

California Department of Public Health *Network for a Healthy California* 2008-2009 Project Directory





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TO: *NETWORK FOR A HEALTHY CALIFORNIA (NETWORK)*
PARTNERS AND ADVOCATES

SUBJECT: 2008-2009 PROJECT DIRECTORY

The Cancer Control Branch is pleased to bring you the 2008-2009 Project Directory for the *Network for a Healthy California—Champions for Change (Network)*. The *Network* has been in existence for 13 years, and in 2007 served an estimated 3 million households with incomes at or below 185 percent of the federal poverty level. This population of more than 10.1 million persons includes about 7 million parents, children, and youth.

This Directory introduces the work of all *Network*-funded programs. They promote eating more fruits and vegetables, being physically active every day, and—for those who are eligible—participating in nutrition assistance programs. The statewide, regional, and local programs do this through educating consumers in ways that engage them and help foster environments conducive to these healthy behaviors.

Network partners use social marketing techniques to reach large numbers of people. The *Network's* definition of social marketing is very pragmatic: it is the application of the commercial marketing mix of advertising, public relations, promotion, and personal sales (education) combined with public health techniques of consumer engagement, community development, public/private partnerships, media advocacy, and policy, systems, and environmental change. The *Network's* goals are to increase rates of healthy eating and physical activity among low-income parents and children and to work with others to promote food security. In addition, program activities described in the Directory reflect efforts to make change at five levels of social influence: Statewide; Community; Organizational/Institutional; Interpersonal; and Individual.

Most of the projects presented in this Directory participate in the Local Incentive Award (LIA) or Non Profit Incentive (NIA) Program. Incentive Awardees are agencies that already spend non-federal funds on allowable nutrition education activities serving low-income households. This portion of the budget is referred to as the "State Share."

By participating in the *Network's* Incentive Award Program, the partner demonstrates their existing spending toward the *Network* goals and receives a proportional amount of federal funds, referred to as the "Federal Share," to extend the reach of their existing programs.

Other projects listed in this Directory include: Local Food and Nutrition Education Special Projects, Faith Community Outreach Special Projects, *Regional Networks*, the *Children's Power Play! Campaign*, the *Latino Campaign*, the *African American Campaign*, the *Retail Program*, the *Worksite Program*, other statewide leadership projects, and Food Stamp Outreach.

The project summaries are listed alphabetically within each of the 11 regions. The statewide projects are in a separate section at the end of the Directory. Contact information is included in each entry. Indices organized alphabetically across regions, by county, and by contract type are included to aid you in finding a specific project or group of projects. We hope you will find the Directory a useful tool in strengthening collaboration and networking with new partners in your region.

We continue to be encouraged by the strong, ever-expanding, and committed partnerships that are emerging to promote healthy lifestyles and eliminate diet-and physical-activity-related health disparities in California communities. We thank our partners for their dedication to this important and urgent call to increase fruit and vegetable consumption, daily physical activity, and food security to promote good health, prevent obesity and related health disparities, and otherwise realize the potential of low-income families.

Our entire State team gratefully acknowledges all our local partners who provide the *Network* State Share funding, the United States Department of Agriculture Supplemental Nutrition Assistance Program as the source of *Network* federal funding, the assistance of the California Department of Social Services our principal partner among state agencies, and the collaboration of our sister Food Stamp Nutrition Education Program administered through the University of California, Davis.



Gil Sisneros, M.P.H., Chief
Program Development Section

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I.
*Network for a
Healthy California*
State Summary



California Department of Public Health Network for a Healthy California



MISSION:

The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases.

PROGRAM DESCRIPTION AND KEY FUNCTIONS:

The *Network* is a statewide social marketing initiative administered by the California Department of Public Health's (CDPH) Cancer Control Branch. It represents a statewide movement of local, state, and national partners collectively working toward improving the health status of low-income Californians through increased fruit and vegetable consumption to the recommended levels in the United States Dietary Guidelines for Americans and to promote daily physical activity to at least 30 minutes a day for adults and 60 minutes a day for children. Multiple venues are used to facilitate behavior change in the homes, schools, worksites, and communities of low-income Californians to create environments that support fruit and vegetable consumption and physical activity.

The *Network* works with Local Incentive Awardees (LIAs) that represent almost 100 local agencies in a variety of different community channels, including 34 low-resource school districts, 22 local health departments, 13 county offices of education, 6 public colleges and universities, 4 Indian tribal organizations, 2 city governments, First Five commission, 2 cooperative extension agencies, as well as sister programs within CDPH, park and recreation departments, and non-profit organizations.

Local assistance projects are supported by a statewide infrastructure of 11 *Regional Networks* and targeted campaigns and programs to promote fruit and vegetable consumption and physical activity. These include the *Be Active! Worksite Program*, the *Retail Program*, Harvest of the Month, the *Children's Power Play! Campaign*, and interventions for special populations including Latinos and African Americans. In addition, the *Network* contracts with the California Association of Food Banks and the Central Valley Health Network to conduct food stamp outreach through the California Food Stamp Program Access Improvement Plan.

The services provided by the *Network* consist of the following:

- Community interventions funded through over 160 local assistance contracts with a variety of local governments and community based organizations.

- Staff support for statewide public private partnerships, planning and administration, including resource development.
- Research and evaluation that supports interventions.
- Media and supermarket interventions. Special projects of statewide significance to promote systems and environmental change within the United States Department of Agriculture's (USDA) parameters.
- Training and technical assistance to *Network* grantees and LIAs.

TARGET POPULATION:

The *Network* targets an estimated six million parents and children where the annual household income falls below 185 percent of the federal poverty level which is approximately \$41,000 for a family of four (\$28,665 gross income for Supplemental Nutrition Assistance Program [SNAP]). Based on the demographics of California's SNAP participants, the *Network's* social marketing campaigns target Latino, African American, and Caucasian parents and their school-aged children.

KEY PARTNERS:

Principal partners are the USDA, Western Regional Office, and the California Department of Social Services (CDSS), Food Stamp Bureau (FSB). Key partners include: the American Cancer Society, American Heart Association, California Center for Research on Women and Families, California Department of Education, California Department of Food and Agriculture, California Women Lead! (formerly California Elected Women's Association for Education and Research), California Medical Association Foundation, Center for Civic Partnerships, Center for Collaborative Solutions, Centers for Disease Control and Prevention (CDC), National Cancer Institute, Produce for Better Health Foundation, Public Health Law Program, University of California, United Fresh Produce Association, and Western Growers Association.

RECENT SUCCESSES/MILESTONES:

- 2004: Launch of Harvest of the Month Toolkit promoting a fruit and vegetable each month through classrooms, cafeterias, homes, farms, retail, and media.
- 2004: 11 Regional Networks and Collaboratives established and Food Stamp Access Improvement Plan approved by USDA.
- 2005: Released 'The Economic Costs of Physical Inactivity, Obesity, and Overweight in California Adults' report projecting \$28 billion in preventable costs by 2005.
- 2005: Launched Front Lines Campaign in television, radio, and outdoor media.

- 2005: Food Stamp Office Resource Kit released statewide.
- 2006: Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³) rating complete and community indicators piloted by six local health departments.
- 2006: California Nutrition Network 10-year anniversary.
- 2006: California 5 a Day-For Better Health! Campaign receives Produce for Better Health Foundation National Excellence Award.
- 2007: Launch of new Champions for Change brand identity for the *Network*; Champion Moms advertisement flight including grassroots pilot project-575,000 low-income households in five counties.

FUNDING (AMOUNTS AND SOURCES):

Principal funding is made possible by in-kind contributions from state and local governments that qualify for federal financial participation reimbursement funding from USDA SNAP. Annual appropriations from the CDC, Prevention Block Grant provide other funds.

WEBSITE: www.networkforahealthycalifornia.net and www.championsforchange.net.



II.
***Regional Networks for a
Healthy California
Map and Summary***

Regional Networks Map



Regional Networks Summary

An important part of the *Network for a Healthy California* is the *Regional Networks*. Through 11 regions covering every county in the state, the *Regional Networks* are:

Maximizing Local Impact: Provide training, coordination, and communications support to all *Network*-funded projects and other stakeholders serving the target population to better promote nutrition, physical activity, and federal food assistance programs. A regional physical activity specialist is available to provide resources, education, and training to enhance projects with infusing physical activity into nutrition education interventions.

Collaborating for Action: Convene regional collaborative comprised of local organizations, advocates, community leaders, and others with expertise in nutrition, physical activity, and underserved communities to develop region-wide nutrition education initiatives that engage the target population to create better access to healthier foods in low-income communities.

Reaching Out:

- The *Children's Power Play! Campaign* educates and engages low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, and other community venues.
- The *Latino Campaign* reaches low-income Latino adults through culturally relevant and linguistically appropriate community interventions and skill-building consumer education at farmers'/flea markets, neighborhood grocery stores, media, and Latino cultural gatherings.
- The *African American Campaign* reaches the low-income African American adult population through festivals and supermarkets; and coordinates with the faith-based community projects in community health and fitness fairs, farmers' markets, nutrition classes, neighborhood grocery stores, and media.
- The *Retail Program* creates innovative partnerships with California supermarkets, grocery store chains, independent markets, and produce industry stakeholders to increase the purchase and consumption of fruits and vegetables among low-income adults and their families to reduce the risk of serious health problems such as heart disease, cancer, type 2 diabetes, and obesity.
- The *Worksite Program* establishes worksite wellness programs within companies that encourage fruit and vegetable consumption and physical activity among low-income worksite adults.

Bay Area Region

Alameda, Contra Costa, Marin, San Francisco,
San Mateo, and Santa Clara Counties

<p>Network for a Healthy California Regional Lead Agency Santa Clara County Public Health Department - Nutrition and Wellness 976 Lenzen Avenue, Unit 1200 San Jose, CA 95126-2737 Region: www.barnn.org Collaborative: www.banpac.org Funding Amount: \$1,327,500</p>	<p>Joe Prickitt, MS, RD Project Director Phone: (408) 792-5118 Fax: (408) 947-8745 Joe.Prickitt@hhs.co.santa-clara.ca.us</p>
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African American Campaign Coordinator

Monique Woodford
Santa Clara County Public Health
Department
Phone: (408) 792-5149
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Email: Monique.Woodford@hhs.sccgov.org

Children's Power Play! Campaign Coordinator

Tuline Baykal
U.C. Cooperative Extension,
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Alameda, CA 94502
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Fax: (510) 748-9644
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Collaborative Coordinator

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Santa Clara County Public Health
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Latino Campaign Coordinator

Pamela Harter
Santa Clara County Public Health
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Phone: (408) 792-5130
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Physical Activity Specialist

Carmen Bogan
1943 Rosecrest Drive
Oakland, CA 94602
Phone: (510) 482-8827
Email: carmenbo@pacbell.net



Worksite Program Coordinator

Suellen Haggerty, RD

Santa Clara County Public Health
Department

Phone: (408) 792-5133

Fax: (408) 947-8745

Email: Suellen.Haggerty@hhs.co.santa-clara.ca.us

ALAMEDA COUNTY COMMUNITY FOOD BANK*Local Food and Nutrition Education*

Ms. Bridget Galvan P.O. Box 2599 Oakland, CA 94614-0599 Phone: (510) 635-3663 bgalvan@accfb.org	Funding Amount: \$84,847 First Funded: 2001-2002
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Target Audience

- Gender: Male (30%); Female (70%)
- Ethnicity: African American (62%); Asian (4%); Caucasian (18%); Latino (16%)
- Language: English (72%); Spanish (23%); Cantonese (4%); Vietnamese (1%)
- Ages: Under 5 (6%); 5 to 8 (6%); 9 to 11 (6%); 12 to 17 (6%); 18 to 59 (65%); 60 and Over (11%)

Intervention Channels

Emergency Food Assistance Sites (included Food Banks) (2)

Narrative Summary

To supplement and strengthen nutrition education efforts, the Food Bank plans to provide: 1) handouts to Food Bank clients featuring seasonal produce distributed by the Food Bank; 2) indirect nutrition education to member agencies using a Train-the-Trainer model; and 3) a Nutrition Helpline to foster nutrition training of member agencies and community empowerment. The goal of the *Network's* Local Food and Nutrition Education project fits well with the Food Bank's aim to increase nutrition knowledge among its member agency representatives so that they can transfer knowledge to their clients while distributing emergency food.

Key Performance Measures

The impact evaluation will evaluate increases in knowledge related to nutrition, physical activity, and/or healthy eating during the Train-the-Trainer workshops using pre- and post-tests. The Nutrition Helpline will be assessed using a telephone survey. Nutrition education activities will be documented using the Activity Tracking Form, materials distribution log and intake logs/sign-in sheets.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Diane Woloshin Director of Nutrition Services 3600 Telegraph Avenue Oakland, CA 94609-2427</p> <p>Phone: (510) 595-6458 Fax: (510) 595-6486 diane.woloshin@acgov.org</p>	<p>State Share: \$7,794,754</p> <p>Federal Share: \$3,897,377</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Female (52%), Male (48%)
- Ethnicity: African American (26%); Asian (21%); Caucasian (36%); Latino (27%); Native American (1%); Pacific Islander (1%); "Other" (14%)
- Language: English, Spanish, Asian/Pacific Island languages; Indo-European
- Ages: Under 5 (5%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (15%); 18 to 59 (10%); 60+ (10%)

Intervention Channels

Afterschool Programs (26); Churches (6); Community-Based Organizations (1); Community Youth Organizations (3); Elderly Service Sites (5); Food Stores (1); Parks, Recreation Center (10); Preschools (25); Schools students (K-12), adults/parents (34); Women, Infant, and Children (WIC) programs (4); Worksites (3)

Narrative Summary

Alameda County Nutrition Services delivers a comprehensive social marketing initiative designed to change the dietary and physical activity behaviors of SNAP-Ed eligible residents of Alameda County. The population is reached through schools, senior centers, WIC programs, and community collaborations. Activities are grounded in primary research with the target audience. The Healthy Living Councils at schools and senior centers educate and empower community members to become actively engaged in improving nutrition and overall health individually, for their families, and their communities. Nutrition Services trains and supports community partners who impact SNAP-Ed eligible residents. The 'Healthy Living...for Life' campaign is designed to increase healthy lifestyle adoption through collaborative partnerships with community agencies. Working with over 100 community groups, 'Healthy Living...for Life' uses a train-the-trainer model to provide ready to use nutrition interventions and tools and technical assistance. The school campaign includes school wide interventions, classroom learning, and curriculum integration, Harvest of the Month, cooking classes, and training for food service, school nursing, and afterschool staff. Promotional efforts have increased breastfeeding rates, fruit and vegetable consumption, and farmers' market redemption rates among WIC clients.

