, Mad River and Lewiston.

2. Include nutrition, nutrition planning and budgeting as well as physical activity modules in our weekly Welfare to Work and General Assistance Orientations.

This module will include making healthy food choices, food planning and budgeting, and being physically active for 30 to 60 minutes on most days. It will include written educational and reinforcement materials. A curriculum will be utilized to demonstrate how to use these educational

and reinforcement materials, including activities for hands on experience. There will be a pre and post survey to evaluate outcomes. This module targets approximately 10 persons per month for total of 120 unduplicated persons. These nutrition education sessions will be conducted at the county CalFresh offices in Weaverville and Hayfork.

Our Eligibility workers will provide direct nutrition education, nutrition planning and budgeting to all CalFresh applicants and participants during the intake and recertification interviews at the CalFresh offices in Weaverville and Hayfork. This will include educational and reinforcement materials on health food choices, planning and budgeting as well as physical activity information. The target unduplicated persons is 1500 (approximately).

e. Summary of Research.

See Section A.

f. Use of Existing Educational Materials.

Nutrition Education Materials:

Source	Source Type	Title	Description	Language	Audience Specific	Cost
USDA Food and Nutrition Service	Lesson Plan	Balance Your Day With Food and Play	Objectives are to help parents/caregivers to identify at least one action to get 30 minutes of physical activity and the right amount of foods from the MyPyramid food groups.	English	Adults with children	Free (printing costs only)
USDA Food and Nutrition Service	Brochure	Balance Your Day With Food and Play Brochure	Reinforcement material for Balance Your Day With Food and Play Lesson Plan.	English	Adults with Children	Free (printing costs only)
USDA Food and Nutrition Service	Poster	Balance Your Day With Food and Play Poster	Reinforcement material for Balance Your Day With Food and Play Lesson Plan.	English	Adults with Children	Free (printing costs only)
My pyramid	Mini Poster	MyPyramid Mini Poster	Reinforcement material for Balance Your Day With	English	Adults with	Free (printing costs

			Food and Play Lesson Plan.		children	only)
Network for a Healthy California	Cookbook	Kids Get Cookin'	Reinforcement/Engagement material to encourage families with children to eat more fruits and vegetables and be physically active.	English	Adults with Children	$2.00/ea
University of Minnesota Extension	Curriculum with CD for handouts	Simply Good Eating Now You're Cooking	Curriculum with interactive activities designed to help participants plan healthly meals on a limited budget, stretch their food dollar, store foods appropriately, etc.	English	Adults	$17.00 + printing costs for handouts
American Institute for Cancer Research	Booklet	Cooking Solo	Reinforcement Material to use with Simply Good Eating curriculum. Includes practical suggestions for adults on shopping, cooking, food safety, and food storage for single households.	English	Adults	Free (printing costs only)
University of Nebraska Extension	Flyer	Basic Foods for Fridge, Freezer, & Cupboard	Reinforcement Material for single adults and families. Used as a guideline to keep healthy food in stock.	English	All audiences	Free (printing costs only)
USDA Food and Nutrition Service	Brochure	Eat Right When Money is Tight Tip Sheet	Reinforcement material designed to help individuals stretch food dollars through budgeting, food selection, and low-cost recipes	English	All audiences	Free (printing costs only)
Champions for Change Network for a Healthy CA	Cookbook	Everyday Healthy Meals (x1688)	Reinforcement/Engagement material to encourage families to eat more fruits and vegetables and be physically active.	English	All audiences	$2.00/ea

Dept. Of Health and Human Services	Booklet	Exercise and Weight Control	Reinforcement material designed to help the audience discover how regular activity can help control weight. Teaches how to calculate calories burned and provides tips for starting and keeping up a regular exercise routine.	English	Adults	Free (printing costs only)
Learning Zone Express	Poster	1 Great Plate (x2)	Visual aid to reinforce healthy balanced eating.	English	All audiences	$14.95/ea
University of Minnesota Extension	Curriculum with CD for Handouts	Simply Good Eating for Seniors	Curriculum designed for seniors with interactive activities designed to help participants plan healthy meals on a limited budget, stretch their food dollar, store foods appropriately, etc.	English	Seniors	$20.00 + printing costs for handouts
University of Minnesota Extension	Curriculum User Guide	Simply Good Eating User Guide	Educator user guide for Simply Good Eating Curriculum	English	Adults	$8.00
Academy of Nutrition and Dietetics	Flyer	Eat Right: Food, Nutrition, and Health Tips from the Academy of Nutrition and Dietetics	Reinforcement materials for seniors to encourage healthy balanced meals.	English	Seniors	Free (printing costs only)
Department of Health & Human Services	Booklet	Workout to Go: A Sample Exercise Routine from the National Institute on Aging	Booklet for older adults to develop an easy to follow exercise routine. Provides examples of 13 different routines to increase strength, balance, and flexibility	.	English	Seniors

g. Performance Measures/Indicators.

