

<b>II.</b>	<b>Program Administration Section</b>
<b>300.</b>	<b>Regional Network Program Planning Documents:</b> <i>Strategic Implementation Plan, Media/Public Relations Plan, Operating Plans, &amp; Nutrition Education Plan for the Food Security Channel.</i>

This Section Includes:

- 301. [Background Information](#)
- 302. [Planning Documents: Strategic Implementation Plan, Media/Public Relations Plan, and Operating Plans](#)
- 303. [Nutrition Education Plans for CalFresh Offices](#)

### **301. Background Information**

The *Regional Networks* provide a wide variety of nutrition education activities and interventions for target SNAP-Ed eligible populations, as well as intermediaries that serve them, throughout a broad, often multi-county, geographic area. In order to be successful in achieving the extensive array of deliverables described in the scope of work, each *Regional Network* must carefully plan and coordinate resources and interventions in order to achieve the most significant and meaningful penetration of nutrition education activities and messages among the target audience. The planning documents described below are required by the *Regional Network* scope of work (Planning & Evaluation Objective 1-Strategic Plan) and serve to assist each Region in identifying partners, activities, and methods that will support successful scope of work implementation.

### **302. Planning Documents: Strategic Implementation Plan, Media/Public Relations Plan, & Operating Plans**

*Regional Networks* are required to develop and to maintain current planning documents to support the effective implementation of the regional scope of work (Planning & Evaluation Objective 1).

These planning documents include the:

- Strategic Implementation Plan (SIP)—comprehensive in nature, purposefully addresses how the contractor will complete the entire *Regional Network* scope of work. The SIP will be revised as necessary, and may be reviewed during the site visit (The SIP also incorporates the requirements for the Internal Communications Plan).
- Media/Public Relations Plan – describes the strategic activities of the Contractor to achieve optimal, on-going media visibility for the *Network for a Healthy California*, advancing statewide, regional, and local priorities and issues of importance related to nutrition education and physical activity promotion for SNAP-Ed eligible Californians.
- Operating Plans – an Operating Plan (OP) is required for each applicable targeted campaign and program (e.g., *Power Play! Campaign, Latino Campaign, African*

*American Campaign, Retail Program, Worksite Program, and PA Integration Program*). Each OP will assist *Regional Network* Campaign Managers and Specialists in identifying key partnerships, prominent events, and potential intervention sites throughout the Region to support meeting scope of work deliverables.

Contact the respective State *Network* Program or Campaign lead with questions regarding the respective OP and guidance documents and the assigned PM with questions regarding the SIP and media/public relations plans and related guidance documents.

*Note:* As detailed in the scope of work, all Planning Documents described above are due to the State *Network* Program Lead by **November 15, 2012**.

### **303. Nutrition Education Plans for CalFresh Offices**

As a part of the *Network's* comprehensive social marketing program, CalFresh agencies and other food security organizations will be engaged as partners in providing and hosting nutrition education activities, programs, and materials. With the link between food insecurity, hunger and obesity well established, these agencies play a vital role in the community-wide effort to curb childhood obesity. Nutrition education efforts focused in the areas of MyPlate, thrifty shopping, nutritious meal planning on a budget, and food safety, are encouraged.

As per the scope of work, Objective 5 Regional Coordination and Training, Activity 2, each *Regional Network* is required to complete and to submit a plan for nutrition education activities provided to CalFresh offices and partners in the food security channel. The finalized plan should include measurable short and long-term goals addressing the type of education offered (self-guided, individual, class-based, etc.) and the number of educational events and activities for each location. Please note that a minimum of six (6) activities is required.

Additional and more specific guidance and examples can be found in the *Regional Networks* Nutrition Education Plans for CalFresh Offices Guidelines.

*Note:* The Nutrition Education plan for CalFresh Offices described above is due to the State *Network* Program Lead by **November 15, 2012**.