Key Performance Measures

1) Impact evaluation will measure the effects the interventions have on school children; at least 50 matched pre- and post-tests will be administered to 4th and 5th grade students to determine behavior change, self-efficacy, and knowledge. 2) Process evaluation on all of our community trainings will measure reach and program success. In addition, to determine total reach of interventions, develop a systematic approach to identifying the number of people that our community partners reach. 3) Randomly selected individuals who have been exposed to our social marketing campaigns will be surveyed to determine their changes in attitude and behavior. 4) To determine the effectiveness of participation in our State Share data collection efforts, we will track the number of participants.

ALAMEDA COUNTY OFFICE OF EDUCATION Coalition

Local Incentive Award: Education - County Office of Education

<p>Ms. Chris Boynton, Director 313 W. Winton Ave., Ste. 244 Hayward, CA 94544 Phone: (510) 670-4539 cboynton@acoe.org</p>	<p>State Share: \$7,256,810 Federal Share: \$3,611,103 First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (17%); Asian (20%); Caucasian (25%); Latino (28%); Native American (1%); Pacific Islander (1%); Filipino (5%); Multiple/No response (4%)
- Language: (1%); English (78%); Mandarin (1%); Spanish (13%); Tagalog (1%); Vietnamese (1%); All Others (4%)
- Ages: Under 5 (10%); 5 to 8 (32%); 9 to 11 (30%); 12 to 17 (28%)

Intervention Channels

Afterschool Programs (26); Schools -students (K-12) (43)

Narrative Summary

Alameda County Office of Education Nutritional Learning Community Project, an extension of the highly successful Hayward Nutritional Learning Community Project, reaches out to the school districts to deliver an integrated nutrition education program that increases consumption of fruits and vegetables. By building capacity among the teacher's to teach academically-aligned nutrition education curriculum and enhance adopted district curriculum, the program delivers hands on materials, professional development, and support to create cultures of health at each school site. As the program flourishes and grows, garden-based nutrition education and cooking further enhance students' ability to distinguish a healthy meal from one not as healthy. Cafeterias join in the Harvest of the Month fun by offering selections on the salad bar and as entrees to create a culture of nutritious curiosity that ensures students and their caregivers a taste of something new each month! Every year the harvest is celebrated with families through community events.

Key Performance Measures

Measure behavior change through the Day in the Life evaluation. Focus groups will provide information on the curriculum and implementation processes.

ALAMEDA COUNTY OFFICE OF EDUCATION
Rock La Fleche Community School

Local Incentive Award: Education - County Office of Education

<p>Ms. Toni Adams 313 West Winton Avenue Hayward, CA 94544-1136 Phone: (510) 670-7747 Fax: (510) 670-4577 vtoni@acoe.k12.ca.us</p>	<p>State Share: \$163,365 Federal Share: \$81,435 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (60%); Asian (10%); Caucasian (5%); Latino (25%)
- Language: English (100%)
- Ages: 5 to 8 (60%); 12 to 17 (40%)

Intervention Channels

Schools - students (K-12) (7)

Narrative Summary

The Alameda County Office of Education (ACOE) Health and Nutrition Education Program will serve at least 120 individual students attending court and community schools and at least another 80 students attending four Oakland Unified School District Elementary Schools. The program will reach students for whom nutrition information will be most relevant - those in drug recovery, pregnant and parenting and receiving support from social services, including foster care. The program will include classroom and garden-based components in which students will learn about nutrition and especially consuming the recommended amounts of fruits and vegetables daily through hands-on activities, discussion, video presentations, and lecture. Students at the Rock la Fleche Community School site will receive the nutrition program in the form of service-learning experience. At that site students will design, plan and execute a garden-based nutrition program for a target audience of elementary school students. The young students will attend workshops during which they will learn about healthy eating, nutrition in the garden and physical activity in the garden. The high schools students will continually reflect on their work, will celebrate their success as a community, and will develop a program template for new students to follow.

Key Performance Measures

High school students will research, develop and teach key nutrition messages to elementary school audiences at four community/garden events; High school students will attend and will participate in at least 180 classes and will receive key nutrition messages through information, activities and discussion during each session; and 80 elementary school student will attend and will participate in garden-based workshops during which they will receive key nutrition messages through information, activities, discussion, and images.

BERKELEY UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Melanie Okamoto Program Supervisor 1835 Allston Way, #7 Berkeley, CA 94703-1764</p> <p>Phone: (510) 644-6710 Fax: (510) 644-7753</p> <p>Melanie_Okamoto@berkeley.k12.ca.us</p>	<p>State Share: \$2,917,204</p> <p>Federal Share: \$1,458,173</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (31%); Asian (7%); Caucasian (21%); Latino (23%); Multiple/Other/No response (18%)
- Language: Arabic (1%); English (81%); Mandarin (1%); Spanish (13%); all other non-English (4%)
- Ages: Under 5 (9%); 5 to 8 (42%); 9 to 11 (29%); 12 to 17 (19%); 18 to 59 (1%)

Intervention Channels

Afterschool Programs (9); Preschools: School District Preschools (4); Schools – students (K-12) (10); Schools – adults/parents (1); NOTE: Afterschool programs and adult programs located at school sites.

Narrative Summary

Berkeley Unified School District (BUSD) seeks to educate all students on the importance of eating fresh fruits and vegetables and getting physical activity every day as way of maintaining life long good health. At *Network* eligible school sites, students are exposed to a variety of seasonal fruits and vegetables through hands on cooking and garden-based nutrition education classes. Nutrition education garden classes teach students how to grow fruits and vegetables, while providing them with an opportunity to be active as they learn about nutrition. Nutrition education cooking classes teach students how to cook healthy meals using Harvest of the Month (HOTM) items. Special school wide and district wide events such as Harvest Fairs, Back to School nights, and parent cooking classes give parents an opportunity to join their children in learning fun and easy ways to make healthy choices. BUSD promotes the HOTM program to every eligible school in the district via newsletters and an annual calendar. Food Services incorporates the featured HOTM item in their menu planning and even includes one cooking class developed recipe per month. The BUSD School Lunch Initiative is an innovative partnership that emphasizes the relationships among food, diet, physical activity, health and the environment.

Key Performance Measures

Impact evaluation will measure whether intervention activities change behavior and attitudes about fruits and vegetables as well as the consumption of HOTM items within selected intervention sites. BUSD will compare data regarding HOTM consumption habits between intervention and control sites. BUSD's *Network* program will use a plate waste survey of HOTM Snack Tastings, parent, and student focus groups, and parent surveys to gather information for the outcomes noted above. Process evaluation data will be collected using surveys and focus groups.

CITY OF BERKELEY HEALTH AND HUMAN SERVICES DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Kate Clayton Project Director 1947 Center St., 2nd Floor Berkeley, CA 94704-1155</p> <p>Phone: (510) 981-5314 Fax: (510) 981-5335</p> <p>kclayton@ci.berkeley.ca.us</p>	<p>State Share: \$270,658</p> <p>Federal Share: \$135,329</p> <p>First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (45%); Female (55%)
- Ethnicity: African American (35%); Asian (5%); Caucasian (5%); Latino (35%); Pacific Islander (5%); Mixed Ethnicity (15%)
- Language: English (65%); Spanish (35%)
- Ages: Under 5 (15%); 5 to 8 (10%); 9 to 11 (20%); 12 to 17 (15%); 18 to 59 (35%); 60 and Over (5%)

Intervention Channels

Adult Education & Job Training Sites (1); Afterschool Programs (3); Elderly Service Sites (1); Farmers' Markets (1); Preschools: Head Start Programs (10); Public Housing (2); Schools – students (K-12) (3); Schools – adults/parents (1); Shelters/Temporary Housing (2); WIC Programs (1); Ethnic fairs/Flea markets (3); NOTE: K-12 and parent activities at same school sites.

Narrative Summary

The City of Berkeley has striking inequities in the health of residents based on race/ethnicity and socioeconomic status. The Health Department 'Berkeley Be Fit' project addresses this inequity utilizing the Social-Ecological Model to increase nutrition education, fruit and vegetable consumption, healthy eating and promoting physical activity among SNAP-Ed eligible Berkeley residents with an emphasis on African-American and Latino residents. The majority of activities are conducted at the 10 Head Start sites in Berkeley, 2 Middle Schools (Longfellow and Willard) and at the alternative high school (Berkeley Technology Academy) and include: 1) workshops for staff, teachers, youth, and parents/caregivers 2) peer education with youth and parents and 3) providing education to parents, community members and staff about activities they can do to promote healthy eating and physical activity. Activities at schools have been coordinated with Berkeley USD. Educational and promotional activities are also provided through special programs at locations frequented by SNAP-Ed eligible residents such as: city summer recreation programs for low-income youth, job training programs, homeless shelters, senior centers, and community clinics. Brief interventions are conducted in collaboration with other community programs at venues such as ethnic events, flea markets, and barber/beauty shops. Services are delivered by nutritionists, community health workers, and trained peer residents.

Key Performance Measures

Process evaluation will indicate number of people receiving services. Key measures of performance will assess increases in knowledge, intent or behaviors relating to: 1) Increase number of fresh fruits or vegetables eaten each day by one; 2) Decrease portion size; 3) Increase number of times a week eating breakfast; and 4) Reduce consumption of high-sugar drinks.

CHILDREN'S COUNCIL OF SAN FRANCISCO*Local Food and Nutrition Education*

<p>Ms. Bergen Watterson Nutrition Manager 445 Church Street San Francisco, CA 94114-1720</p> <p>Phone: (415) 276-2929 Fax: (415) 343-3331</p> <p>bwatterson@childrenscouncil.org</p>	<p>Funding Amount: \$85,000</p> <p>First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (15%); Female (85%)
- Ethnicity: African American (48%); Asian (24%); Caucasian (9%); Latino (16%); Pacific Islander (3%)
- Language: (60%); Spanish (16%); Arabic (1%); Cantonese (16%); Korean (1%); Mandarin (2%); Russian (1%); Tagalog (1%); Vietnamese (2%)
- Ages: Under 5 years old (20%); 18 to 59 (70%); 60 and Over (10%)

Intervention Channels

Preschools: Other Preschools or Daycares (3); Schools-students (K-12) (1)

Narrative Summary

In collaboration with their subcontractor, Farms to Grow, Children's Council of San Francisco will train parents of three child care centers in the Bayview-Hunter's Point neighborhood to be parent mentors/educators. Nutrition education classes will be taught by the staff of Children's Council of San Francisco, Farms to Grow, and the parent mentors. The classes will include garden-based nutrition education, cooking, and farmers' market and community garden tours. Parent mentors will increase their responsibilities in the classes from year to year. Children at the child care centers will also participate in garden-based nutrition education activities, and events will be conducted twice a year at a child care center and a local elementary school for families involved in the project. This project will serve as a pilot project for citywide child care center garden-based nutrition education and be a model for future projects.

Key Performance Measures

For the first year Children's Council of San Francisco (CCSF) will conduct surveys that provide feedback about the nutrition education and cooking classes such that changes can be implemented during the second and third years. At the end of every year, CCSF will ask participants what they learned from the classes and if they have increased their consumption of fruits and vegetables. The progress of the parent mentors will be demonstrated by their ability to conduct peer nutrition education and cooking classes.

CONTRA COSTA HEALTH SERVICES

Local Incentive Award: Government - Local Public Health Department

<p>Ms. Andrea Menefee Program Manager Community Wellness and Prevention Program 597 Center Avenue, Suite 200 Martinez, CA 94553-4669</p> <p>Phone: (925) 313-6217 Fax: (925) 313-6840 amenefee@hsd.cccounty.us</p>	<p>State Share: \$1,085,351 Federal Share: \$624,997 First Funded: 1996-1997</p>
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (20%); Asian (2%); Caucasian (13%); Latino (62%); Native American (1%); Pacific Islander (1%); Multi-racial (1%)
- Language: English (40%); Spanish (60%)
- Ages: 5 to 8 (1%); 9 to 11 (4%); 12 to 17 (10%); 18 to 59 (79%); 60 and Over (6%)

Intervention Channels

Adult Rehabilitation Centers (5); Afterschool Programs (13); Churches (4); Community-Based Organizations (9); Community Centers (1); Community Clinics (non government) (1); Community Youth Organizations (1); Farmers' Markets (1); Food Stamp Offices (1); Food Stores (2); Preschools (1); Head Start Programs (8); Preschools: Other Preschools or Daycares (4); Public/Community Health Centers (includes Public Health Departments) (4); Schools-students (K-12) (1); Schools-adults/parents (13); WIC Programs (4); First 5 Centers (5); Flea Markets (1).

Narrative Summary

Contra Costa Health Services' (CCHS) food stamp nutrition education includes services in health care, school-based, retail and community settings. The public health and health care personnel incorporate nutrition and physical activity messages into routine encounters with eligible clients, public health center providers reach individuals with nutrition and physical activity messages and goal-setting, WIC families receive supplementary and complementary services through extra workshops, and breastfeeding peer support. The project helps high school students, parents, agency staff and food retailers identify healthy food and physical activity choices and make positive changes. The project also delivers nutrition education through skill-based workshops in English/Spanish at child care homes, First Five Centers, faith institutions, community-based organizations, food stamp offices, schools and other locations; places materials, posters, and resources in the community; reaches people through events and mailings; and reinforces the "Champions for Change" message in coordination with State efforts through television and radio stations. CCHS meets annually with the County's other USDA-funded projects to coordinate programs and messages. CCHS provides leadership in Contra Costa's three nutrition coalitions: Families Coalition for Activity and Nutrition; Food and Nutrition Policy Consortium; and Healthy and Active Before Five.

Key Performance Measures

The impact evaluation will record increases in self-reported fruit and vegetable consumption and/or improvements in related factors such as fruit and vegetable knowledge, preferences and self-efficacy. Process measures will summarize adult and youth participation in presentations, trainings, community events, mailings, and similar activities with nutrition education messages.