Increase fruits and veggies, physical activities and nutrition planning and budgeting. Measured through collecting pre and post surveys from a training, summaries of trainings, classes, etc.

2. Evaluation Plans

An example of the evaluation planned. :

3. "Balance your day with food and play" for Adults with Children.
4. The type of evaluation is pre and post surveys.
5. plans for using the results is to evaluate the impact on target populations

6. Coordination Efforts

Being a small rural county it is vital for the success of any project is to collaborate with other agencies, private and non-profit. It is also essential to maximize our resources and not duplicate services. One of the advantages of being a small county is the decision makers of these agencies and businesses are very approachable. We are each other's neighbors. Trinity County Health and Human Services will collaborate with Trinity County Public Health Department to provide training to our staff on nutritional education so that employees in turn can train those in the community that they come in contact in order to assist employees to maintain an active and healthy lifestyle. We will also partner with them to provide one-day nutrition and physical activity education sessions to adults 60 years and older in the outlying areas of Trinity County such as Burnt Ranch, Coffee Creek, Mad River and Lewiston. We will take the opportunity to coordinate direct nutrition education activities with Snap outreach efforts. We will work with our Community/Senior Centers to spread the word of the importance of healthy eating, physical activity and nutrition planning and budgeting.

Trinity CWD FFY 2013 Census Tract Data Sheet

*Type**	*Site Name*	*Address*	*City*	*Zip*	*Census Tract / Block Group*	*Ethnicity*	*185% FPL*	*Notes*
Senior Intervention @ food bank	*Lewiston Community Hall*	*302 Texas Ave*	*Lewiston*	*96052*		*All Races*		*Proxy Site*
Senior Intervention @ food bank	*Southern Trinity Health Services*	*321 Van Duzen Road*	*Mad River*	*95526*		*All Races*		*Proxy Site*
Senior Intervention @ food bank	Coffee Creek Community Church	Coffee Creek RD	Coffee Creek	96091		All Races		Proxy Site
Senior Intervention @ school	Burnt Ranch School	251 Burnt Ranch School RD	Burnt Ranch	95527		All Races		56% of students at this school receive free/reduced lunches through the school lunch program (per Cindy Nixon at Burnt Ranch Elementary on 11/28/11).
Nutrition Education sessions for CF/CW participants @ CF Office	Trinity County Health and Human Services	51 Industrial PKWY	Weaverville	96093		All Races		Proxy Site
Nutrition Education sessions for CF/CW participants @ CF Office	Hayfork Community Center	154 Tule Creek RD	Hayfork	96041		All Races		Proxy Site

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

Department Name: Trinity County HHS

Federal Share Budget		FFY 2013
Personnel Salaries	$	34,064.00
Fringe Benefits	$	18,844.00
Operating	$	14,789.00
Equipment & Other Capital	$	-
Travel	$	2,382.00
Subcontractors	$	-
Other Costs	$	-
Indirect Costs	$	4,921.00
Total Federal	$	75,000.00

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: TRINITY 530-623-8247 (Program) 530-623-8208 (Budget)
Contact: Morgan Talkington (Program) Margaret Cormier (Budget)

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Morgan Talkington Title: Project Coordinator	$ 47,434	0.230	78.0%	22.0%	$ 10,910
2. Name: TBD Title: Program Assistant	$ 28,936	0.500	50.0%	50.0%	$ 14,468
3. Name: Eligibility Workers (9 @ average annual of $31,637, working .02666 FTE each) Title: Nutrition Educators	$ 284,733	0.240	10.0%	90.0%	$ 7,591
4. Name: Margaret Cormier/Georgia Sellman Title: Accountant/Finance Analyst	$ 43,822	0.025	100.0%		$ 1,096
Subtotal	**$ 404,925**	**0.995**			**$ 34,064**

POSITION DESCRIPTIONS:

1	**Project Coordinator**	Coordinate program staff and nutrition education activities; plan and follow through on educational events at health fairs, schools, and other promotional activities; work with schools, churches, senior centers, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire culturally and linguistically competent nutrition curriculum and education materials; to promote existing physical activity promotional components of nutrition education.
2	**Program Assistant**	Assists the Project Coordinator with nutrition education program planning and development. Under the direction of Project Coordinator, works directly with individuals and small groups providing curriculum-based, prevention-oriented general nutrition education and physical activity targeted to SNAP eligibles.
3	**Nutritionist/Nutrition Educator/Nutrition Aide**	Provides nutrition education to the SNAP eligible population. Specific duties include: one-on-one general nutrition educationto all SNAP consumers at time of application or renewal, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
4	**Accountant/Finance Analyst**	Serves as internal auditor and controller. Assists with processing purchase orders, invoices, preparation of vouchers for payment as related to the Network program, as well as monitoring the budgets.

B. FRINGE BENEFITS:

Includes payroll taxes and benefits at 55.32% of salaries.
(7.65% is FICA, 23.26 % is PERS, .61 is Liuna, 19.8% is Group Ins., 2.5% is Worker's Comp, 1.5% is Unemployment)

SUBTOTAL: $ 18,844

FFY SNAP-Ed 2012/2013 CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

C. OPERATING EXPENSES:

1688 "Everyday Healthy Meals" cookbooks @ $2 each & 120 "Kids get Cookin'" cookbooks @$2 each	$3,615	
Print & laminate Posters (2)	$30	
Curriculum @ $17, @ $20, User Guide $8	$45	
Printing: Lesson Plan 10 pages, Mini Posters 120 frt & back, 30 of 40 black & white, 1500 one page flyer. 3 page flyer 1500, 7 page booklet 1500, 100 2 page flyer, 120 2 page brochure	$5,089	
Set of Measuring cups and spoons	$10	
Office supplies (such as pens, pencils, postage, notepads, paper) as needed for Nutrition Education and Promotion activities.	$6,000	
	SUBTOTAL:	$14,789

D. EQUIPMENT EXPENSES::

E. TRAVEL AND PER DIEM: Travel is estimated

# of events	Description/Location	#s of Staff Attending	Total # of Days	$36 Per Diem	Hotel @ $100/night	Round Trip Miles	@.555/Mile	Position Title # from "A"	
1	Network Conf./TBD	2	4	$144	$400	425	$236	#1 and #2	$780
20	Nutrition Trngs/in County	1	20	Possible Breakfast($6) or Dinner($18) for 8 of these events = $12 (avg) x 8 =$96		1000	$555	#2 or #3	$651
2	Network Collaboration/TBD	2	4	$144	$200	150	$83	#2 and #3	$427
2	Network Regional Mgs/TBD	2	4	No meals		800	$444	#2 and #3	$524
								SUBTOTAL:	$2,382

F. SUBCONTRACTORS:

SUBTOTAL: $0

G. OTHER COSTS:

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.
9.3% of Total Salary & Benefits

			$4,921	**SUBTOTAL:**	$4,921
TOTAL	**$ 34,064.30**	**0.9950**			**$ 75,000**

FFY 2013 SNAP-Ed County Welfare Department (CWD)/Local Health Department (LHD) Pilot Project

California Department of Social Services (CDSS) and California Department of Public Health (CDPH) Objectives for this Pilot Project:

1. To increase nutrition education services in counties with a low percentage of CalFresh participants and counties that have a high percentage of overweight and obese adults.

2. To increase collaboration between the CWDs and LHDs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budget.

3. Establish successful and long-lasting partnerships between CWDs and LHDs to promote the Dietary Guidelines

Please complete the following sections for your county.

1. Project Synopsis

For each project/intervention, the following information should be provided. Make sure all activities in the Project Synopsis are SNAP-Ed allowable, per the SNAP-Ed Guidance.

Project Title: County of Yuba

FFY 2013 Award Amount $150,000

Project Contact Name, Title: Katrina Henry, Director of Nurses

Project Contact Phone Number and Email: 530-749-6393 khenry@co.yuba.ca.us

Additional Information *(i.e., best time(s) to reach, alternate contact, days of week/month not available, etc.)* **Alternate contact Lauren Snowden: 530-749-6833; lsnowden@co.yuba.ca.us**

a. Related State Objectives

See State Level Objectives.

b. Audience

Specify the audience category as explained in Section A: Identifying and Understanding the Target Audience and other relevant characteristics of the proposed audience (e.g., age, gender, ethnicity, language.).

