

African American Campaign Faith Projects Scope of Work

GOAL: Through partnerships with faith-based organizations, increase fruit and vegetable consumption to the recommended daily amount and increase physical activity to at least 30 minutes daily among SNAP-Ed eligible (eligible for USDA Supplemental Nutrition Assistance Program nutrition education) African American women, ages 18-54 years, with school-age children.

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 1 - Planning: By November 15, 2010 complete the planning for successful Scope of Work implementation, including hiring of staff, completion of orientation and training, and a database of targeted church sites; and complete annual Scope of Work implementation plans by November 15 in 2011 and 2012.</p>			
<p>1) Hire and/or designate all staff necessary for the successful implementation of the Scope of Work (SOW).</p>	<p>By 11/15/2010</p>		<p>Submit: biographical sketch for each staff person</p>
<p>2) Participate in a one-day orientation provided by the <i>Network for a Healthy California</i>, which will include an orientation to the <i>Network</i> and the <i>African American Campaign</i>, as well as training on programmatic record keeping and reporting, fiscal documentation and invoicing, and the <i>Campaign's</i> tools and resources.</p>	<p>By 12/01/2010</p>		
<p>3) Complete Body & Soul training as scheduled by the <i>African American Campaign</i> or your local American Cancer Society. The Body & Soul program includes, but is not limited to, the development and maintenance of church leadership support for the program, implementation of church-wide events, delivery of classes that build healthy eating and physical activity skills, and development and maintenance of a church environment that supports healthy eating and physical activity. Church and community partnership development, planning, interventions, and follow-up should be based upon the guidance in the <i>Body & Soul: Celebration of Healthy Eating and Living Program Guide</i>.</p>	<p>By 01/15/2011</p>		<p>Submit: certificate of completion</p>

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<p>4) Using the provided format, develop a database of all eligible and potentially-eligible church sites within the association that serve a high proportion of African American families and are located within the six <i>Regional Networks for a Healthy California</i> that operate the <i>African American Campaign</i>. Eligible sites qualify based upon the church site being located in a census tract where at least 50% of African American residents are at or below 185 percent of the federal poverty level. Potentially-eligible sites are not located in an eligible site, but are identified as serving primarily low-income families and have the potential to be certified as eligible through a USDA-approved demographic assessment method. Coordinate development of the list with <i>Regional Networks</i> to avoid duplication of effort.</p>	<p>By 11/01/2010</p>		<p>Submit: completed database of churches to target for recruitment</p>
<p>5) Develop and submit a one-year plan for implementing the SOW, including methods and coordination with local, regional, and state organizations. A plan template will be provided by the <i>Network</i>.</p>	<p>By 11/15/2010 and then Annually by Nov. 15 from 2011-2012</p>		<p>Submit: one-year implementation plan</p>
<p>Objective 2 – Educational Leadership: Beginning October 1, 2010 and continuing each year during the contract period, recruit and provide support to a minimum of [insert number of churches, minimum of 10] churches in the implementation of the Body & Soul program and its supporting activities, reaching a minimum of [insert number of people, minimum of 2,500] SNAP-Ed eligible African American adults, with a focus on women ages 18-54 years.</p>			