EAST BAY ASIAN YOUTH CENTER*Local Food and Nutrition Education*

<p>Ms. Susan Yee Project Coordinator 2025 E. 12th St. Oakland, CA 94606</p> <p>Phone: (510) 533-1092 ext. 34 Fax: (510) 533-6825 susan@ebayc.org</p>	<p>Funding Amount: \$86,788</p> <p>First Funded: 2006-2007</p>
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Target Audience

- Gender: Male (49%); Female (51%)
- Ethnicity: African American (24%); Asian (34%); Caucasian (13%); Latino (27%); Pacific Islander (1%); Filipino (1%)
- Language: Cantonese (23%); English (40%); Khmer (3%); Lao (1%); Spanish (20%); Tagalog (2%); Vietnamese (7%); African (1%); Asian (3%)
- Ages: 5 to 8 (33%); 9 to 11 (33%); 12 to 17 (34%)

Intervention Channels

Afterschool Programs (6); Community Clinics (non government) (1); Schools -students (K-12) (6); Community Garden (1); Afterschool programs, community clinic, and community gardens located at school sites.

Narrative Summary

The East Bay Asian Youth Center's (EBAYC) Nutrition Education Project (NEP) provides high quality, culturally sensitive, language-specific nutrition education to the San Antonio community through lessons in the classroom, after-school programs, and Parent Action Committees. EBAYC's NEP includes previously piloted, hands-on, science based nutrition lessons co-taught by a credentialed teacher and a qualified nutrition educator. After school, students participate in the International Cooking Club and develop tastes for new foods. Parents are engaged through general nutrition and physical activity promotion lessons from Alameda County nutrition experts and our qualified nutrition educator. Each year NEP provides two community health nutrition education outreach events that are planned and implemented by students, parents, and staff. EBAYC's NEP builds on its more than 15 years of experience working with families in the San Antonio community.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of preparing healthy recipes will indicate increased cooking skills. The pre-post tests and after school program surveys will measure overall success of nutrition education intervention and any increase in fruit and vegetable consumption.

ECOLOGY CENTER Farm Fresh Choice

Local Food and Nutrition Education

<p>Mr. Martin Bourque 2530 San Pablo Avenue Berkeley, CA 94702-2000</p> <p>Phone: (510) 548-2220 Fax: (510) 548-2240 martin@ecologycenter.org</p>	<p>Funding Amount: \$98,059</p> <p>First Funded: 2006-2007</p>
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Target Audience

- Gender: Male (35%); Female (65%)
- Ethnicity: African American (50%); Asian (1%); Caucasian (15%); Latino (33%); mixed race (1%)
- Languages: English (65%); Spanish (33%); various Asian languages (2%)
- Ages: Under 5 (5%); 5 to 8 (10%); 9 to 11 (5%); 12 to 17 (25%); 18 to 59 (45%); 60 and Over (10%)

Intervention Channels

Adult Education & Job Training Sites (4); Adult Rehabilitation Centers (3); Community Youth Organizations (5); Elderly Service Sites (1); Parks, Recreation Centers (2); Preschools: Other Preschools or Daycares (1); Schools-students (K-12) (2); Universities, Community Colleges (1); Community Festivals (15).

Narrative Summary

Farm Fresh Choice (FFC) provides nutrition education to SNAP-Ed eligible residents of South and West Berkeley at strategic locations where the target audience is known to congregate: after-school subsidized childcare facilities, youth recreation centers, festivals, churches, and schools. Nutrition education takes a variety of forms: brochures, recipes, displays, games, presentations, newsletters, teen 'zines,' cooking classes, and most importantly, fruit and vegetable and healthful dish tastings. This approach is based on the belief that nutrition education is hollow if it does not take place in the context of tasting, touching, sampling recipes, and the pleasurable, social sharing of food. All of the outreach activities are designed to create enthusiasm for healthy food, to increase residents' understanding of health and nutrition, and to encourage the consumption of fresh fruit and vegetables. FFC addresses the social and environmental barriers to healthy eating by making sure that the food and materials are culturally appropriate, and hiring and training youth interns from the target community to conduct the nutrition outreach. The youth internship program is specifically designed to cultivate a new generation of leaders: knowledgeable and articulate food activists who will advocate for healthy eating habits in their schools, families, and social networks.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in events, trainings, and site logs and on the Activity Tracking Form. Improved knowledge of food preparation and increased cooking skills will indicate successful implementation of cooking classes. Youth interns will display increased self efficacy, which will be determined by pre- and post-internship interviews.

MARIN COUNTY HEALTH AND HUMAN SERVICES

Local Incentive Award: Government - Local Public Health Department

<p>Ms. Linda Armstrong, RD, MS 899 Northgate Drive, Suite 415 San Rafael, CA 94903-3667 Phone: (415) 473-7059 Fax: (415) 473-6266 larmstrong@co.marin.ca.us</p>	<p>State Share: \$1,504,587 Federal Share: \$747,594 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (3%); Asian (5%); Caucasian (77%); Latino (13%); Native American (1%); Pacific Islander (1%)
- Language: English (80%); Spanish (10%); Tagalog (1%); Vietnamese (4%); Other Indo-European languages (5%)
- Ages: Under 5 (5%); 5 to 8 (5%); 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (40%); 60 and Over (30%)

Intervention Channels

Adult Education & Job Training Sites (1); Afterschool Programs (3); Churches (1); Community-Based Organizations (25); Community Centers (2); Community Clinics (2); Community Youth Organizations (3); Elderly Service Sites (2); Emergency Food Assistance Sites (2); Extension Offices (1); Farmers' Markets (3); Food Stamp Offices (1); Health Care Facilities (2); Head Start Programs (1); Preschools (6); Public Health Centers (2); Schools – students (K-12) (7); Soup Kitchens/Congregate Meal Sites (1); Universities, Community Colleges (1); WIC Programs (1).

Narrative Summary

The Nutrition Wellness Program's mission is to improve the daily eating practices and physical activity among the SNAP-ED eligible population residing in Marin County by promoting the importance of fruit and vegetable consumption, participation in regular physical activity, and participation in federal food assistance programs. This program uses the Spectrum of Prevention/Social Ecological model to collaborate with low-income schools and community organizations. The program's goal is to encourage behavior change in populations from pre-natal through geriatric. Specific objectives are: 1) Foster collaborative partnerships to increase community awareness, educate families on the importance of fruit and vegetable consumption, and increase access to healthy foods and regular physical activity; 2) Coordinate the Marin Nutrition, Wellness, and Physical Activity Collaborative in order to implement and monitor a county-wide plan for promoting healthy eating, increased access to healthy foods, and being active; 3) Continue to improve and expand nutrition education and physical activity promotion efforts to educate the community around changing the environment to improve healthy eating and physical activity behaviors; and 4) Provide technical assistance, assessment/evaluation tools, and train-the-trainer programs to schools, public health programs (WIC, Social Services, Public Health Nursing, etc.), and other community programs that are providing nutrition education to the SNAP-Ed eligible population.

Key Performance Measures

Increase in consumption of fruits and vegetables in target population by at least one serving per day from previous year. Increase in access to healthy foods by target population. Increase in physical activity in target population to at least 30 minutes per day. Increase access to physical activity and safe, walkable neighborhoods.

MOUNT DIABLO UNIFIED SCHOOL DISTRICT

Afterschool Program

Local Incentive Award: Education - School District

<p>Ms. Ali Medina Program Administrator 1266 San Carlos Ave., A6 Concord, CA 94520 Phone: (925) 458-1601 Fax: (925) 458-2736 medinaa@mdusd.k12.ca.us</p>	<p>State Share: \$719,278 Federal Share: \$352,628 First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (15%); Asian (8%); Caucasian (20%); Latino (53%); Native American (1%); Pacific Islander (3%)
- Languages: English (52%); Hmong (1%); Spanish (45%); Tagalog (1%); Vietnamese (1%)
- Ages: 5 to 8 (48%); 9 to 11 (27%); 12 to 17 (20%); 18 to 59 (5%)

Intervention Channels

Afterschool Programs (15); Schools-adults/parents (15)

Narrative Summary

Mt. Diablo CARES (Collaborative for Academic, Recreation and Enrichment for Students) is a unique collaborative that includes Mt. Diablo School District, Ambrose Recreation and Park District, City of Concord and local police departments. A 1.2 acre garden at Riverview Middle School is visited by students from 12 after school sites each week. Additionally, a second garden at Glenbrook Middle that is about a quarter acre is included. The Nutrition Educators conduct middle school elective classes at Riverview during the regular school day. Students are extremely enthusiastic about the course and have expressed that they have learned valuable nutrition knowledge from the experience. After school students enjoy their classes in the garden classroom, especially cooking the produce they have grown in the garden.

Key Performance Measures

Impact evaluation will be conducted to measure an increase in fruit and vegetable consumption and factors related to fruit and vegetable consumption such as knowledge, preferences, outcome expectations, and self-efficacy. Process evaluation will be conducted to ensure all expectations are completed and will be documented using an activity tracking form.

NATIVE AMERICAN HEALTH CENTER, INC.*Local Incentive Award: Indian Tribal Organizations*

Ms. Chris Weahunt Program Manager 3124 International Blvd., Ste. 201 Oakland, CA 94601-2902 Phone: (510) 535-4460 ext. 135 Fax: (510) 261-6438 chrisw@nativehealth.org	State Share: \$241,597 Federal Share: \$117,606 First Funded: 1999-2000
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (17%); Caucasian (24%); Latino (31%); Native American (16%); non-identified (12%)
- Languages: English (85%); Spanish (15%)
- Ages: 18 to 59 (96%); 60 and Over (4%)

Narrative Summary

The main goal for the *Network* program at the Native American Health Center (NAHC) is to increase the consumption of fruits and vegetables to SNAP-Ed eligible community members and to promote daily physical activity as part of a nutrition education intervention. This will be achieved by several activities including a series of nutrition classes, a quarterly cooking class, monthly display boards featuring fruits and vegetables, and farmers' market and grocery store tours. The targeted audience will be SNAP-Ed eligible community members and SNAP-Ed eligible residents of a recovery lodge, The Friendship House Association of American Indians. Many of the nutrition education interventions will be held at the Healthy Nations Wellness Center, which is a comprehensive wellness center affiliated with the NAHC. Included in each scheduled activity will be nutrition education, food sampling, recipe distribution, and a physical activity promotion demonstration. WIC and Headstart will participate in Kinder-gym classes at Healthy Nations Wellness Center. Both programs refer to NAHC and the children and caregivers participate in classes that teach nutrition and physical activity promotion activities.

Key Performance Measures

NAHC's *Network* program goal includes improving the health of the SNAP-Ed eligible community by offering people services that support healthy eating, increased consumption of the recommended daily intake of fruits and vegetables and daily physical activity. Attendance sheets will be used to measure achievement of this goal.

PACIFIC COAST FARMERS' MARKET ASSOCIATION*Local Food and Nutrition Education*

<p>Ms. Sarah Nelson 5056 Commercial Circle, Ste. E Concord, CA 94520</p> <p>Phone: (925) 825-9090 Fax: (925) 825-9101 sarahnelson@pcfma.com</p>	<p>Funding Amount: \$79,894 First Funded: 2008-2009</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (20%); Asian (10%); Caucasian (30%); Latino (40%);
- Languages: English (70%); Spanish (30%)
- Ages: Under 5 (5%); 18 to 59 (80%); 60 and Over (15%)

Intervention Channels

Farmers' Markets (3); Food Stamp Offices (2); WIC Programs (3)

Narrative Summary

Through funding from the *Network*, Pacific Coast Farmers' Market Association (PCFMA) intends to expand its "Cookin' the Market," nutrition education, and Food Stamp promotion efforts by focusing on Food Stamp and WIC offices and select community events. Cooking demonstrations and nutrition education will be conducted at WIC and Food Stamp offices and farmers' markets in the first year, and also at other community sites in years two and three. In year three, the project will sponsor a series of community cooking classes targeting SNAP recipients and SNAP-Ed eligible community members. Nutrition information will be distributed, and participants will receive information about budgeting their produce purchases. The goal of these events will be to educate SNAP recipients about the benefits, preparation methods, and local availability of fresh fruits and vegetables in order to increase the consumption of fruits and vegetables.

Key Performance Measures

Pacific Coast Farmers' Market Association will measure the performance of our programs through intercept surveys that monitor the knowledge gained by participants in our educational outreach programs, as well as financial data from WIC and Food Stamp offices concerning Farmers' Market Nutrition Program (FMNP) coupons, and farmers who collect FMNP coupons.

PEOPLE'S GROCERY*Local Food and Nutrition Education*

<p>Mr. Brahm Ahmadi Executive Director 3265 Market St., #103 Oakland, CA 94608-4332</p> <p>Phone: (510) 652-7607 Fax: (510) 654-0474 brahm@peoplesgrocery.org</p>	<p>Funding Amount: \$85,934 First Funded: 2006-2007</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (64%); Asian (9%); Caucasian (7%); Latino (16%); 2 or more races (4%)
- Language: Cantonese (3%); English (75%); Mandarin (2%); Spanish (20%)
- Age: 5 to 8 (20%); 9 to 11 (10%); 12 to 17 (20%); 18 to 24 (10%); 25 to 54 (20%); 55 to 64 (10%); Over 65 (10%)

Intervention Channels

Afterschool Programs (12); Community-Based Organizations (5); Community Youth Organizations (8); Gardens (5); Grocery Stores (2); Housing Projects (3); Preschools (2); Parks, Recreation Centers (3); Schools (K-12) (2); Senior Centers (2)

Narrative Summary

The Community Education and Outreach Program (CEOP) targets SNAP-Ed eligible residents of West Oakland and provides nutrition education and promotion of healthy eating and physical activity to children, youth, and adults through diverse and relevant formats of delivery and learning modes. CEOP also promotes buying fruits and vegetables from local and fresh sources. The program develops multiple nutrition education interventions that present hands-on learning that is fun, memorable, and meaningful. The Community Education and Outreach Program engage with four interventions:

- The adult nutrition education and cooking classes present creative cooking activities and nutrition education that promote healthy lifestyles based on culinary knowledge and whole ingredient selection.
- The garden nutrition program uses gardening activities to support nutrition education, nutrition workshops, and cooking classes to deliver hands-on nutrition education to children and youth.
- The Peer-2-Peer Education Program trains youth to develop relevant education workshops on nutrition, food choices, and healthy eating targeted to other youth in the community.
- The Be-Heal-thy Team uses urban and popular culture formats of nutrition education, outreach, events organizing, and street teams to promote healthy eating and nutrition.

Key Performance Measures

Process evaluation measures will include participation levels in activities. Improved knowledge and awareness of nutrition concepts and healthy eating habits, preferences for healthy food, skills in meal preparation, availability and accessibility of resources, and self-efficacy in cooking and shopping will reflect successful nutrition education interventions.