Gender: Male 25% Female 75%

Ethnicity:

☒ African American	3%	☒ Asian	7%
☒ Pacific Islander	1%	☒ Latino	26%
☒ Caucasian	61%	☒ Other _____:	_____%
☒ Native American	2%		

Languages:

☒ English	93%	☐ Korean	_____%
☒ Spanish	5%	☐ Lao	_____%
☐ Arabic	_____%	☐ Tagalog	_____%
☐ Armenian	_____%	☐ Vietnamese	_____%
☐ Russian	_____%	☐ Mandarin	_____%
☐ Bosnian	_____%	☐ Other _____: (specify)	_____%
☐ Cantonese	_____%		
☐ Farsi	_____%	☐ Other _____: (speci	_____%
☒ Hmong	2%		
☐ Khmer (Cambodian)	_____%		

Ages:

☐ Under 5 years old	_____%
☐ 5 to 8	_____%
☒ 9 to 11	2%
☒ 12 to 17	3%
☒ 18 to 59	90%
☒ 60 years old & over	

☒ CalFresh Offices		60%
☒ Shelters/Temporary Housing		5%
☐ Soup Kitchens		____%
☒ Food Banks		10%
☐ Food Pantries		____%
☒ Public Housing		5%
☐ HeadStart	%	
☒ TANF Job Readiness Program	20%	
☐ WIC	____%	

Narrative:

During the twelve-month period of the campaign, CWD will be 100percent subcontracting its SNAP-Ed allocations to the Yuba County Public Health Department (LHD), as this is the most effective way to reach CalFresh eligibles with SNAP-Ed/NEOP education. Two CalWORKs participants will be hired as part-time Nutrition Aides to give a "Peer Education" focus to the campaign. Project coordination and administration for the campaign will be managed by the LHD to ensure the CWD funds focus is primarily on direct services. The Nutrition Aides, under the instruction of the LHD Project Coordinator, will provide healthy food and drink tastetesting and recipes in means-tested, low- income assistance program locations, including at the CalFresh main county office, shelters, food banks, public housing, and CalWORKs job- readiness preparation sites. Community events, at means tested low- income locations, will be used to provide taste testing of healthy food and drink options, along with recipes, education about MyPlate, and other approved SNAP-Ed messages. Approved nutrition books for children will be provided to CalFresh- eligibles with children in the CalFresh office, during indirect nutrition education encounters.

In order to reach all estimated 6000 CalFresh participants, MyPlate Campaign Nutrition Education packets and other various approved nutriton education flyers will be sent out to all CalFresh participants to educate on healthy food choices and portion sizes.

Additionally, to reach CalFresh participants, along with low-income CalFresh eligiblies not currently enrolled, a media campaign will be launched to include bus transit- shelter ads and fixed route bus adverstiting in areas with at least 50percent census track approval. This media campaign will include approved messages to educate eligiblies on healthy nutrition, physical activity, and obesity prevention.

Project Description.

Note how you will implement the project, giving particular attention to: key educational messages, how and where it will be delivered, duration of project, the projected total number of individuals participating or reached, and the estimated number of contacts per person reached (the frequency of contacts (number of classes, mailings, billboards, etc.)). Please include key purposes, key strategies and a narrative summary.

Key Methods:

☒ Advisory Council/Task Force (specify): CNAP
☐ Internet/Web Sites-website address: _____
☐ Print Media
☐ Radio: _____
☐ TV: _____
☒ Multi-level approaches that include environmental supports
☒ Nutrition Education Classes: (12 occurrences at 2 hour(s) each)
☒ Community Education Events: (2 occurrences at 2 hour(s) each)
☐ Training/Workshop/Conference: (occurrences at hour(s) each)
☐ Point of Purchase: (occurrences at hour(s) each)
☒ Other (specify) Bus Transit Shelter Ad Campaign: (2 occurrences at 12 weeks each)
☒ Other (specify) Fixed Route Bus Advertising: (5 occurrences at 4 weeks each)
☒ Other (specify) Nutrition Education Packets: (6000 occurrences at 1 time each)

c. Summary of Research.

See Section A.

d. Use of Existing Educational Materials.