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<p>1) Recruit and maintain participation from a minimum of [insert number of churches] churches from the database developed in Objective 1 to implement the four pillars of the Body & Soul program, as well as complementary activities using the <i>Network</i> resources and approaches. Body & Soul's four pillars include Pillar One, A pastor who is committed; Pillar Two, Church activities that promote healthy eating; Pillar Three, A church environment that promotes healthy eating; and Pillar Four, Peer counseling that motivates church members to eat a healthy diet. If needed, replace churches that discontinue their participation with newly recruited churches to maintain the minimum number of church sites.</p>	<p>By 01/01/2011 and ongoing</p>		<p>Submit: Activity Tracking Form with database of recruited churches and activities conducted by each church and summary participant information</p>
<p>2) Train, in coordination with the <i>African American Campaign</i>, the American Cancer Society and other <i>Network</i>-funded faith projects, the staff and volunteers from recruited churches, offering a minimum of two trainings annually in each of the six <i>Regional Networks</i> with participating churches.</p>	<p>Semi-annually</p>		<p>Submit: Activity Tracking Form with database of trained church staff and volunteers; training evaluation summaries</p> <p>On file: training evaluation forms</p>
<p>3) Provide technical assistance (i.e. phone, electronic, or on-site consultations, mentoring, training, responses to inquiries, resources, etc.) and support to designated Church Coordinators and key church staff/volunteers that is customized to the needs of participating recruited churches, in coordination with the <i>African American Campaign's</i> Faith Project consultant and the <i>Regional Network</i>, to assist churches in successfully implementing Body & Soul and complementary activities, including promotion of environmental changes that support healthy eating and physical activity. The Body & Soul activities and complementary activities that each participating church site should conduct are outlined below.</p>	<p>Ongoing</p>		<p>Submit: Activity Tracking Form with technical assistance log; annual technical assistance feedback summaries</p>

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<p>a. Designate Church Coordinators who will facilitate the implementation of Body & Soul and other <i>African American Campaign</i> activities within each church site and who will receive training and technical assistance.</p>			<p>Submit: Activity Tracking Form with Church Coordinator contact information</p>
<p>b. Recruit volunteers and convene a Church Advisory Group, which will meet at least 3 times per year, to provide oversight to the Body & Soul program at each church site.</p>			<p>On file: agendas from each church's Church Advisory Group meetings</p>
<p>b. Recruit and train volunteers at each church site:</p> <ul style="list-style-type: none"> i. In basic nutrition education topics using the <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators (Toolbox)</i>. ii. To conduct peer counseling based on the principles of motivational interviewing using Body & Soul materials. iii. How to use the <i>African American Campaign Health Ministry Manual</i>. iv. How to conduct community event interventions using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events Manual</i>. v. How to start and lead "Sister Circles" using guidance from the <i>African American Campaign</i>. 			<p>Submit: summary of volunteer training evaluations</p> <p>On file: volunteer training evaluation forms</p>

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<p>c. Each year, enroll a minimum of 25 SNAP-Ed-eligible African American women with children per church site to complete at least 5 <i>Toolbox</i> classes, receive peer counseling via motivational interviews, and receive nutrition education and physical activity promotion materials. These church/community members, who agree to change their eating habits to include more fruits and vegetables and become more physically active, are called “Participants” in the Body & Soul program. Note: The <i>Regional Network African American Campaign</i> staff will be available to provide <i>Toolbox</i> training and resources to church staff and/or volunteers.</p>			<p>Submit: Activity Tracking Form with activities conducted by each church and summary participant information</p>
<p>d. Integrate nutrition and physical activity education into each church’s ongoing activities such as bible studies, choir rehearsals, retreats, auxiliary meetings, Sunday schools, vacation bible school, etc., using the <i>Health Ministry Manual</i> as a resource.</p>			<p>Submit: Activity Tracking Form with activities conducted by each church and summary participant information</p>
<p>e. Conduct at least three church-wide educational forums per church, focusing on the link between diet and physical activity levels and serious health problems such as obesity, heart disease, type 2 diabetes, stroke, and some types of cancer.</p>			<p>Submit: Activity Tracking Form with activities conducted by each church and summary participant information; agendas from church forums; photographs of forums with photo release forms</p>

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<p>f. Work with Church Advisory Group at each church to develop and adopt a church-wide policy or guidelines regarding foods served in the church and inform the congregation of the new policy via public announcement. Obtain the Pastor's approval of the policy/guidelines at each Body & Soul participating church. Prominently post the policy/guidelines in a high traffic or appropriate area within public view. Expand and/or update the church-wide policy/guidelines as needed.</p>			<p>Submit: copies of adopted church policies and guidelines</p>
<p>g. Develop and adopt church-wide policy/guidelines regarding physical activity at each church and inform congregation of new policy/guidelines. Identify opportunities for incorporating physical activity at the church or within church activities. Physical activity promotion must be done in conjunction with nutrition education activities. Expand and/or update the church-wide policy/guidelines as needed.</p>			<p>Submit: copies of adopted church policies and guidelines</p>
<p>h. Annually conduct at least two promotional activities involving the Pastor at each church using the <i>Health Ministry Manual</i> and Body & Soul materials as resources.</p>			<p>Submit: Activity Tracking Form with activities conducted by each church and summary participant information</p>