SAN FRANCISCO GENERAL HOSPITAL FOUNDATION*Non-profit Incentive Award*

Ms. Catherine Wong 2789 25th Street, Ste. 2028 San Francisco, CA 94110 Phone: (415) 364-7919 CKWWong@aol.com	State Share: \$163,789 Federal Share: \$81,894 First Funded: 2007-2008
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Target Audience

- Gender: Male (35%); Female (65%)
- Ethnicity: African American (1%); Asian (93%); Caucasian (4%); Latino (1%); unknown (1%)
- Languages: Cantonese (77%); English (17%); Mandarin (4%); Unknown (2%)
- Ages: Under 5 (4%); 5 to 8 (5%); 9 to 11 (4%); 12 to 17 (9%); 18 to 59 (52%); 60 and Over (26%)

Intervention Channels

Community-Based Organizations (1); Community Youth Organizations (1); Elderly Service Sites (1); Farmers' Markets (1); Preschools: Head Start Programs (1); Public/Community Health Centers (includes Public Health Departments) (1); WIC Programs (1)

Narrative Summary

The *Network for a Healthy California* - Chinese Project continues to develop partnerships with over 20 community agency partners, to plan and implement project activities to SNAP-Ed eligible populations in San Francisco County, including but not limited to the Chinese speaking communities. Partners include the American Cancer Society, American Heart Association, Chinese Community Health Resource Center, City College of San Francisco, Kai Ming Head Start, San Francisco WIC Program, Self Help for the Elderly, Wu Yee Children's Services, YMCA Chinatown, Chinatown Child Development Center, Asian Family Support Center, Chinese Hospital, Commodore Stockton Child Development Center, NICOS Chinese Health Coalition, On-Lok Senior Health Services, Newcomers Health Program, University of California Cooperative Extension, Community Youth Center, Excelsior Family Connections, Chinatown Beacon Center, and numerous community based organizations. Project activities include nutrition classes, community workshops, in-service training for professionals, participation in 1-2 state media promotional campaigns or statewide initiatives, media interviews and press releases. In addition, the project will provide resources, along with technical assistance for partnering agencies to promote nutrition and physical activity when planning and conducting summer camp activities. Project staff will participate in regional trainings and meetings such as the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and annual *Network* conference. Project will also identify "Champions for Change" in the Chinese community in accordance with the established *Network* guidelines and feature them in success stories for sharing with the community.

Key Performance Measures

Participant knowledge and satisfaction surveys (or pre & post questionnaires) will be used as a major tool to evaluate various nutrition and physical activity promotion classes targeting specific groups of the SNAP-Ed eligible Chinese population. Project outreach activities, especially disseminated through media channels to the Chinese communities, will be tallied accordingly from inquiries via phone calls, letters, and walk-ins.

SAN FRANCISCO UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Mr. Mark Elkin 1515 Quintara Street San Francisco, CA 94116-1273 Phone: (415) 242-2615 Fax: (415) 242-2618 elkinm@sfusd.edu	State Share: \$3,211,220 Federal Share: \$1,605,550 First Funded: 2001-2002
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Target Audience

- Gender: Male (53%); Female (47%)
- Ethnicity: African American (15%); Asian (40%); Caucasian (6%); Latino (29%); Native American (1%); Pacific Islander (2%); Other Non-White (4%); declined to state (3%)
- Languages: Arabic (1%); Cantonese (23%); English (43%); Mandarin (1%); Spanish (22%); Tagalog (3%); Vietnamese (2%); All Others (5%)
- Ages: 5 to 8 (35%); 9 to 11 (25%); 12 to 17 (37%); 18 to 59 (3%)

Intervention Channels

Afterschool Programs (60); Schools - students (K-12) (73);

Narrative Summary

The Nutrition Education Project in San Francisco Unified School District (SFUSD) is administered through the School Health Programs Department (SHPD). The goal of the project is to increase the likelihood that SNAP-Ed eligible students and their families will make healthy food choices and engage in daily physical activity. The Project works collaboratively with Student Nutrition Services, teachers, principals, parent/caregivers, after school program staff, nurses, and community-based organizations. At 18-20 target elementary sites, a coordinator spearheads a nutrition wellness team to assess priorities and plan activities/lessons, supported by mobile kitchens, field trips, school gardens, and Harvest of the Month. Families are reached through nutrition nights, health fairs, parent workshops, and newsletters. Workshops are held for elementary/second teachers, after school staff, and food service workers to empower them to serve as student role models and to increase understanding of comprehensive nutrition education. Youth peer educators at elementary and secondary levels lead an on-site education campaign to address a nutrition or physical activity issue. Classroom teachers, administrators, and other SFUSD staff contribute to state share by teaching nutrition and physical activity promotion lessons that are part of the K-12 adopted Health curricula.

Key Performance Measures

Project evaluator will coordinate both process and impact evaluation and generate evaluation reports to ensure that evaluation findings strengthen program implementation and impact. Process evaluation, including workshop surveys, program personnel surveys, parent/caregiver survey, and the activity tracking database will direct and ensure program improvement. Impact evaluation will determine changes in fruit and vegetable enjoyment, nutrition knowledge, and behavioral intentions among students participating in the five-lesson nutrition lessons series. Weekly "monitoring and evaluation" meetings will be conducted with ETR Associates and Nutrition Education Project staff to discuss deliverables, evaluation implementation time lines, and results.

CITY AND COUNTY OF SAN FRANCISCO, DEPARTMENT OF PUBLIC HEALTH*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Laura Brainin-Rodriguez, MPH, MS, RD, Coordinator Feeling Good Project 30 Van Ness Avenue, Suite 3500 San Francisco, CA 94102-6080</p> <p>Phone: (415) 575-5687 Fax: (415) 575-5798</p> <p>laura.brainin-rodriguez@sfdph.org</p>	<p>State Share: \$272,017 Federal Share: \$145,136 First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (15%); Asian (30%); Caucasian (20%); Latino (30%); Pacific Islander (5%)
- Language: Cantonese (20%); English (40%); Mandarin (15%); Spanish (25%)
- Ages: Under 5 (5%); 5 to 8 (5%); 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (60%); 60 and Over (10%)

Intervention Channels:

Community-Based Organizations (2); Community Clinics (non government) (1); Emergency Food Assistance Sites (includes Food Banks) (1); Food Stores (1); Public/Community Health Centers (includes Public Health Departments) (13); WIC Programs (5); Worksites (1); Training and Conference Facilities (1); Community Health Fairs and Events (8)

Narrative Summary:

The Feeling Good Project is focusing its efforts on projects that allow us to educate SNAP-Ed eligible in San Francisco on healthy eating and physical activity promotion as a way to reduce the risk of chronic disease, including members of the Spanish and Chinese speaking communities. Activities include nutrition education classes to SNAP-Ed eligible, participation in health fairs targeting SNAP-Ed eligible, and participation in the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and Shape Up San Francisco. Through collaboration with parents, staff, and students in the SFUSD Nutrition and Physical Activity Committee and the SNAP-Ed funded SFUSD Nutrition Education Project, healthier foods and opportunities for physical activity are promoted in San Francisco schools. The Women's Nutritional Awareness Project will educate San Francisco Department of Public Health providers and clients about the importance of practicing good nutrition prior to becoming pregnant. Nutrition education will emphasize how including adequate folic acid in the diet helps to ensure optimal maternal, fetal and infant health and improve birth outcomes. Activities include nutrition education classes, community education events, training conference for key community health *Network* staff and provider trainings.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of healthy eating practices and the role of physical activity in preventing chronic disease will be collected. We will collect data on numbers of people reached and assess behavior change as a result of information received, by tracking the number of healthy meals selected from the staff cafeteria and self-reported health maintenance behaviors and preventive health services sought.

SAN MATEO COUNTY HEALTH SERVICES AGENCY*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Lydia Guzman Health Services Manager 32 West 25th Avenue, Suite 203A San Mateo, CA 94403-2265</p> <p>Phone: (650) 573-2025 Fax: (650) 577-9223</p> <p>lguzman@co.sanmateo.ca.us</p>	<p>State Share: \$395,577</p> <p>Federal Share: \$194,123</p> <p>First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (5%); Asian (5%); Caucasian (15%); Latino (75%)
- Languages: English (25%); Spanish (75%)
- Ages: 5 to 8 (5%); 9 to 11 (15%); 12 to 17 (20%); 18 to 59 (60%)

Intervention Channels

Adult Education & Job Training Sites (4); Adult Rehabilitation Centers (1); Afterschool Programs (16); Churches (3); Community-Based Organizations (3); Community Clinics (4); Community Youth Organizations/sites (15); Emergency Food Assistance Sites (1); Extension Offices (1); Farmers' Markets (2); Food Stamp Offices (6); Health Care Facilities (1); Libraries (5); Parks, Recreation Centers (3); Preschools (3); Public Health Centers (5); Public Housing (2); Schools adults/ parents (35); Shelters/Temporary Housing (2); WIC Programs (6); Worksites (1)

Narrative Summary

San Mateo County outreaches to young mothers of school age and preschool children living in qualifying census tracts that are primarily Latino. The main goal is to increase fruit and vegetable consumption and to promote daily physical activity through fun and interactive nutrition education activities including food preparation, games, physical activity demonstrations, and puppet shows. The program offers nutrition education programs designed with the participant in mind - The 'Woman Spas' reaches SNAP-Ed eligible adult woman of all ages, 'Spring Training' uses sports themes to target SNAP-Ed eligible teenage boys, and 'My Hero' is designed to reach SNAP-Ed eligible adult men. The novel project names were assigned in order to generate special interest with the priority population. These programs are collaboration with community based organizations such as local libraries and the YMCA. The project continues to: a) offer the 'Teen Health Spas' for SNAP-Ed eligible teenage girls and produces the 'Teen Health Spa Newsletter' to reinforce nutrition information and encourage daily physical activity; b) distribute a low literacy Spanish bulletin, 'El Arco Iris,' to promote better health through nutrition; c) partner with the WIC Breastfeeding Center to provide nutrition education activities at 'Celebrate the Gift of Life' events, honoring breastfeeding mothers and their families and; d) conduct train-the-trainer workshops to introduce creative nutrition education activities to individuals working with low-income communities.

Key Performance Measures

Pre and post survey measuring an increase in the consumption of fruits and vegetables in low-income communities. Measure increase in awareness of the relationship between nutrition and health by conducting a survey. Reach projected number of individuals with nutrition education interventions.

SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Mary Foley, MS, RD Project Coordinator 976 Lenzen Avenue San Jose, CA 95126-2737</p> <p>Phone: (408) 792-5245 Fax: (408) 947-8745</p> <p>mary.foley@hhs.co.santa-clara.ca.us</p>	<p>State Share: \$685,014</p> <p>Federal Share: \$342,507</p> <p>First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (34%); Female (63%)
- Ethnicity: African American (5%); Asian (10%); Caucasian (5%); Latino (80%)
- Language: Cantonese (1%); English (40%); Russian (1%); Spanish (50%); Tagalog (1%); Vietnamese (7%)
- Ages: Under 5 (20%); 5 to 8 (10%); 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (40%); 60 and Over (10%)

Intervention Channels

Adult Education & Job Training Sites (2); Afterschool Programs (10); Churches (5); Community Based Organizations (5); Community Centers (5); Community Youth Organizations (5); Emergency Food Assistance Sites (1); Extension Offices (1); Farmers' Markets (5); Food Stamp Offices (2); Food Stores (5); Libraries (5); Parks, Recreation Centers (5); Head Start Programs (2); Preschools (4); Public Health Centers (1); Public Housing (3); Schools - students & adults/parents (K-12) (22); Soup Kitchens/Congregate Meal Sites (2); WIC Programs (6); Worksites (5).

Narrative Summary

Santa Clara County Nutrition & Wellness Unit is comprised of seven programs which includes our *Network* project. Main intervention activities of the *Network* LIA program include: 1) general nutrition education, 2) community-based fruit and vegetable and physical activity promotion campaigns, 3) collaboratives and coalitions promoting healthful eating and physical activity among SNAP-Ed eligible residents, 4) free media activities supporting fruit and vegetable and physical activity promotion campaign messages, and, in collaboration with WIC, breastfeeding 5) trainings on promoting healthy eating and physical activity behaviors, and 6) technical assistance in healthy nutrition and physical activity-related practices. One unique aspect of Nutrition and Wellness is the integration and coordination of multiple campaigns with shared goals, resulting in enrichment of services, pooled resources, and improved cross-county communication for optimal behavior change and maximum impact while simultaneously maintaining the integrity and individual goals of each program.

