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FAITH PROJECTS' SYNOPSIS

**1. STATE LEVEL GOALS AND OBJECTIVES**

(REFER TO ATTACHMENT #4 OF THE RFA HOMEPAGE FOR DETAILED INSTRUCTIONS ON COMPLETING THIS FORM)

The *Network* is a comprehensive statewide social marketing initiative whose mission is to create innovative partnerships that empower and enable low-income Californians, especially families with children, to eat the recommended amounts of fruits and vegetables and enjoy physical activity every day. At the state level and throughout 11 *Regional Networks*, the *Network* partners with nearly 1,000 public, non-profit, and business organizations that want to work together to promote good health, eliminate health disparities, and prevent chronic diseases, including obesity. Funding is made possible from the contributions of public and non-profit organizations that qualify for Federal financial participation reimbursement through the USDA Supplemental Nutrition Assistance Program (SNAP, formerly the Food Stamp Program).

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

**Project Title:** \_\_\_\_\_

**Program Area:** Faith Project:

**Contract Number:**

**A. Related State Objectives.**

The *African American Campaign (African American Campaign)* empowers African American adult women, ages 18-54, and their families to consume the recommended amounts of fruits and vegetables and get the recommended levels of physical activity every day-at least 30 minutes for adults and 60 minutes for children and teens.

**B. Audience.**

**Gender:** Male \_\_\_\_\_%Female \_\_\_\_\_%

**Ethnicity:** African American \_\_\_\_\_%; Asian \_\_\_\_\_%; Caucasian \_\_\_\_\_%; Latino \_\_\_\_\_%; Native American \_\_\_\_\_%; Pacific Islander \_\_\_\_\_%; Other (specify)\_\_\_\_\_: \_\_\_\_\_%

**Languages:** English \_\_\_\_\_%; Spanish \_\_\_\_\_%; Arabic \_\_\_\_\_%; Armenian \_\_\_\_\_%; Bosnian \_\_\_\_\_%; Cantonese \_\_\_\_\_%; Farsi \_\_\_\_\_%; Hmong \_\_\_\_\_%; Khmer (Cambodian) \_\_\_\_\_%; Korean \_\_\_\_\_%; Lao \_\_\_\_\_%; Mandarin \_\_\_\_\_%; Russian \_\_\_\_\_%; Tagalog \_\_\_\_\_%; Vietnamese \_\_\_\_\_%; Other (specify)\_\_\_\_\_: \_\_\_\_\_%;  Other (specify)\_\_\_\_\_: \_\_\_\_\_%

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Ages:      Under 5 years old \_\_\_\_%;  5 to 8 \_\_\_\_%;  9 to 11 \_\_\_\_%;  12 to 17 \_\_\_\_%;  18 to 59 \_\_\_\_%;  60 years old and over \_\_\_\_%

**C. Focus on SNAP Eligibles.**

Income Targeting Data Source:

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

Location Based Proxy Sites:

*Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.*

- Food Banks \_\_\_\_%
- Food Pantries \_\_\_\_%
- Food Stamp Offices \_\_\_\_%
- Public Housing \_\_\_\_%
- Shelters/Temporary Housing \_\_\_\_%
- Soup Kitchens \_\_\_\_%
- TANF Job Readiness Program \_\_\_\_%
- WIC Offices \_\_\_\_%

**D. Project Description.**

Key Methods:

- Advisory Council/Task Force (specify): \_\_\_\_;  Internet/Web Sites-website address: \_\_\_\_;  Print Media;  Radio \_\_\_\_;  TV \_\_\_\_;  Nutrition Education Classes (\_\_\_\_ occurrences at \_\_\_\_ hour(s) each);  Community Education Events (\_\_\_\_ occurrences at \_\_\_\_ hour(s) each);  Training/Workshop/Conference (\_\_\_\_ occurrences at \_\_\_\_ hour(s) each);  Point of Purchase (\_\_\_\_ occurrences at \_\_\_\_ hours each);  Other (specify) \_\_\_\_: (\_\_\_\_ occurrences at \_\_\_\_ hours each).

Key Educational Messages:

- X Fruits & Vegetables; X Physical Activity;  Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources);  Fats and Oils;  Fiber-Rich Foods;  Food Safety;  Food Shopping/Preparation;  Lean Meat and Beans;  Limit Added Sugars or Caloric Sweeteners;  MyPyramid – Healthy Eating Plan;  Promote Healthy Weight;  Sodium and Potassium;  Whole Grains;  Other (Specify):

SNAP-Ed Delivery Sites by Type of Setting:

\_\_\_\_ Adult Education & Job Training Sites; \_\_\_\_ Adult Rehabilitation Centers; \_\_\_\_ Churches; \_\_\_\_ Community Centers; \_\_\_\_ Elderly Service Centers; \_\_\_\_ Emergency Food Assistance Sites (includes Food Banks); \_\_\_\_ Extension Offices; \_\_\_\_ Farmers Markets; \_\_\_\_ Food Stamp Offices; \_\_\_\_ Food Stores; \_\_\_\_ Head Start Programs; \_\_\_\_ Individual