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<p>i. Work with the <i>Children's Power Play! Campaign</i> regional staff to incorporate nutrition and physical activity education into faith-based schools, Vacation Bible School, Sunday school, and afterschool programs that serve children at each church. Activities may include using the <i>Community Youth Organization Idea & Resource Kit</i> with 5- to 11-year-old children and using the Harvest of the Month toolkit with children of all ages.</p>			<p>Submit: Activity Tracking Form with activities conducted by each church and summary participant information <i>(Children's Power Play! Campaign</i> will collect and report information on activities and participants)</p>
<p>j. Utilize a combination of the internal church media (e.g., newsletters, bulletin/pulpit/video announcements, displays, church Web site, etc.) at least quarterly to promote the Body & Soul and <i>African American Campaign</i> activities occurring at each church, as well as nutrition and physical activity messages.</p>			<p>Submit: copies of church media with nutrition and physical activity messages incorporated</p>
<p>k. Initiate and lead one or more Sister Circles within each church's community. A Sister Circle brings together a diverse group of 10-20 African American women within the community, in an informal setting, to discuss issues related to nutrition, physical activity, and chronic disease prevention. The Sister Circle includes participation from one or more health professionals to ensure accuracy of information. It provides a forum for women to share their successes and challenges related to nutrition and physical activity and motivate others to make improvements in their individual lives and within their community.</p>			<p>Submit: Evaluation forms, which may include Church Coordinator feedback, Sister Circle facilitator feedback, and Sister Circle participant feedback</p>
<p>l. Promote the <i>African American Campaign's</i> nutrition and physical activity messages in each church's local community by conducting and/or participating in community events, using intervention methods described in the <i>Community Events Manual</i>.</p>			<p>Submit: Activity Tracking Form with activities conducted by each church</p>

Legend:

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<p>m. Develop partnerships within each church's community to expand the efforts of the church activities and reach community members who do not attend the church.</p>			<p>Submit: Activity Tracking Form with activities conducted by each church</p>
<p>n. Identify the challenges that congregants and community members have in achieving the fruit, vegetable, and physical activity recommendations and identify community-based solutions. Encourage and provide guidance to each church's congregants and community members to implement the solutions. Note: <i>Network</i> funds may not be used to implement environmental changes; however, individuals and community partners may work together to implement and fund these changes.</p>			<p>Submit: Activity Tracking Form with activities conducted by each church, success story summaries of successful solutions, case studies (see Objective 7, Activity 11)</p>
<p>o. Promote the Body & Soul and related activities to the local media, in coordination with the <i>Regional Network</i> media specialist and the faith association. May include submitting articles, press releases, letters to the editor, calendar items, spokesperson availability, and media advisories to local print and electronic media.</p>			<p>Submit: media materials, press clippings</p>
<p>Objective 3 – Pastoral Leadership: Beginning October 1, 2010 and each year during the contract period, identify and provide training and support to a minimum of three Champion Pastors from participating churches to inspire and motivate congregants and community members to adopt healthy nutrition and physical activity behaviors and create positive changes in their communities.</p>			
<p>1) Identify Champion Pastors using the provided screening tool and forward recommendations to the state-level <i>African American Campaign</i>.</p>	<p>Ongoing</p>		<p>Submit: completed Champion Pastor screening tool</p>
<p>2) Upon approval from the State <i>Campaign</i> lead, provide an orientation to each Champion Pastor regarding the <i>Network for a Healthy California</i>, the <i>African American Campaign</i>, and the key messages and objectives of the African American Advisory Council.</p>	<p>Ongoing</p>		<p>On file: agenda for Champion Pastor orientations</p>

