



RON CHAPMAN, MD, MPH  
Director & State Health Officer

State of California—Health and Human Services Agency  
California Department of Public Health



EDMUND G. BROWN JR.  
Governor

## All LHD Teleconference Notes

March 13, 2014  
2:00 p.m. to 3:00 p.m.

**Counties Represented:** Alameda, Berkeley, Butte, Calaveras, Contra Costa, Colusa/Glenn, Del Norte, El Dorado, Fresno, Humboldt, Imperial, Kern, Kings, Long Beach, Los Angeles, Madera, Marin, Merced, Nevada, Orange, Pasadena, Placer, Plumas Riverside, Sacramento, San Bernardino, San Diego, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Siskiyou, Solano, Sonoma, Stanislaus, Sutter, Tehama, Ventura, Yolo

### Forum Debrief

NEOPB sent out a survey this week to solicit feedback.

#### Comments:

Fresno: Nice to know we're on the right track with the work plan.

Santa Clara: Glad to hear about the integration going on around the state.

San Bernardino: Jump started the conversation with team to look at the work plan.

Tehama: Met with partners and did training on forming a common objective.

Madera: Meeting with community leadership to inform them of what NEOP is trying to do.

San Joaquin: Met as a group to work on turning Google Docs into a geo code.

#### Challenges:

Marin: Had ongoing confusion with county partners who don't know if they are being funded yet. Ready to start process, but must wait.

Santa Clara: Challenges on site vesting. Discrepancies on allowable sites.

- Caroline Kurtz: There are concerns regarding site duplication due to direct education numbers. Since it is an integrated work plan, it is presented as a county.

Fresno: Met with UC Calfresh partner. Uncertain on local objectives. Please offer examples.

Michele van Eyken: Met with the other four implementing agencies. We will hold a call and/or webinar soon. CDSS will meet with Andy Riesenbergs tomorrow to organize logistics for the first CNAP call.

El Dorado: Problems with not getting paid in a timely fashion.

- Gil Sisneros: We met with CDSS yesterday and reached an agreement to release payment on pending invoices. We are working on a system going forward and developing a pilot to streamline the process.

San Joaquin: Evaluation: are we looking at a unified evaluation or does each agency do their own?

Berkeley: Multiple county jurisdictions, city jurisdictions versus a single county jurisdiction.

- Caroline: Because USDA is emphasizing local flavor, your work plan should illustrate how your plan is tailored to your community.

Riverside: Would like a draft sample.

- Michele van Eyken: Your work plan should focus on your local needs so do not rely too heavily on the sample.
- Caroline: Changes to the earlier draft that was sent out were not substantial. Please use it as a guide. We will most likely hold a webinar when everything is finalized.

### **Ad Launch**

The “Join the Movement” ad launch has been cancelled. We will still go ahead with the media buy utilizing last year’s media and we will rotate in the new media once we have approval.

### **PSE Toolkit**

USDA WRO sent a notice that the toolkit is being revised to include new interventions. We are also working on a state toolkit.

### **TRC Contracts**

NEOP has had to rewrite some of the TRC contracts. The contracts will probably start in April for a 12 month term.

### **LHD Chronology**

Michele van Eyken reviewed the background of the LHD model. SNAP-Ed starts as a match program in 1997. The program then was “school-heavy.” The Healthy Hunger Free Kids Act in 2010 brought some changes to the way the money is distributed. In 2012 changes were brought about that funding would be based on the SNAP population. The transition has not been easy for many.

### **PHI**

Michele van Eyken: The Master Contract with Public Health Institute will end later this year. The Governor’s proposed budget includes 45 positions for NEOP to continue our work. Legislative hearings are currently under way. We will know more in May or June.

Los Angeles: Is there a transition plan for core services?

- Caroline: We are working on that and prioritizing at the Branch level.

San Luis Obispo: In moving to the new model we may lose the partnerships we have built. What is the long term plan for SNAP-Ed?

- Michele: We anticipate a 30% reduction in SNAP-Ed, which is one of the reasons we are moving to the new model.

San Diego: Will there be a forum for locals who have worked with PHI to give their opinions on the new positions?

- Michele: We welcome emails and input from the LHDs on this subject.

Santa Barbara: What information can you provide on the May Forum?

- Michele: The May Forum will bring together the various funded and unfunded partners, sharing best practices, etc.