Key Performance Measures

Key measures/indicators of implementation include: farmers' market coupon redemption rates, class attendance rates, surveys (as appropriate) to measure knowledge, changes in behavior, intention to increase fruit/vegetable consumption and daily physical activity, workshop attendance rates and evaluations, community-based organization practice changes, media impressions, improvements in overweight/obesity rates over time may reflect the results of collaborative efforts with community partners to improve the health of the community.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, COOPERATIVE EXTENSION OF ALAMEDA COUNTY

Local Incentive Award: Education - University of California Cooperative Extension

<p>Ms. Lucrecia Farfan-Ramirez Project Director Child and Youth Nutrition Program 1131 Harbor Bay Parkway, Suite 131 Alameda, CA 94502-6540 Phone: (510) 639-1270 Fax: (510) 567-6813 cdalameda@ucdavis.edu</p>	<p>State Share: \$1,531,271 Federal Share: \$765,143 First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (30%); Female (70%)
- Ethnicity: African American (28%); Asian (24%); Latino (45%); Yemenese, Ethiopian, African, Iranian, Afgani, Palestinian (.45%); Native American (1%), Pacific Islander (.25%)
- Languages: English (47%); Spanish (36%); Arabic (1%); Cantonese (13%); Vietnamese (3%)
- Ages: Under 5 (30%); 18 to 59 (70%)

Intervention Channels

Preschools: School District Preschools (36); Schools - adults/parents (17)

Narrative Summary

The Nutrition Education Training Academy (NETA) seeks to improve the Oakland Unified School District Early Childhood Programs for children and their families by teaching and promoting physical activity and the consumption of fruits and vegetables to the recommended levels. Using the Train the Trainer model, 105 teachers are trained to teach 1,820 children the importance of eating fruits and vegetables and being active using the Nutrition Matters! (NM!) Curriculum, early childhood activities, and Tips for Busy Professionals. Thirty six lead teachers ensure that children have at least one to two nutrition activities included as part of their classroom activities. Ten parents are trained as Community Nutrition Assistants to help expand and improve the parent's knowledge and information about the importance of eating more fruits and vegetables, garden based nutrition education, being physically active for a healthier lifestyle, and decreasing the risk of chronic diseases. The NETA Program helps the school community create a supportive environment where eating fruits and vegetables and being physically active are easier to do. Parental and family involvement ensures children 3-5 years old will eat healthier meals with their families and engage in family outings to increase physical activity.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking form. Increasing consumption of fruits and vegetables, enhanced efficacy to access healthy foods, and increased knowledge of fruits and vegetables in the target audience will indicate successful implementation of the NM! Curriculum. Teachers implementing the curriculum will display confidence in teaching nutrition education to preschool children. Parents will be empowered to create environmental change. Impact evaluation will determine changes in fruit and vegetable consumption among preschool children participating in nutrition lessons from the NM! Curriculum.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, COOPERATIVE EXTENSION OF ALAMEDA COUNTY

Local Incentive Award: Education - University of California Cooperative Extension

<p>Dr. Mary Blackburn, MPH, Advisor Family and Consumer Services 1131 Harbor Bay Parkway, Suite 131 Alameda, CA 94502-6540</p> <p>Phone: (510) 639-1274 Fax: (510) 567-6813</p> <p>mlblackburn@ucdavis.edu</p>	<p>State Share: \$138,458</p> <p>Federal Share: \$69,228</p> <p><i>First Funded: 2001-2002</i></p>
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (32%); Asian (16%); Caucasian (10%); Latino (23%); Native American (1%); Pacific Islander (16%); Other (2%)
- Language: Cantonese (1%); English (51%); Lao (1%); Mandarin (1%); Spanish (25%); Tagalog (1%); Vietnamese (20%)
- Ages: 18 to 59 (94%); 60 and Over (6%)

Intervention Channels

Churches (5); Community Centers (9); Elderly Service Sites (4); Emergency Food Assistance Sites (5); Farmers' Markets (5); Food Stamp Offices (5); Food Stores (4); Homes (400); Head Start Programs (5); Preschools: (3); Public Housing (3); WIC Programs (5); Worksites (1); Indian/Tribal centers (3)

Narrative Summary

The Nutrition Family & Consumer Sciences (NFCS) Division of the University of California Cooperative Extension (UCCE) in Alameda County provides community education, and science based knowledge and information to the SNAP-Ed eligible public. In particular, NFCS provides nutrition education, food buying, meal planning, safe food handling, positive lifestyles, and education on healthy eating.

The NFCS Division uses the *Network* Local Incentive Award to expand nutrition food safety and smart shopping skills activities to a larger audience of SNAP-Ed eligibles, promoting the use of SNAP as a nutrition model, not welfare. NFCS reaches at least 25,000 SNAP eligible families by direct mail to promote a healthy diet, emphasizing the benefits of good nutrition.

Key Performance Measures

The USDA approved Food Behavior Checklist (FBC) measuring behavior change in four key areas will be the evaluation tool. Based on pre and post FBC assessments after direct education interventions, participants will show a significant increase in: daily fruit and vegetable intake; positive behavior change in healthy eating practices; safe food handling practices; and food resource management. FBC will be analyzed by the USDA - End of Year Reporting System (ERS) database.

TRUST OF CONSERVATION INNOVATION, ON BEHALF OF NEXTCOURSE Project #1

Local Food and Nutrition Education

<p>Ms. Susie White Associate Director, Nextcourse 930 Bryant Street San Francisco, CA 94103</p> <p>Phone: (415) 640-3762 Fax: (415) 567-0317 susie@nextcourse.org</p>	<p>Grant Amount: \$89,408 First Funded: 2006-2007</p>
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Target Audience

- Gender: Male (65%); Female (35%)
- Ethnicity: African American (18%); Asian (16%); Caucasian (6%); Latino (45%); non-white (15%)
- Languages: English (50%); Mandarin (25%); Spanish (25%)
- Ages: 12 to 17 (100%)

Intervention Channels

Schools (K-12) (1)

Narrative Summary

The Mission High School Student Nutrition Education Project's major goal is to increase the consumption of fresh produce among students and their families by engaging a unique combination of activities and partners that provide the knowledge, experience, and motivation for youth to improve their health and well-being. With the input of nutritionists, peer leaders, professional chefs, and food systems experts, Nextcourse nutrition education classes and activities will annually provide 120 SNAP-Ed eligible students and families with the information and skills they need to consume nutritious and delicious food as an alternative to readily available convenience and processed foods. Through basic nutrition information, hands-on experience developing basic cooking skills, and taste comparisons, the goal of each class is to help students explore their understanding of food and to become better educated food consumers. Each class is an in-depth exploration into food and flavors as a means of enjoyment and enrichment, not simply sustenance. In addition, Nextcourse will encourage students and their families to develop economical strategies for buying local and seasonal foods and to gain experience shopping at farmers' markets.

Key Performance Measures

Process evaluation measures will include participation sign-in sheets, Activity Tracking form data, student feedback surveys, and Peer Leader surveys. These measures will determine successful participation and demonstration of nutrition knowledge gained. Outcome measures will include follow-up participant focus groups and pre-post Food Preference Surveys that will indicate increased preferences in fresh fruits and vegetables.

TRUST OF CONSERVATION INNOVATION, ON BEHALF OF NEXTCOURSE Project #2

Local Food and Nutrition Education

<p>Ms. Susie White Associate Director, Nextcourse 930 Bryant Street San Francisco, CA 94103</p> <p>Phone: (415) 640-3762 Fax: (415) 567-0317 susie@nextcourse.org</p>	<p>Funding Amount: \$82,461 First Funded: 2006-2007</p>
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Target Audience

- Gender: Male (18%); Female (72%)
- Ethnicity: African American (60%); Caucasian (20%); Latino (20%)
- Languages: English (100%)
- Ages: 18 to 59 (100%)

Intervention Channels

Community-Based Organizations (4)

Narrative Summary

Nextcourse proposes to create the Soul Food project serving the nutrition and health education needs of SNAP-Ed eligible women enrolled at the Women's Reentry Center (WRC), an innovative transitional services program located in San Francisco's South of Market (SOMA) neighborhood. The Soul Food nutrition education project will become a fundamental strategy through which the WRC community will help women learn essential skills necessary to nurture and heal themselves through healthy eating and active lifestyles. Major objectives will include nutrition education curricula providing simple and accessible healthy eating and active lifestyle concepts developed by Nextcourse, *Network*, and USDA. An estimated 430 participants annually will be impacted by the following central themes for Soul Food project:

- Relevant nutrition education and physical activity lessons that provide opportunities for both personal growth and social support
- Community engagement strategies that involve program participants in meaningful leadership positions
- Engagement of a diverse array of community partners providing resources and linkages to a broader community audience, and;
- On-going evaluation and assessment to inform project growth and development

Key Performance Measures

Key behavior change factors to be influenced will include: knowledge; awareness; skills; self-efficacy; peer norms; food preferences; social support; and community empowerment. These indicators will be measured through both process and outcomes evaluation methods. Process measures will include date and location of activities, number of participants, nutrition education/physical activity topics, materials used or distributed, and facilitators, feedback surveys, and minutes from community meetings. Outcomes measures will include pre- and post-testing and focus groups capturing data on food preferences and self-efficacy.

URBAN RESOURCE SYSTEMS, INC.
Urban Sprouts School Gardens

Local Food and Nutrition Education

<p>Ms. Abby Jaramillo Executive Director 326 Prospect Ave. San Francisco, CA 94110</p> <p>Phone: (415) 648-4596 Fax: (415) 733-0889 abby@urbansprouts.org</p>	<p>Funding Amount: \$86,371 First Funded: 2006-2007</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (28%); Asian (18%); Caucasian (3%); Latino (28%); Native American (1%); Pacific Islander (10%); Non-White (12%)
- Language: Cantonese (10%); English (58%); Korean (1%); Spanish (20%); Tagalog (10%); Vietnamese (1%)
- Ages: 9 to 11 (60%); 12 to 17 (35%); 18 to 59 (5%)

Intervention Channels

Afterschool Programs (1); Schools - students (K-12) (3); Schools - adults/parents (2); Community Garden (1)

Narrative Summary

The Urban Sprouts School Garden-based Nutrition Education Program (NEP) works to increase fruit and vegetable consumption of SNAP-Ed eligible youth and adults in San Francisco's underserved southeastern neighborhoods. NEP provides garden-based nutrition education in three public middle and high schools, reaching over 450 youth each year. By teaching youth to grow, harvest, prepare, and eat vegetables from the school garden, NEP help youth actively engage in school, eat better and exercise more, and connect with the environment and each other. NEP also facilitates parent leadership groups to help students' parents and guardians use garden-based nutrition education to improve food access and nutrition knowledge in their schools and neighborhoods. Urban Sprouts is unique in providing garden-based nutrition programming that includes targeted parent involvement strategies, at urban middle and high schools. NEP are developing, testing, and disseminating a program model that will help other middle and high schools in underserved communities to do the same.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheet, pre- and post- tests, and on the Activity Tracking Form. Of program participants, 70 percent will report an increase of fruit and vegetable consumption, measured by pre- and post- survey questionnaires and focus groups, including reporting of weekly and monthly fruit and vegetable consumption. Of program participants, 70 percent will report an increase in daily physical activity, measured by pre- and post-survey questionnaires and focus groups regarding physical activity and screen time.

Central Coast Region

Monterey, San Benito, and Santa Cruz Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>Monterey County Health Department 1270 Natividad Road, Rm. 11 Salinas, CA 93906</p> <p>www.co.monterey.ca.us/Health/CommunityHealth/Nutrition</p> <p>Funding Amount: \$665,000</p>	<p>Christine Dresslar Moss Project Director</p> <p>Phone: (831) 755-4675 Fax: (831) 751-9015</p> <p>mossacd@co.monterey.ca.us</p>
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ALISAL UNION SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Petra Martinez 680 Las Casitas Dr. Salinas, CA 93905</p> <p>Phone: (831) 753-5770 x3261 Fax: (831) 753-3396</p> <p>Petra.martinez@alisal.org</p>	<p>State Share: \$3,312,603</p> <p>Federal Share: \$1,623,880</p> <p>First Funded: 1996-1997</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (1%); Caucasian (2%); Latino (91%); various (6%)
- Language: English (50%); Spanish (50%)
- Ages: Under 5 (10%); 5 to 8 (10%); 9 to 11 (75%); 12 to 17 (5%)

Intervention Channels

Preschools: Other Preschools or Daycares (6); Schools - students (K-12) (11) Preschools:
Other Preschools or Daycares (6); Schools - students (K-12), adults/parents (11)

Narrative Summary

Alisal Union School District Nutrition Network (AUSD NN) provides nutrition education to SNAP-Ed eligible students and parents regarding the consumption of fruits and vegetables as healthier choices for snacks and meals. The project also has a focus of promoting physical activity. Staff, students, and parents learn about common and uncommon fruits and vegetables, the nutritive value, how to identify them for seasonal purchases, and how to cook, clean, and eat them. AUSD NN provides information to parents and students on the importance of daily activity and gives examples of physical activities that can be done individually and as a family. AUSD NN trains teachers on how to present nutrition information to students, how to conduct taste testing, and how to encourage the students to make healthy choices. AUSD also teaches nutrition education through the garden experience. AUSD NN conducts Health Clubs as an after-school project to teach all students who participate about the importance of eating fruits and vegetables in a colorful way. AUSD NN works with pre-school, Kindergarten through sixth graders, various grade levels after-school, parents, and staff in the workplace. Through all of these interventions the same message of eating healthy with fruits and vegetables and incorporating physical activity daily is reinforced with the students and parents in school and at home.

Key Performance Measures

AUSD NN is using an impact evaluation to check on the effectiveness of the nutrition education classes with students. AUSD will be evaluating the sixth grade classes this year. Next year AUSD plans to evaluate the fourth grade.

MONTEREY COUNTY HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Joy Mendoza Community Health Division 632 E. Alisal Street Salinas, CA 93905</p> <p>Phone: (831) 796-2870 Fax: (831) 796-3286 mendozaj@co.monterey.ca.us</p>	<p>State Share: \$1,681,448</p> <p>Federal Share: \$601,835</p> <p>First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (4%); Asian (7%); Caucasian (37%); Latino (51%); Native American (1%)
- Language: English (65%); Spanish (35%)
- Ages: Under 5 (10%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (5%); 18 to 59 (25%)

Intervention Channels

Afterschool Programs (2); Community-Based Organizations (5); Public Health Centers (1); Schools - students (K- 12) (15); Schools - adults/parents (1)

Narrative Summary

The Monterey County Health Department (MCHD) is a public health government entity, whose mission is to enhance, promote, and protect the health of Monterey County individuals, families, communities, and environment. The *Network* Local Incentive Award (LIA) is housed in the Community Health Division. The LIA focuses on capacity building within qualifying elementary and middle schools through a train the trainer model. The trainings provide teachers with curricula on nutrition and physical activity education and tools including toolboxes, resources, and activity bins that facilitate the integration of nutrition and physical activity promotion into the mandated curricula. The LIA also educates parents on nutrition and physical activity through adult education programs at schools and faith-based organizations, as well as the provision of basic nutrition education to SNAP-Ed eligible families through community and school events. Through State Share activities, nutrition education and physical activity promotion are provided annually in science, reading, language development, social studies, and math instruction for more than 9,200 low-income elementary-grade children in 15 schools. Over 11,000 SNAP-Ed eligible recipients of all ages receive nutrition and physical activity education through the Salinas Adult School's Parent Education, English as a Second Language, General Education, Speakers Bureau, Adult Basic Education, and the Creative Living Programs.

Key Performance Measures

Process evaluation will indicate the participation levels in all activities performed, as reported by the Activity Tracking Log, sign-in sheets, and on-going evaluations of trainings and classes. Impact evaluation will measure changes in food preferences for fruits and vegetables among students.