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Homes; \_\_\_\_\_ Libraries; \_\_\_\_\_ Other Youth Education Sites (includes Parks and Recreation); \_\_\_\_\_ Public/Community Health Centers (includes Public Health Departments); \_\_\_\_\_ Public Housing; \_\_\_\_\_ Schools – students (Preschool); \_\_\_\_\_ Schools – students (K-12); \_\_\_\_\_ Schools – students (Afterschool Program); \_\_\_\_\_ Schools – parents; \_\_\_\_\_ Shelters/Temporary Housing; \_\_\_\_\_ WIC Programs; \_\_\_\_\_ Worksites; Other (specify): \_\_\_\_\_

**\* Reminder: Every non-school site noted above must be listed with address and census tract on the separate Site Data Collection Form.**

Projected Number of Unduplicated Participants: \_\_\_\_\_

Narrative (max. 200 words)

The goals of the project are to (1) enable African American churches reaching large numbers of low-income persons to provide vital skills training to individuals and families to eat the recommended amounts of fruits and vegetables and get the recommended levels of physical activity every day; (2) stimulate change in attitudes, knowledge, and behavior among social groups (e.g., churches, service organizations, educators, youth groups) and businesses serving the African American community (e.g., food retailers, sports, entertainment, health providers); and (3) promote self-efficacy and encourage social norms that support families' decisions to adopt healthy behaviors.

The key activities include (1) recruitment, training, and support to qualifying churches within the association's network to implement the Body & Soul program and complementary activities, (2) technical assistance to participating congregations in developing community partnerships and educating and encouraging consumers to create positive changes in their communities, (3) identification of Champion Pastors to inspire and educate low-income African Americans to create healthy changes, (4) collaboration with the *Regional Networks for a Healthy California*, (5) promotion of the *African American Campaign, Body & Soul*, and their key health messages within the faith association's national, state, and community networks, (6) participation on the *Network's* statewide African American Advisory Council to provide direction and advice to the *African American Campaign*, and (7) administrative and fiscal management, including required documentation of activities, persons participating, and fiscal reporting.

**E. Summary of Research.**

See Section A, pages 2-5.

**F. Modification of Project Methods/Strategies.**

We have not modified our methods/strategies

Changing audience participation

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 Improving cultural relevancy partners

 Adding new

 Enhancing/updating existing strategies

 Other (specify): \_\_\_\_\_

 Utilizing research/program tool

 Other (specify): \_\_\_\_\_

*All modifications are approved by the Network.*

**G. Use of Existing Educational Materials.**

See attached Existing Educational Materials/Curricula data sheet.

**H. Development of New Educational Materials.**

No new educational materials scheduled for development at this time.

**I. Key Performance Measures/Indicators.** (max. 100 words)

Number of participating church sites, number of participants reached, type and number of activities conducted, participant demographics, case studies, number of trainings conducted, number of people trained, training evaluation forms

**3. EVALUATION PLANS**

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >\$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

**4. COORDINATION EFFORTS** (max. 100 words)

The Faith Project will coordinate with the 6 Regional Networks that implement the African American Campaign, specifically related to church targeting, recruitment and training; media outreach; Black History Month/Juneteenth activities, Advisory Committees, and implementation of Fruit, Vegetable, and Physical Activity Toolbox for Community Educators lessons within participating church sites.

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**Census Tract Data Sheet**

<i>County</i>	<i>Census Tract</i>	<i>Ethnicity</i>	<i>Percent At or Below 185% FPL</i>
		All races	%

**Free/Reduced Price Meal Percentage Data Sheet**

<i>School District</i>	<i>CDS Code</i>	<i>School Site</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free and Reduced Meal %</i>
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%

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**Use of Existing Educational Materials/Curricula Use Data Sheet**

<b>Source</b>	<b>Title</b>	<b>Languages</b>
California African American Campaign	Fruit, Vegetable, and Physical Activity Toolbox for Community Educators	English
California African American Campaign	Health Ministry Manual	English
National Cancer Institute	Body & Soul: A Guide for Your Church	English
National Cancer Institute	Body & Soul: Peer Counselor Training	English
California African American Campaign	Soulful Recipes cookbook	English
California Power Play!	Community Youth Organization Idea & Resource Kit	English
California Power Play!	Parent brochure	English
Network for a Healthy California	Fruit and Vegetable brochure	English
Network for a Healthy California	Physical Activity brochure	English
Network for a Healthy California	Fruit and Vegetable Slide Guide	English

**New Materials Development Data Sheet**

<b>Title</b>	<b>Description</b>	<b>Justification</b>