Give the title, author and description of existing educational materials that will be used in the delivery of the project/intervention. Specify the language(s) in which the materials will be used including English. Indicate whether the materials will be purchased and justify the need and cost. Please utilize only Food and Nutrition Service (FNS) approved existing educational materials. To view a list of the most frequently used and acceptable curricula by the Network, please see attached Resource List.

Pre-existing SNAP-Ed developed books, such as "TV Moves Me" by Rosann Ohlund Englebretson, will be purchased and to provide education to children on activities, including physical activity, that can be done while watching TV instead of snacking on food. Another SNAP-Ed developed book is "Tummy Talks", which is a children's book that educates on eating when you are hungry. These books l integrate nutrition and physical activity education into a fun, developmentally appropriate curriculum. Books will be offered to children and parents who are at our community outreach events and participating in our education and food and drink taste- testing events. These books will be purchased in English and Spanish.

e. Key Performance Measures/Indicators.

List the key measures/indicators of implementation or performance that you will capture or collect. An example of a key performance measure would be fruit and vegetable consumption (behavioral change) through process evaluation, impact evaluation, or collecting pre and post surveys from training, summaries of trainings, classes, etc. This information collected from surveys will help support your Education and Administrative Reporting System (EARS) data in the future. The Guidance provides more information regarding the EARS data reporting requirements for SNAP-Ed activities.

Key measures/indicators of implementation will be process evaluation of written materials sent in the mail to participants, tasting testing responses from eligible participants at community events, and responses from brief verbal questionnaires of eligible participants at bus stop locations related to the knowledge gained from advertising campaigns.

2. Evaluation Plans

Describe any evaluation planned. For each evaluation, please indicate:

- *the name(s) of each project(s) that will be a part of this evaluation;*
- *the type of evaluation as primarily a formative, process, outcome or impact assessment;*
- *the questions(s) that will be addressed and;*
- *the approach to conducting the evaluation, including scope, design, measures and data collection;*
- *plans for using the results*

PROJECT NAME: MyPlate Campaign

EVALUATION TYPE: Process

QUESTION ADDRESSED: Number of CalFresh participants given educational material to increase their knowledge of healthy food choices and better eating habits through the use of a variety of pamphlets, activity pages, healthy snacking incentives, etc. The same message will be reinforced through print media displayed in all public areas of the Health and Human Services Department.

EVALUATION PROCESS: Program staff will keep count of the number of My Plate Campaign Nutrition Educations packets that are sent out to the CalFresh participants in conjunction with the recertification packet for CalFresh.

RESULTS USAGE: The results will be used for statistical reporting purposes to track the increased awareness of healthier nutritional choices for CalFresh recipients in Yuba County.

PROJECT NAME: Indirect Community Nutrition Education/Taste Testing

EVALUATION TYPE: Process

QUESTION ADDRESSED: Number of CalFresh eligible participants given indirect education to increase their knowledge of healthy food choices and better eating habits with healthy food and drink test testing, corresponding written recipes, and other nutritional and physical activity approved materials.

EVALUATION PROCESS: Program staff will keep count of number of persons provided nutrition education at approved Means-Tested Low Income Assistance Programs locations.

RESULTS USAGE: The results will be used for statistical reporting purposes to track the increased awareness of healthier nutritional choices for CalFresh Eligibles in Yuba County.

PROJECT NAME: Media Campaign

EVALUATION TYPE: Process

QUESTION ADDRESSED: Approximate number of community members reached through bus stop and bus route approved advertising/media messages for a specific length of time through approved county locations of at least 50percent low income census track areas.

EVALUATION PROCESS: Photographs of actual bus stop and bus route advertising messages will be maintained, along with the agreement with advertising company. Brief, verbal queries of community members will be conducted at bus stops related to their knowledge gained by the advertisting campaign.

RESULTS USAGE: The results will be used for statistical reporting purposes to track the increased awareness of healthier nutritional choices for CalFresh Eligibles in Yuba County.

3. Coordination Efforts

Describe efforts to coordinate, complement and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions.

The CWD and LHD will work closely, as they have with the SNAP-Ed Pilot to ensure the best use of funds, equipment, and personnel to reach as many CalFresh Participants and Eligibles with nutrition and physical activity education as possible. The CWD will assist with including SNAP-Ed written materials in CalFresh renewal mail packets. The CWD will provide the opportunity for LHD SNAP-Ed program staff to have access to CalFresh participants and eligibles at the main CWD CalFresh office in order to provide education to that population.