NATIVIDAD MEDICAL FOUNDATION*Local Food and Nutrition Education*

<p>Ms. Isabel Estolano 1441 Constitution Blvd. P.O. Box 81611 Salinas, CA 93912-1611</p> <p>Phone: (831) 759-6539 Fax: (831) 796-2833</p> <p>Isabel@natividadfoundation.org</p>	<p>Funding Amount: \$83,519</p> <p>First Funded: 2008-2009</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (10%); Asian (8%); Caucasian (12%); Latino (70%)
- Languages: English (29%); Spanish (70%); Tagalog (1%)
- Ages: 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (75%); 60 and Over (5%)

Intervention Channels

Adult Education & Job Training Sites (1); Community-Based Organizations (4); Community Centers (4); Emergency Food Assistance Sites (including Food Banks) (8); Farmers' Markets (4); Food Stamp Offices (2); Public Housing (10); Shelters/Temporary Housing (2)

Narrative Summary

The Central Coast Local Food and Nutrition Education project is designed to prevent or reduce the risk of chronic diseases related to poor nutrition and obesity among SNAP-Ed eligible people in the places where they live, work, eat and seek recreation on the Central Coast. The proposed non-traditional outreach venues uniquely target the Central Coast's food stamp-eligible population, including low-income housing complexes, food banks, and other direct service sites for the target audience. The target population will benefit from increased access to nutrition education; increased access to client-centered, culturally appropriate services with consideration of literacy level, language, cultural belief systems, and environment of care; and immediate reinforcement of the importance of good nutrition to help prevent chronic diseases resulting from obesity and poor nutrition. The project will consist primarily of direct nutrition education to 30 groups of approximately 50 participants each year at community-based organizations, food banks, farmers' markets, workplaces, flea markets, and other venues where members of the target population live, work, eat, and seek recreation. Interventions will be conducted throughout the tri-county region and will encompass South Santa Cruz/Pajaro, the Salinas Valley and Hollister/ San Juan Bautista.

Key Performance Measures

Impact evaluation will measure change in behavior and factors that influence behavior, including knowledge, cultural beliefs, and availability or access to fruits and vegetables. The evaluation will utilize quantitative methods including pre- and post-surveys and qualitative methods such as focus groups and participatory learning. Natividad will also utilize *Network*-approved surveys as appropriate.

SANTA CRUZ CITY SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Jessica Silverman Curcio Nutrition Network Grant Coordinator Gault Elementary School 1320 Seabright Ave. Santa Cruz, CA 95062-2525</p> <p>Phone: (831) 429-3856 Fax: (831) 427-4812 jcurcio@sccs.santacruz.k12.ca.us</p>	<p>State Share: \$339,720 Federal Share: \$169,802 First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (2%); Caucasian (35%); Latino (59%); multiple/no response (3%)
- Language: English (38%); Spanish (58%); Other (4%)
- Ages: Under 5 (2%); 5 to 8 (61%); 9 to 11 (37%)

Intervention Channels

Afterschool Programs (2); Schools - students (K-12), adults/parents (2); Preschools (1)

Narrative Summary

The *Network* funded project at Santa Cruz City Schools works to increase the number of elementary students who receive nutrition education and physical activity promotion. The Student Nutrition Advisory Councils meet regularly to help integrate the healthy eating and physical activity messages into school classrooms, school-wide events and the school environment. Nutrition education is integrated into Language Arts, Art and Math in grades K-5. Students participate in taste tests and cooking projects with fruits and vegetables that are the featured Harvest of the Month. These fruits and vegetables are also featured in the healthy snack program and in displays in the school cafeteria. Throughout the school year, the Harvest of the Month is highlighted at the library science centers, in the monthly teacher newsletter, and in the Life Lab garden. Physical activity promotion is linked to general nutrition education and healthy eating in K-5 classrooms. Nutrition themed physical games are used in Nutrition Olympics and at school events. Students receive nutrition education on farm field trips to local farms. Farmers also visit classrooms to deliver nutrition education. Finally, classes receive nutrition education on field trips to local grocery stores.

We are enhancing the project by expanding Harvest of the Month tasting kits to a preschool and providing nutrition education to parents at PTA meetings. New after school nutrition education will include a field trip to the farmers' market and a kids cooking class.

Key Performance Measures

Process evaluation will be used to measure activities. Activities are geared toward increasing fruit and vegetable consumption among the target audience, improvement in nutrition knowledge, improvement in cooking and nutrition knowledge and skills for gardening based education along with increasing physical activity.

Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>Central Valley Health Network 1987 N. Gateway, Suite 101 Fresno, CA 93727</p> <p>Region: http://cefresno.ucdavis.edu/custom_program620 Collaborative: http://groups.ucanr.org/steppingup</p> <p>Funding Amount: \$1,258,500</p>	<p>L. Nichole Mosqueda Project Director</p> <p>Phone: (916) 761-2245</p> <p>lnmosqueda@cvhnclinics.org</p>
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CENTRAL VALLEY HEALTH NETWORK*Non-profit Incentive Award*

<p>Ms. Cynthia Peshek, MA, RD Nutrition Program Coordinator 1107 9th Street, Suite 810 Sacramento, CA 95814-3600</p> <p>Phone: (916) 552-2846 Fax: (916) 444-2424 cpeshek@cvhnclinics.org</p>	<p>State Share: \$1,509,143 Federal Share: \$1,074,590 First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (39%); Female (61%)
- Ethnicity: African American (5%); Asian (2%); Caucasian (19%); Latino (71%); Native American; Pacific Islander; Other (3%)
- Languages: English (43%); Spanish (57%)
- Ages: Under 5 (14%); 5 to 8 (8%); 9 to 11 (5%); 12 to 17 (11%); 18 to 59 (55%); 60 and Over (7%)

Intervention Channels

Churches (8); CBOs (1); Community Centers (11); Community Clinics (57); Elderly Service Sites (3); Emergency Food Assistance Sites (1); Farmers' Markets (13); Food Stores (3); Health Care Facilities (7); Healthy Start (3); Parks, Recreation Centers (2); Head Start Programs (14); Preschools (11); Public Health Centers (1); Public Housing (3); Schools - students (K-12) (71); Schools - adults/parents (4); WIC Programs (8); Health Fair/Community Event (13)

Narrative Summary

The Central Valley Health Network's (CVHN) goal is to provide nutrition education that promotes the recommended intake of fruits and vegetables (F/V), 30 minutes for adults and 60 minutes for children/day of physical activity (PA), as well as improved food access to SNAP-Ed eligibles. To accomplish this, CVHN will distribute English/Spanish newsletters bi-monthly to health center clientele and community members highlighting the above. CVHN nutrition educators will distribute Food Stamp promotion materials to health center clients. CVHN will collaborate with community organizations to conduct nutrition education and PA promotion activities at qualifying community sites. We will provide health center based individual and/or classroom-setting nutrition education and PA promotion. Coordinators will participate in a *Network* impact evaluation training. Health centers will be able to measure the adoption of the F/V and/or PA recommendations and related factors either through pre and post-measures or annual surveillance with a representative sample of health center clients. CVHN will communicate the *Network* program activities and its benefits regarding disease prevention to healthcare providers through presentations at least two staff meetings per health center per year or by including this information in a health center based newsletter.

Key Performance Measures

Process evaluation: Numbers of news bulletins, SNAP promotion materials, media communications delivered to target audience, food demonstrations, classes, and individual education sessions, unduplicated participants (adult and children) in all above mentioned activities, and staff/health care providers updated on nutrition education and nutrition services offered. Impact evaluation: the measurement of the adoption of F/V and/or PA recommendations, and related factors, through pre and post measures or annual surveillance with representative sample of health center clients.

FRESNO COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

<p>Ms. Michelle Roman Wellness and Nutrition Coordinator 1111 Van Ness Avenue Fresno, CA 93721-2019</p> <p>Phone: (559) 443-4831 Fax: (559) 443-4842 mroman@fcoe.k12.ca.us</p>	<p>State Share: \$1,269,311</p> <p>Federal Share: \$634,655</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (49%); Female (51%)
- Ethnicity: African American (6%); Asian (11%); Caucasian (12%); Latino (69%); Native American, Pacific Islander, Filipino, Other (2%)
- Language: English (69%); Hmong (2%); Khmer; Lao; Spanish (27%); all other non-English (2%)
- Ages: Under 5 (6%); 5 to 8 (34%); 9 to 11 (28%); 12 to 17 (30%); 18 to 59 (2%)

Intervention Channels

Afterschool Programs (12); Community Based Organizations (4); Community Clinics (2); Schools - students (K-1 2) (19); Fresno County Fairgrounds (1)

Narrative Summary

Fresno County Office of Education (FCOE) works with multiple K-8 schools as well as After School programs in six school districts to promote healthy eating and physical activity through school-based activities and county-wide events. A comprehensive Harvest of the Month program at school sites has been developed with taste-testing, classroom, after school and cafeteria activities, and take-home newsletters. Student lead Nutrition Advisory Council (NAC) groups assist with facilitation of nutrition education on school campuses through peer teaching and support a healthy school campus. Training is provided to teachers, staff, after school staff, and parents through *Network* approved materials. Trainings and nutrition education workshops are essential in increasing integration of nutrition in the classroom and to promote physical activity. Impact evaluation is completed to measure preference for fruits and vegetables. FCOE also participates in county-wide events that promote increased consumption of fruits and vegetables and physical activity: Back to School Nights, School Open Houses, health fairs, FCOE Pentathlon Adventure (5th-8th grade students), FCOE Scout Island Adventure Challenge (High School), Fresno County Farm and Nutrition Day at the Fresno Fairgrounds, as well as nationally recognized events such as National Walk to School Day.

Key Performance Measures

Impact evaluation is conducted yearly to determine preferences of fruits and vegetables. Process evaluation measures will indicate participation levels through sign-in sheets, tracking forms, pictures, summaries of evaluation, and feedback tools developed.

FRESNO UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Sally Fowler Project Director 3132 East Fairmont Avenue, Bldg. 5 Fresno, CA 93726-0606</p> <p>Phone: (559) 248-7175 Fax: (559) 227-5314 sfowler@fresnounified.org</p>	<p>State Share: \$398,225</p> <p>Federal Share: \$198,762</p> <p>First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (49%); Female (51%)
- Ethnicity: African American (11%); Asian (15%); Caucasian (15%); Latino (58%); Native American (1%); Pacific Islander; Filipino, Multiple, No Response (1%)
- Language: English (52%); Hmong (10%); Khmer (2%); Lao (2%); Spanish (32%); Armenian, Vietnamese; Tagalog, Russian, Cantonese (2%)
- Ages: Under 5 (2%); 5 to 8 (2%); 12 to 17 (85%); 18 to 59 (11%)

Intervention Channels

Preschools: School District Preschools (1); Schools - students (K-12) (12); Schools adults/parents (10); Parent and Child Education Centers (ages 1-4) on eligible high school campuses (4); Billboard (1)

Narrative Summary

Fresno Unified School District (FUSD), a large ethnically and linguistically diverse district with several established community partnerships, has developed nutrition education curriculum from MyPyramid and aligned these lessons to State standards. The *Network* program is training students in nutrition advocacy and promotion of physical activity. Nutrition advocacy reinforces the District goal of promoting healthy choices for students as part of an effort to continue to increase student success on the California Standards Tests. Student advocates provide nutrition education presentations and school bulletin announcements, promote the Harvest of the Month program, and provide nutrition education at one event such as Walk to School Week, Spring into Health, National School Breakfast Week, or The Great American Eat Right Challenge. Student advocates conduct nutrition education and physical activity promotion for parents and preschool children on Food Stamp eligible high school campuses. They also teach nutrition education and physical activity promotion through grade-level-specific lessons to elementary school students. Advocates promote increased consumption of fruits and vegetables with taste testing, and partner with School Food Service to reinforce healthy eating linked to academic achievement. *Network* objectives provide activities in a culturally relevant and participatory manner that supports healthy food choices.

Key Performance Measures

Impact evaluation will determine changes in fruit and vegetable consumption among Student Nutrition Advocates enrolled in nutrition education classes. Process evaluation measures will indicate the participation levels in all activities performed, as recorded on sign-in sheets and on the Activity Tracking Form. Student Nutrition Advocates serving as peer educators will display increased self-efficacy.

GREENFIELD UNION SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Nora Ortiz Nutrition Facilitator 5400 Monitor St. Bakersfield, CA 93307-6399 Phone: (661) 837-3720 Fax: (661) 837-3723 ortizn@gfusd.k12.ca.us	State Share: \$363,835 Federal Share: \$148,000 First Funded: 2000-2001
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (9%); Asian (2%); Caucasian (12%); Latino (72%); Native American (1%); Pacific Islander (1%); All others (3%)
- Language: Arabic (1%); English (70%); Spanish (28%); Korean (1%)
- Ages: Under 5 (1%); 5 to 8 (38%); 9 to 11 (50%); 12 to 17 (1%); 18 to 59 (10%)

Intervention Channels

Adult Education & Job Training Sites (1); Afterschool Programs (11); Community-Based Organizations (1); Community Centers (1); Emergency Food Assistance Sites (1); Food Stores (3); Parks, Recreation Centers (1); Preschools (4); Schools - students (K-12) (11); Schools - adults/parents (1); Worksites (1)

Narrative Summary

The Greenfield Union School District (GUSD) Family Resource Center works with families, teachers, staff, and students to promote healthy eating and physical activity. GUSD provides nutrition education and physical activity promotion resources to teachers and afterschool staff. Nutrition education is provided in K-6 classes and/or in the after school program. Noon student aide staff link the cafeteria with nutrition education classes by promoting fruits and vegetables during lunch using banners and taste testing. GUSD teaches students gardening concepts in the after school program as part of nutrition education.

GUSD works closely with individual families, distributing nutrition education materials, and promoting participation in nutrition education classes. Cooking demonstration classes are conducted to help improve families' ability to provide healthy nutritious meals. Physical activity promotion is provided along with the nutrition education. GUSD also provides volunteers and participants of local walking groups, nutrition education, and physical activity promotion.

Key Performance Measures

Process measures will indicate participation and will include sign-in sheets, number of materials handed out, taste test surveys, and Activity Tracking Form. Impact Evaluation will be conducted to measure change in fruit and vegetable consumption among 4th and 5th graders.