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3) Invite and encourage Champion Pastors to attend a <i>Network</i> -sponsored media spokesperson training.	Ongoing		Submit: Activity Tracking Form with list of trained Champion Pastors
4) Involve Champion Pastors in <i>Network</i> activities, which may include media events; regional collaborative meetings; events within the pastor's community; the regional collaborative nutrition education initiatives; connecting with Champion Moms, Champion Physicians, Champion Farmers, and other <i>Network</i> Champions for Change; and other relevant activities conducted at the regional level.	Ongoing		Submit: Activity Tracking Form with record of Champion Pastor activities
Objective 4 – Strengthen Approaches: Throughout the contract period, improve collaboration related to the faith projects among participating churches, within the six <i>Regional Networks</i> that implement the <i>African American Campaign</i> , and through the statewide African American Advisory Council.			
1) Develop and implement mechanisms to share promising practices, challenges, resources, and ideas across the participating churches. May include developing written materials, such as emails or newsletters; developing and sharing promising practices case studies related to community changes led or initiated by partner churches; sharing policies and guidelines developed by churches; facilitating forums for sharing, such as teleconferences or webinars; and sharing practices as part of regular technical assistance communications with individual churches. Incorporate information learned through participation in Objective 7, Activity 5.	Ongoing		Submit: all written documents, teleconference agendas
2) Maintain regular communication with the six <i>Regional Networks</i> regarding participating churches within their regions. Encourage church staff, volunteers, and pastors to participate in regional collaboratives and regional <i>African American Campaign</i> advisory committees, as appropriate.	Ongoing		On file: record of communications

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3) Participate on the African American Advisory Council, a statewide body designed to provide direction and advice to the <i>African American Campaign</i> and the <i>Network for a Healthy California</i> (see Objective 7 for meeting details).	Ongoing		
Objective 5 – Community Leadership: Throughout the contract, expand awareness and participation of faith leaders in establishing health ministries and other collaborative efforts to educate African American families and community leaders on the importance of nutrition, physical activity, and chronic disease prevention by conducting a minimum of two annual presentations.			
1) Conduct presentations at a minimum of two faith-based ministerial council meetings, association meetings, association conferences, and/or community leadership meetings on the <i>African American Campaign</i> and the African American Advisory Council's policy agenda to promote broader participation in Body & Soul and educate faith and community leaders on nutrition, physical activity, chronic disease, and food policy issues that affect the low-income African American community.	Annually		Submit: presentation materials, copies of agendas or meeting/conference materials
2) Identify additional opportunities to educate faith and community leaders on nutrition, physical activity, chronic disease, and food policy issues that affect the low-income African American community. May include providing training to Champion Pastors to speak with media, community leaders, and peers on these topics and facilitating opportunities to speak	Ongoing		Submit: copies of relevant agendas/meeting materials or other documentation of educational opportunities
Objective 6 – Public Relations: Beginning October 1, 2010 and each year throughout the contract, promote the <i>African American Campaign</i> , Body & Soul, and the specific efforts of participating churches through media outreach, including one annual large-scale media effort and up to 12 (two per region for six regions) media outreach efforts specific to local activities.			