In addition, the CWD & LHD will continue to work with the C-NAP group that was formed in the 2012 grant year to develop a comprehensive county action plan. The LHD will lead the C-NAP with continued outreach to pertinent community groups and persons who will assist with best meeting the nutrition and physical activity needs of Yuba County's low- income population.

FFY 2013 County Welfare Department/Local Health Department Community Nutrition Expansion Pilot

Budget Cover Sheet

October 1, 2012-September 30, 2013

County: Yuba

Federal Share Budget		FFY 2013
Personnel Salaries	$	-
Fringe Benefits	$	-
Operating	$	-
Equipment & Other Capital	$	-
Travel	$	-
Subcontractors	$	150,000.00
Other Costs	$	-
Indirect Costs	$	-
Total Federal	$	150,000.00

FFY SNAP-Ed CWD/LHD Project
CDSS Budget Justification
October 1, 2012-September 30, 2013

County: County of Yuba
Contact: Katrina Henry, (530) 749-6393

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: TBD Title: CWD Program Manager		0.1000	100.00%	0.00%	$ -
2. Name: Title:					$ -
3. Name: Title:					$ -
Subtotal	$ -	0.1000	100%	0%	$ -

1	**Program Manager**	Provide program oversight to development,implementation, plan and follow through educational events at health fairs, schools, and other promotional activites.
2		
3		

B. FRINGE BENEFITS:

Includes Medicare, Unemployment, Workers Compensation, PERS retirement, life insurance and medical/dental benefits at variable % of salaries

Name	Salary Amount	Fringe Rate	Fringe

SEE SUBCONTRACTOR BUDGET JUSTIFICATION FOR LHD.

SUBTOTAL: $ -

C. OPERATING EXPENSES:

1 SEE SUBCONTRACTOR BUDGET JUSTIFICATION FOR LHD.
2
3
4

SUBTOTAL: $0

D. EQUIPMENT EXPENSES::

SEE SUBCONTRACTOR BUDGET JUSTIFICATION FOR LHD.

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1 SEE SUBCONTRACTOR BUDGET JUSTIFICATION FOR LHD.

SUBTOTAL: $0

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1 The subcontract will be to **Yuba County Health and Human Services Department - Public Health Division** as the Local Health Department to provide 100 percent of administrative and direct services of this grant in order to best utilize the funds to serve CalFresh eligible participants. $ 150,000

SUBTOTAL: $150,000

G. OTHER COSTS:

Type of Costs
Description of other costs associated with this project.

$ -

1 **SEE SUBCONTRACTOR BUDGET JUSTIFICATION FOR LHD.**
2
3
4

SUBTOTAL: $0

H. INDIRECT COSTS: Indirect cost rate.

20% of total personnel and fringe benefits **(SEE SUBCONTRACTOR BUDGET JUSTIFICATION FOR LHD.)** $ -

SUBTOTAL: $ -

TOTAL	$ 150,000.00	0.1000			$ 150,000	$ -

Form . .

SUBCONTRACTOR BUDGET JUSTIFICATION
COUNTY OF YUBA
PUBLIC HEALTH DIVISION
FFY 2013
October 1, 2012 - September 30, 2013

Contractor: County of Yuba
Contract #:_____

A PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: TBD, Program Aide (Extra Hire) Title: Nutrition Aide (Program Aide)	$ 31,665	0.5000	5.00%	45.00%	$ 15,833
2. Name: TBD, Program Aide (Extra Hire) Title: Nutrition Aide (Program Aide)	$ 31,665	0.5000	5.00%	45.00%	$ 15,833
3. Name: Cindy Sartell Title: Finance Analyst (Senior Accounting Technician)	$ 46,245	0.1000	10.00%	0.00%	$ 4,625
Subtotal	**$ 109,575**	**1.1000**	**20%**	**90%**	**$ 36,291**

1 & 2	**Nutritionist/Nutrition Educator/Nutrition Aide**	Provides nutrition education to the SNAP-Ed eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reports and tracking system.
3	**Finance Analyst**	Serves as internal auditor and controller. Assists with processing purchase orders, invoices, preparation of vouchers for payment as related to the Network program, as well as monitoring the budgets.