KERN COUNTY SUPERINTENDENT OF SCHOOLS*Local Incentive Award: Education - County Office of Education*

<p>Ms. Kimberly Thompson 1300 17th Street Bakersfield, CA 93301</p> <p>Phone: (661) 636-4668 Fax: (661) 636-4329 kithompson@kern.org</p>	<p>State Share: \$400,000</p> <p>Federal Share: \$199,531</p> <p>First Funded: 2008-2009</p>
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Target Audience

- Gender: Male (51%) Female (49%)
- Ethnicity: African American (7%); Asian (2%); Caucasian (30%); Latino (58%)
- Languages: English (40%); Spanish (60%)
- Ages: Under 5 years old (40%); 5-8 years old (25%); 9 to 11 (1%); 12 to 17 (15%); 18 to 59 (19%)

Intervention Channels

Preschools/Daycares (7); Schools - (K-12) (6)

Narrative Summary

The Kern County Superintendent of Schools (KCSOS) along with Beardsley and Standard School Districts will work its partners (American Cancer Society, the Gleaners, Grocery Partners, Kern County Farm Bureau, Dairy Council and UCCE) to increase healthy eating among SNAP-ED eligible families in Kern County. Nutrition education will be provided at thirteen eligible school sites. Classes will include hands-on healthy cooking demonstrations and physical activity promotion. The Food Stamp Program will also be promoted in the context of nutrition education.

Activities to increase nutrition education and physical activity promotion will include: implementation Harvest of the Month at eligible school sites; providing professional development to teachers and staff on nutrition education; providing eligible school sites with materials needed to conduct nutrition education and healthy taste testing; developing a resource exchange of nutrition education materials for teachers, parents, and students. With its partners, KCSOS will promote fruits and vegetables to students from eligible schools at community events. Such events may include Farm Days at the Kern County Fair, farmers' markets, health fairs, and other similar health promotion activities that provide services to the target audience. KCSOS will attend Central Valley Health and Nutrition Collaborative meetings.

Key Performance Measures

Process evaluation measures will include the following: a recorded in sign-in sheets, meeting agendas, numbers who participated in events, and frequency of events and classes as measured on Activity Tracking Forms.

KERNVILLE UNION SCHOOL DISTRICT Family Resource Center

Local Incentive Award: Education - School District

<p>Ms. Alisa Hinkle Program Coordinator P.O. Box 2905 Lake Isabella, CA 93240-2905 Phone: (760) 379-2556 Fax: (760) 379-1257 alhinkl@zeus.kern.org</p>	<p>State Share: \$361,926 Federal Share: \$180,963 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (84%); Latino (8%); Native American (5%); Pacific Islander (1%)
- Language: English (94%); Spanish (6%)
- Ages: Under 5 years old (8%); 5-8 years old (19%); 9 to 11 (22%); 12 to 17 (30%); 18 to 59 (13%); 60 years old and over (8%)

Intervention Channels

Afterschool Programs (3); Churches (3); Community-Based Organizations (3); Community Centers (1); Community Clinics (1); Community Youth Organizations (3); Elderly Service Sites (1); Emergency Food Assistance Sites (3); Homes (75); Libraries (2); Other Youth Education Sites (1); Parks, Recreation Centers (1); Head Start Programs (1); Preschools (1); Schools - students (K-12) (3); Soup Kitchens (1); WIC Programs (1); Worksites (2); Other: Department of Human Services (1)

Narrative Summary

Kernville Union School District (KUSD) acts as a community broker for nutrition education, physical activity promotion, and nutrition assistance program promotion through its Family Resource Center Nutrition Program. The KUSD Family Resource Center sponsors two community-based health fairs and annual Nutrition Olympics, offering nutrition education, fresh fruit and vegetable sampling, direct services emphasizing the importance of healthy eating and daily physical activity, and nutrition assistance program promotion. The nutrition program provides nutrition education and physical activity promotion in preschools and K-8th grade schools in regular and after school classrooms. Students learn healthy eating, food safety and the 'farm to table' process by working in two school site gardens. Harvest of the Month, UC FSNEP, and Dairy Council curriculum enhances after school program nutrition education efforts. Within the community, the nutrition program provides nutrition education, physical activity promotion, and federal nutrition assistance promotion to SNAP-Ed eligibles through: classes, home visits, playgroups, newsletters, newspaper columns, radio and print announcements, Kern River Valley Collaborative meetings, and a website. Ongoing coordination with Kern Valley Health Care District, Kern River Valley Collaborative, and the Central Valley Health and Nutrition Collaborative ensures that nutrition education participants receive accurate and quality nutrition education information.

Key Performance Measures

Impact Evaluation will determine changes in the consumption of fruits and vegetables among students and adults in nutrition education classes and also improvement in knowledge and self efficacy to choose and prepare healthier foods. Process evaluation measures will indicate participation levels in nutrition program activities performed via Activity Tracking Form.

LAMONT SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Yolanda Romero, RNC Project Director 7915 Burgundy Ave. Lamont, CA 93241-1350 Phone: (661) 845-2724 Fax: (661) 845-5114 yromero@lesd.us</p>	<p>State Share: \$335,903 Federal Share: \$167,952 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (1%); Caucasian (4%); Latino (94%); Indian (1%)
- Language: English (26%); Spanish (74%)
- Ages: Under 5 (5%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (10%); 18 to 59 (20%); 60+ (5%)

Intervention Channels

Afterschool Programs (4); Community-Based Organizations (1); Community Centers (1); Healthy Start (1); Homes (100); Parks, Recreation Centers (1); Head Start Programs (1); Public Health Centers (1); Schools - students (K-12), adults/parents (4)

Narrative Summary

Lamont is a rural community located in Kern County. It is a community of about 13,000 people, where the majority are Hispanic, (94%), and primarily Spanish speaking (75%). Poverty levels are high as indicated by the number of students in our school district that qualify for free/reduced meals (89.5%). Lamont School District's Nutrition Education Program through community outreach workers will target students, parents, and other community members considered SNAP-Ed eligible. Bilingual nutrition education activities and cooking classes are offered at the Family Resource Center during days and evenings in order to reach community members with varying work schedules. Nutrition education materials and promotional items are distributed at community events such as health fairs, The Harvest Festival, Day to Explore the Arts and Sciences, Back to School Nights, Parent/Youth Night at Arvin High School and other family fun nights at the schools or local Head Start Programs. The Family Advocates also distribute nutrition education materials and information during their home visits to their case managed families. The Family Resource Center lobby always has nutrition education pamphlets and food stamp information available. Students in the district receive nutrition education in the classroom and during the after school programs using Harvest of the Month, Dairy Council, *Network for a Healthy California Power Play!*, and USDA materials as well as curriculums and lessons from the UC FSNEP programs. Students and adults also practice making healthy meals and snacks and play games that teach them to stay active and incorporate physical activity into their daily habits.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as indicated in the sign in sheets and/or by tracking the number of fliers/pamphlets handed out and on the Activity Tracking Form. Improved knowledge of healthy eating and exercise habits will indicate successful implementation of nutrition classes. Pre/post evaluation will be conducted using tools provided in the curriculums or other tools that have been approved by the *Network*. Impact evaluation efforts will be conducted to measure change in knowledge, preference, or behavior.

MADERA COUNTY CHILDREN AND FAMILIES COMMISSION - FIRST 5*Local Incentive Award: Education - First 5 Children and Families Commission*

<p>Ms. Diane Sandoval Health & Wellness Coordinator 525 E. Yosemite Ave. Madera, CA 93638-3334</p> <p>Phone: (559) 661-5155 Fax: (559) 675-4950 dsandoval@first5madera.net</p>	<p>State Share: \$151,443</p> <p>Federal Share: \$75,721</p> <p>First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (9%); Female (91%)
- Ethnicity: African American (3%); Asian (1%); Caucasian (12%); Latino (81%); Bi-racial (2%); unknown (1%)
- Language: English (52%); Hmong (1%); Spanish (47%)
- Ages: Under 5 (20%); 18 to 59 (80%)

Intervention Channels

Community-Based Organizations (1); Farmers' Markets (1); Food Stamp Offices (1); Head Start Programs (3); Preschools: School District Preschools (7); Preschools/Daycares (1); Public/Community Health Centers (1); Schools - adults/parents (7); WIC Programs (1)

Narrative Summary

Madera County Children's and Families Commission aims to impact optimal childhood development among young children through the promotion of adequate nutrition and physical activity through the following strategies:

- Health and Wellness Workshops will include the benefits of fruit and vegetable consumption and the importance of daily physical activity. Workshops will be interactive and offer family games, discussions, the distribution of nutrition education materials, one-time physical activity demonstrations, food demonstrations and taste testing.
- Nutrition Decathlon will provide a fun-filled nutrition education event that reinforces the importance of consuming the recommended amounts of fruits and vegetables and physical activity through various games, activities, and taste testing opportunities, this allows children to become familiar with different fruits and vegetables, learn about nutrition, and have fun while being physically active.
- By partnering with the Food Stamp Office to include nutrition information in the monthly mailings and participating in community events/fairs held in qualifying census tracts, the community will receive nutrition education and information at various locations throughout the community.

Key Performance Measures

Pre/Post surveys will be issued to participants of the Health and Wellness workshops to measure change in nutrition knowledge and attitude towards eating more fruits and vegetables. A material distribution log will measure the quantity of materials provided to the community and a list of partners will track collaborative efforts with *Network* staff and community organizations that serve the SNAP-Ed population.

MADERA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Rosa Garcia Health Services Coordinator 1902 Howard Road Madera, CA 93637-5123</p> <p>Phone: (559) 675-4500 Fax: (559) 675-4526 chaney_l@madera.k12.ca.us</p>	<p>State Share: \$445,434</p> <p>Federal Share: \$222,679</p> <p>First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (3%); Asian (1%); Caucasian (13%); Latino (82%); Native American (1%)
- Languages: Arabic (1%); Armenian (0%); English (40%); Farsi (0%); Russian (0%); Spanish (58%) Punjabi (1%)
- Ages: Under 5 (4.5%); 5-8 years old (0%); 9 to 11 (40%); 12 to 17 (55.5%); 18-59, 60 years old and over

Intervention Channels:

Preschools /Daycares (9); Schools (K-12) (23)

Narrative Summary:

Madera Unified School District (MUSD) is located in the heart of the San Joaquin Valley. This contractor has a population of approximately 18,100 students; approximately 82% are of Latino descent. Madera is an agricultural community that continues to grow. The nutrition program is focused toward the 4th-6th grade elementary students at each of the 23 elementary schools. The contractor is teaching *Power Play!*, California Dairy Council, and Eat Fit curriculums. They make 4,000 direct student contacts with a majority of them Hispanic. The fifth grade curriculum is used to integrate technology with small group learning to affect changes in both eating habits and increased physical activity. The changes in knowledge are measured using a pre and post test model.

Key Performance Measures

The focus of the grant activities is to work with teachers of fourth and fifth graders to develop a schedule for nutrition education and physical activity promotion. Approved curricula are used to increase the student's knowledge of the health benefits of consuming fruits and vegetables and the importance of daily physical activity. There is pre and post testing done at each grade level to evaluate growth of students' knowledge in these areas. This information is summarized and reported in the semi annual and year end reports.

MERCED COUNTY OFFICE OF EDUCATION*Local Incentive Awardee: Education - County Office of Education*

<p>Ms. Jaci Westbrook 632 West 13th St. Merced, CA 95340-5908</p> <p>Phone: (209) 381-6711 Fax: (209) 381-6765 jwestbrook@mcoe.org</p>	<p>State Share: \$2,185,751</p> <p>Federal Share: \$1,133,410</p> <p>First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (4%); Asian (7%); Caucasian (41%); Latino (45%); Native American (1%); Hmong, Vietnamese, Punjabi, Hindi, Mein/Yao, Portuguese, Arabic, Urdu (2%)
- Language: English (61%); Spanish (26%); Hmong, Vietnamese, Punjabi, Hindi, Mein/Yao, Portuguese, Arabic, Urdu (13%)
- Ages: Under 5 (9%); 5 to 8 (12%); 9 to 11 (12%); 12 to 17 (12%); 18 to 24 (35%)

Intervention Channels

Community-Based Organizations (3); Food Stores (6); Community Clinics (1); Emergency Food Assistance Sites (1); Extension Offices (1); Farmers' Markets (2); Food Stamp Offices (1); Libraries (5); Preschools (4); Schools – students (K-12), adults/parents (46); WIC Programs (1)

Narrative Summary

Merced County Office of Education (MCOE) Nutrition serves students preschool to 8th grade, their teachers, administrators, and support staff in 13 regular education school sites (6 school districts); 14 preschool, and 37 Special Education sites. Special Education has students with varying disabilities (deaf and hard of hearing, emotionally disturbed, autistic, severely disabled, or mental and/or physical impairments). Our main focus is promoting Harvest of the Month (HOTM) by linking classroom nutrition education to the cafeteria, home, and community. This is also done with Special Education, however with visual or instructional modifications as needed.

The HOTM program includes a teacher newsletter, parent newsletters (English, Spanish, and Hmong), Kid Friendly Recipe Page, fun food fact calendar, curriculum integrated preschool activity packets, and content linked resources (i.e., workbook, Activity Time Page, Visual recipes). The HOTM program includes support for cafeteria taste testing, reference signs at local grocery stores, and promotion for nutrition education and nutrition literacy at the public library.

Key Performance Measures

Impact Evaluation: To show an increase in preference with special education for four of the featured HOTM fruits and vegetables. Website Evaluation: To evaluate the content of the MCOE website, its usefulness and the ability to acquire recipe and shopping list information for HOTM activities.

TULARE COUNTY HEALTH AND HUMAN SERVICES AGENCY WIC Program

Local Incentive Award: Government - Local Public Health Department

<p>Ms. Peggy Redfern, RD Supervising Public Health Nutritionist 115 E Tulare Avenue Tulare, CA 93274-4019</p> <p>Phone: (559) 685-2519 Fax: (559) 685-2695 predfern@tularehhsa.org</p>	<p>State Share: \$955,000 Federal Share: \$374,472 First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (13%); Latino (81%); Native American (1%)
- Language: English (55%); Hmong (1%); Spanish (41%); Vietnamese (1%); Lahu (1%); Chinese (1%)
- Ages: Under 5 (18%); 5 to 8 (18%); 9 to 11 (18%); 12 to 17 (18%); 18 to 59 (18%); 60 and Over (10%)

Intervention Channels

Churches (1); Community-Based Organizations (3); Community Centers (1); Community Clinics (1); Community Youth Organization (2); Farmers' Markets (3); Schools – students (K-12) (21); Schools – adults/parents (1); WIC Programs (8); Worksites (2); Summer Lunch Program (6); Grace Homes (group home) (1)

Narrative Summary

This project is a unique multi-organizational partnership of public agencies and community based organizations focused on activities that promote healthy eating and physical activity. The primary target audience is SNAP-Ed eligible residents of Tulare County. The secondary target audience is staff, employees, and volunteers of organizations providing services to the primary target audience. Primary activities include the maintenance and expansion of the Tulare County Nutrition Collaborative, (TCNC), which promotes *Network for a Healthy California (Network)* objectives that focus on nutrition education including Family Challenge, Nutrition on the Go, and Women, Infants, and Children (WIC). WIC activities are above and beyond regular WIC core nutrition services and are SNAP-Ed allowable. The Healthy Promotions Unit of Tulare County Health and Human Services provides dental nutrition education in most of the schools in Tulare County. WIC staff is part of the Tulare County Breastfeeding Coalition in order to promote breastfeeding as the first defense against childhood obesity. TCNC serves as the "Public Agency" for the Central California Regional Obesity Project grant, which has increased TCNC's partnership. *Network* staff also provides nutrition education and physical activity at farmers' markets.