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<p>1) Each year, coordinate one large-scale media effort that spans across all <i>Regional Networks</i> in which the project has participating churches, either during February’s Black History Month or in June in celebration of Juneteenth. This activity will occur in coordination with the state-level <i>African American Campaign</i>, the <i>Regional Networks</i>, and other funded faith projects.</p>	<p>Annually</p>		<p>Submit: all media materials, press clippings</p>
<p>2) Within each of the six <i>Regional Networks</i>, collaborate with the <i>Regional Network</i> media specialist to conduct media outreach a minimum of two times per year.</p>	<p>Semi-annually</p>		<p>Submit: all media materials, press clippings</p>
<p>Objective 7 – Administration and Evaluation: Throughout the contract, maintain administrative systems, participate in required meetings, and submit all required reporting and documentation.</p>			
<p>1) Throughout the contract, adhere to all requirements within the USDA SNAP-Ed Guidance and the <i>African American Campaign</i> Faith Projects Guidelines Manual.</p>	<p>Ongoing</p>		
<p>2) Provide all reports, forms, fiscal documentation, and invoices on or before required deadlines as per the <i>African American Campaign</i> Faith Project Guidelines Manual.</p>			<p>Submit: completed reports, forms, invoices as per contract guidelines</p>
<p>3) Maintain appropriate staff time documentation including:</p> <ul style="list-style-type: none"> a. Staff devoting less than 100% of time to SNAP-Education must complete the Weekly Time Log to document personnel time. Weekly Time Log records are required for any staff dedicating less than 100% time to SNAP-Education (see Faith Projects Guidelines Manual for more information). b. Annually signed duty statement for staff working 100% on <i>Network</i> contract (of note, part-time staff working only on <i>Network</i> activities fall into this category). c. Signed semi-annual certification for employees paid 100% by the <i>Network</i> contract. 	<ul style="list-style-type: none"> a. Quarterly b. Annually c. Semi-annually 		<p>On file: time logs, signed duty statements, semi-annual certification</p>

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4) Provide documentation required for submission with the <i>Network's</i> annual plan to the USDA. May include updated targeting database of eligible church sites, budget documents, and updated project summary forms.	By April 15 from 2011-2012		Submit: required documents
5) Ensure that all lead staff participate in pertinent trainings, technical assistance, and orientation opportunities offered by the <i>Network</i> .			
a. Participate in mandatory teleconferences with the state-level <i>African American Campaign</i> staff and other funded faith projects.	Monthly		
b. Attend one mandatory <i>Network</i> Conference & 3 Regional Coordinators' Meetings: <ul style="list-style-type: none"> - One Regional Coordinators' Meeting in Southern California - One Annual <i>Network</i> conference in Sacramento, CA, including the mandatory 1-1/2 day conference and a mandatory one-day, pre- or post conference Regional Coordinators' Meeting - One additional Regional Coordinators' Meeting in Sacramento, CA 	Annually		
c. Participate in a mandatory one-day <i>Network</i> -sponsored media spokesperson training in Northern or Southern California	Annually		
d. Attend a mandatory one-day in-person African American Advisory Council meeting in Southern California and participate in one 2-hour teleconference	Annually		
6) Ensure that pertinent program and fiscal staff participate in required annual site visits.	Annually		
7) Comply with guidance related to materials creation and production. Complete materials approval forms as necessary and submit to State <i>African American Campaign</i> for approval <u>prior</u> to production and dissemination of materials developed with <i>Network</i> funding.	Ongoing		Submit: materials approval forms, final materials

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<p>8) Ensure appropriate distribution of a variety of <i>African American Campaign</i> and <i>Body & Soul</i> materials and resources to participating churches. Materials are available from the <i>Network's</i> online ordering system via a user identification and password provided to contractors; however, some local storage by the contractor may be necessary in order to ensure ready access to needed materials.</p>	<p>Ongoing</p>		<p>On file: records of materials distribution</p>
<p>9) To ensure appropriate and accurate evaluation components for the project, work collaboratively with the <i>Network's</i> evaluation consultant and/or <i>Network</i> Research and Evaluation Unit staff to implement required evaluation activities, including activities associated with a large-scale evaluation study of the <i>African American Campaign</i> that will be conducted by the <i>Network</i>.</p>	<p>Ongoing</p>		
<p>10) Maintain systems to collect process evaluation data required for reporting to the <i>Network</i> and the USDA, including systems to comply with the USDA's Education and Administrative Reporting System (EARS).</p>	<p>Ongoing</p>		
<p>11) Develop a minimum of three success stories highlighting nutrition and/or physical activity related environmental changes implemented by participating churches and community members, including changes within the church sites and changes within the surrounding communities. Case study guidelines will be provided by the <i>Network</i>.</p>	<p>By September 30, 2013</p>		<p>Submit: completed case studies</p>