B. FRINGE BENEFITS:

Includes Medicare, Unemployment, Workers Compensation, PERS retirement, life insurance and medical/dental benefits at variable % of salaries

Name	Salary Amount	Fringe Rate	Fringe
TBD, Program Aide (Extra Hire)	$ 15,833	7.65%	$ 1,211.00
TBD, Program Aide (Extra Hire)	$ 15,833	7.65%	$ 1,211.00
Cindy Sartell	$ 4,625	45.49%	$ 2,104.00

SUBTOTAL: $ 4,526

SUBCONTRACTOR BUDGET JUSTIFICATION
COUNTY OF YUBA
PUBLIC HEALTH DIVISION
FFY 2013
October 1, 2012 - September 30, 2013

Contractor: County of Yuba
Contract #:_____

C. OPERATING EXPENSES:

1	**Office Supplies** (such as pens, pencils, notepads, print cartridges, copier cartridges, paper, etc.): $50.00/mon x 12 mos. = $600	$ 600	
2	**Anticipated Postage**: 5,867 items @ $0.45 = $ 2,640	$ 2,640	
3	**Space rental for Oct 2012 to Sept 2013**: 150 Sq Ft per FTE x $2.52 per Sq Ft. x 1.1 FTE's x 12 months = $4,990	$ 4,990	
4	**Communications** for project staff based on cost per FTE (including phone use, internet, facsimile, janitorial and security services) at the yearly rate of $234.00 per FTE: **Communications for Oct 2012 to Sept 2013: 234.00 per FTE x 1.1 FTE's = $257**	$ 257	
		SUBTOTAL:	$8,487

D. EQUIPMENT EXPENSES::

SUBTOTAL: $0

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

1	Travel associated with Community Outreach Events Program Aides x2, Dietician (subcontractor) 42+ round trips by vehicle (20 mi. x 0.555 = $12/round trip x 42+ round trips = $504)	$ 504	
		SUBTOTAL:	$504

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

1	**Chico Research Foundation-Registered Dietician @ $65/Hr for 762/Hrs per year** Contract negotiations are in effect with Chico Research Foundation, who were the sole applicants for the Request For Proposals for a Registered Dietician (RD) in last year's grant. This year the RD will continue with project activities that include preparation and modification of materials used for education; participation in the C-NAP group in the County; and providing expertise in nutrition & obesity prevention to county staff and community partners. The RD will work with project staff to develop or strengthen relationships with community partners. The RD will be the focal point for developing and planning implementation of the C-NAP strategic plan. The RD will work either through consultation with County staff or directly work on county health forums that address primary prevention of diseases through healthier eating patterns and more physical activity. Her participation in this scope of work will be through a combination of direct activities and via consultation.	$ 49,530	
		SUBTOTAL:	$49,530

SUBCONTRACTOR BUDGET JUSTIFICATION
COUNTY OF YUBA
PUBLIC HEALTH DIVISION
FFY 2013
October 1, 2012 - September 30, 2013

Contractor: County of Yuba
Contract #:_____

G. OTHER COSTS:

	Type of Costs Description of other costs associated with this project.					$	42,499	
1	Children's Nutrition books	2000	@	$4.00	ea	$	8,000	
2	Event tent with logo signage & other misc event accessories	1	@	$3,000.00	ea	$	3,000	
3	Rolling ice chests	2	@	$32.05	ea	$	64	
4	Dixie cups, 3 oz., 1000 ct.	2	@	$9.35	ea	$	19	
5	Food items for taste testing including plates & napkins	1100 ppl	@	$2.50	ea	$	2,750	
6	Ice, 20 lb. bags	20	@	$3.18	ea	$	64	
7	MyPlate colored flyers	10000	@	$0.49	per flyer	$	4,900	
8	Various nutrition education (approved) flyers	20000	@	$0.49	per flyer	$	9,800	
9	Bus transit shelter ads, 2 campaigns, 6 posters each	2	@	$4,425.50	per campaign	$	8,851	
10	Fixed route bus advertising campaign, 5 bus ads, 1 month each	5	@	$395.00	ea	$	1,975	
11	Other curriculum and education materials (Including items such as cookbooks, calendars, nutrition/physical education flyers):	$256.37/mon x 12 mos. = $3,076				$	3,076	
							SUBTOTAL:	$42,499

H. INDIRECT COSTS: Indirect cost rate.

20% of total personnel and fringe benefits = ($36,291 + $4,526) x 20% = $8,163					$ 8,163	
					SUBTOTAL:	$ 8,163
TOTAL	**$ 150,000.00**	**1.1000**				**$ 150,000**