Key Performance Measures

Process measures will indicate participation and include sign in sheets and Activity Tracking Forms. Impact evaluation will be conducted to measure changes in consumption, behavior, and knowledge of healthy eating and physical activity. *Network* and contractor developed tools will be used for impact evaluation.

TULARE COUNTY OFFICE OF EDUCATION

Local Incentive Award: Education - County Office of Education

<p>Ms. Nani Rowland, MS, RD Project Director 7000 Doe Avenue, Building 700 Visalia, CA 93291-9287 Phone: (559) 651-0130 Fax: (559) 651-1995 nrowland@tcoe.org</p>	<p>State Share: \$3,841,726 Federal Share: \$1,863,439 First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (53%); Female (47%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (24%); Latino (69%); Native American (1%); Filipino (1%); Multiple/no response (3%)
- Languages: English (60%); Spanish (39%); Other: Arabic, Cantonese, Farsi, Hmong, Khmer, Korean, Lao, Mandarin, Tagalog, Punjabi (1%)
- Ages: Under 5 (1%); 5 to 8 (50%); 9 to 11 (40%); 12 to 17 (6%); 18 to 59 (2%); 60+ (1%)

Intervention Channels

Afterschool Programs (15); Farmers' Markets (5); Food Stores (5); Parks, Recreation Centers (2); Preschools (3); Public Health Centers (7); Schools – students (K-12) (85); Other: Special Education (Service) Sites (41) (qualify through FRPM data); Other: Fairgrounds (1)

Narrative Summary

Tulare County Office of Education (TCOE) works with Alta Vista, Culter-Orosi, Dinuba, Exeter, Porterville, Woodlake school districts and TCOE Special Services. Through the commitment of parents, community members, business partners, school staff and students, TCOE provides nutritionally sound services and resources to SNAP-ED eligible families. TCOE staff provides nutrition education within the school environment, to promote the increased consumption of fruits and vegetables and daily physical activity. Services are provided to students in preschool through grade twelve and their families located in rural communities within Tulare County. Specific program activities include: teacher training to provide nutrition education and physical activity promotion and curriculum resources which are based on the California Content Standards; parent education at Back to School Night, Open House, and Parent Teacher Organization meetings; partnerships with local farmers to provide farm fresh produce for classroom lessons, taste testing and cooking demonstrations; utilizing nutrition education and promotional strategies to encourage increased healthy foods in the school district, including salad/fresh fruit bars, healthy fundraising ideas, farmers' market programs and after-school programs; and connecting the community, classroom, and cafeteria with Harvest of the Month. TCOE also actively participates in the Tulare County Nutrition Collaborative.

Key Performance Measures

The expectation and measurable goal of the project is to document a change in fruit and vegetable preferences, self-efficacy, norms, and physical activity among 4th and 5th grade students. Process measures will indicate participation and will include sign-in sheets and Activity Tracking Forms.

VISALIA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

<p>Ms. Neva Wright Project Coordinator P.O. Box 5004 Visalia, CA 93278-5004 Phone: (559) 730-7554 Fax: (559) 730-7576 nwright@visalia.k12.ca.us</p>	<p>State Share: \$137,492 Federal Share: \$68,746 First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (3%); Asian (5%); Caucasian (33%); Latino (56%); Native American (2%); Filipino (1%)
- Languages: English (78%); Hmong (1%); Spanish (21%)
- Ages: 5-8 years old (22%); 9to 11 (57%); 12to 17(11%); 18 to 59 (10%)

Intervention Channels

Afterschool Programs (2); Schools - students (K-12) (22); Schools - adults/parents (12)

Narrative Summary

Visalia Unified School District (VUSD) will increase the number of SNAP-Ed eligible families in Visalia who consume an increased number of serving of fruit and vegetables. Nutrition Education classes will be conducted at the eligible elementary sites. Middle school students will participate in an afterschool Youth Engagement Project with a nutrition education and physical activity promotion focus. Elementary students will participate in Harvest of the Month taste testing and nutrition education activities. Elementary students will also receive a Harvest of the Month newsletter to take home and share with their families. Nutrition education and physical activity promotional information will be shared with the parents of elementary students during "Open House," "Back to School," and other special school events. Nutrition education classes will also be conducted with parents. Fruit and vegetable consumption will also be promoted through murals and posters in the cafeteria and special nutrition education events held during meal time in the cafeteria. A strong working relationship with partners of the Central Valley Health and Nutrition Collaborative, Tulare County Nutrition Council and VUSD Coordinated School Health Committee will support the Scope of Work objectives.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets, and on the Activity Tracking form. Increase in knowledge of basic nutrition and meal patterns for second grade nutrition education classes will be evaluated by pre and post assessments. Increase knowledge of school and community nutrition and physical activity issues through youth-led research as part of the Youth Engagement Project.

Desert Sierra Region

Inyo, Riverside, and San Bernardino Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>San Bernardino County Department of Public Health 351 North Mt. View Avenue, 1st Fl. San Bernardino, CA 92415</p> <p>www.co.san-bernardino.ca.us/eatwell/ desert_sierra_hlth_ntwrk.htm</p> <p>Funding Amount: \$1,257,500</p>	<p>Jeanne Silberstein Project Director</p> <p>Phone: (909) 387-6320 Fax: (909) 387-6899 jsilberstein@dph.sbcounty.gov</p>
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CITY OF MONTCLAIR*Local Incentive Award: Government - City Government*

<p>Ms. Michelle Roche Project Coordinator, Resource Analyst 5111 Benito Street Montclair, CA 91763-2808</p> <p>Phone: (909) 625-9451 Fax: (909) 399-9751 mroche@ci.montclair.ca.us</p>	<p>State Share: \$116,746 Federal Share: \$58,373 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (25%); Female (75%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (10%); Latino (85%)
- Languages: English (20%); Spanish (80%)
- Ages: 18 to 59 (95%); 60 and Over (5%)

Intervention Channels

Farmers' Markets (1); Food Stores (1); Parks, Recreation Centers (1); Public Housing (1); Schools - adults/parents (8); Apartment Complex (1)

Narrative Summary

Located in southern California, in an urbanized valley at the base of the San Bernardino Mountains, the City of Montclair is located 35 miles east of Los Angeles. With 7,049 people per square mile, the City is a lower income urban-suburban community with a population of approximately 35,000 people. Through bilingual Health Educators and Promotoras, the City of Montclair Nutrition Education Project targets qualifying census tracts which are 68% Hispanic and have a total population of 19,680 residents. The Project reaches Latino adults by tapping into the existing network of Por La Vida-Families Saludables participants, Montclair Community Collaborative members, and Medical Clinic participants, among others. Promotoras facilitate the 16 session Por La Vida-Mujeres Decididas curriculum. In addition, Promotoras maintain a positive ongoing rapport with targeted community members after sessions are delivered. Health Educators lead the cooking demonstrations, advanced nutrition classes, field trips to local farmers' markets, and nutrition workshops at various community events. A once-yearly newsletter is directly mailed to homes to introduce healthy eating and physical activity concepts to raise awareness and increase perceived benefits of healthy lifestyle choices.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all classes, workshops, and community education events, as recorded in sign-in sheets and on the Activity Tracking Form. Women from the community serving as Peer Health Educators (Promotoras) will display increased nutrition knowledge and self efficacy. Improved knowledge of food selection and preparation will indicate successful implementation of cooking classes. Impact evaluation will determine changes in fruit and vegetable consumption among adults participating in nutrition education classes.

COUNTY OF RIVERSIDE COMMUNITY HEALTH AGENCY*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Durreen Qureshi, MS, RD Supervising Nutritionist 4065 County Circle Dr., Ste. 207 Riverside, CA 92503</p> <p>Phone: (951) 358-5888 Fax: (951) 358-5472 dqureshi@co.riverside.ca.us</p>	<p>State Share: \$2,019,730 Federal Share: \$1,009,865 First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (10%); Female (90%)
- Ethnicity: African American (30%); Asian (3%); Caucasian (10%); Latino (60%)
- Languages: English (40%); Spanish (60%)
- Ages: Under 5(1%); 5 to 8 (6%); 9 to 11 (6%); 12 to 17(1%); 18 to 59 (85%); 60 and Over (1%)

Intervention Channels

Adult Education & Job Training Sites (6); Churches (3); Community-Based Organizations (4); Community Centers (3); Community Clinics (10); Elderly Service Sites (2); Emergency Food Assistance Sites (2); Extension Offices (1); Farmers' Markets (2); Food Stamp Offices (5); Food Stores (15); Health Care Facilities (4); Other Youth Education Sites (1); Parks, Recreation Centers (1); Head Start Programs (15); Public Health Centers (10); Public Housing (2); Schools students (K- 12) (115); Schools - adults/parents (2); Shelters/temporary Housing (2); Soup Kitchens (2); WIC Programs (5)

Narrative Summary

To achieve the goal of increasing the consumption of fruits and vegetables and physical activity among residents, information, education and resources are provided across channels such as community centers, Head Start, schools, Department of Public and Social Services offices, government agencies, retail sites, and at community events. Training is provided to staff of other programs at the Health Department that serve SNAP-Ed eligible populations. Activities are conducted for breastfeeding moms, especially African Americans. Media and advertising are conducted to promote *Network* messages. To enhance collaboration with the WIC program at the county, classes are conducted for WIC participants at a minimum of five sites using the "Loving Your Family Feeding Their Future" curriculum. Priority neighborhoods have been identified as a result of participating in the *Communities of Excellence* project and findings will be presented to community agencies, city officials, schools, and County of Riverside Health Department staff. Harvest of the Month materials are used for classes conducted at qualifying school sites, especially those participating in the Farm to School Salad Bar program. State Share activities will include partnership with schools in Riverside and interdepartmental collaboration to promote *Network* messages.

Key Performance Measures

The primary performance measure will be improvement in consumption of fruits or vegetables by an additional serving of fruit or vegetable a day. The second performance measure will be to improve healthy food shopping by reading nutrition facts on food labels. Harvest of the Month will be used in schools to conduct impact evaluation and pre and post tests surveys will be conducted. State Share measures will be attendance records.

CITY OF SAN BERNARDINO PARKS, RECREATION, AND COMMUNITY SERVICES DEPARTMENT

Local Incentive Award: Government - Parks and Recreation Department

<p>Ms. Glenda Martin-Robinson Senior Recreation Supervisor 201-A N. 'E' St., Ste. 103 San Bernardino, CA 92401</p> <p>Phone: (909) 384-5332 Fax: (909) 384-5160 robinson_gl@ci.san-bernardino.ca.us</p>	<p>State Share: \$187,611 Federal Share: \$93,805 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (16%); Asian (4%); Caucasian (32%); Latino (47%); Native American (1%)
- Language: English (70%); Spanish (30%)
- Ages: Under 5 (10%); 5 to 8 (10%); 9 to 11 (15%); 12 to 17 (20%); 18 to 59 (25%); 60 and Over (20%)

Intervention Channels

Afterschool Programs (15); Churches (1); Community Youth Organizations (1); Elderly Service Sites (2); Parks, Recreation Centers (6); Head Start Programs (1); Worksites (1)

Narrative Summary

The mission of the Parks, Recreation and Community Services Department is to create and preserve a diversified system of open spaces and recreation and community services that meets the social and leisure needs and enhances the quality of life for all residents in the city.

The Department has many community centers and programs located in SNAP-Ed qualifying census tracts, which serve primarily Latino and African American populations. The supervisors, center managers, and recreation coordinators provide nutrition education in collaboration with local partners. The project reaches city residents of all ages through the various programs offered at local community centers, senior centers, Head Start programs, afterschool programs and community and faith based organization partners. The department also actively promotes the programs' benefits and successes to the public through the departmental quarterly brochure, billboards, and transit shelter posters.

Key Performance Measures

Through observation of students participating in cooking classes, we notice increase willingness to sample new food items and learn new methods to prepare food. We also observe students improved cooking skills and food knowledge through the various food education tools and activities.

COUNTY OF SAN BERNARDINO DEPARTMENT OF PUBLIC HEALTH*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Jeanne Silberstein, MPH, RD Project Coordinator 351 N. Mountain View Avenue, Rm. 104 San Bernardino, CA 92415-0010</p> <p>Phone: (909) 387-6697 Fax: (909) 387-6899 jsilberstein@dph.sbcounty.gov</p>	<p>State Share: \$1,501,083 Federal Share: \$519,737 First Funded: 1996-1997</p>
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Target Audience

- Gender: Male (42%); Female (58%)
- Ethnicity: African American (32%); Caucasian (22%); Latino (46%)
- Languages: English (65%); Spanish (35%)
- Ages: Under 5 years old (71%); 5 to 8 (1%); 9 to 11 (6%); 12 to 17 (6%); 18 to 59 (13%); 60 and Over (3%)

Intervention Channels

Afterschool Programs (1); Churches (1); Community Centers (1); Elderly Service Sites (1); Parks, Recreation Centers (3); Head Start Programs (1); Preschools (81); Schools – students (K-12) (2); Schools – adults/parents (3); Universities, Community Colleges (3); Community Gardens (1)

Narrative Summary

San Bernardino County is geographically, culturally, and ethnically diverse. In order to meet the needs of the low-income county residents, the Public Health Department Nutrition Program has developed multifaceted project interventions to increase fruit and vegetable consumption and physical activity among SNAP-Ed eligible families. Classes and training will be conducted with preschool and elementary school staff, students, parents, and community members. For example, physical activity and nutrition messages will be promoted to the African American community through the incorporation of traditional African culture in the Harvest Dance. Program staff will interface with the media by participating on ethnically oriented talk radio to share nutrition and “Champions for Change”-*Network for a Healthy California* messages as well as with local print media by contributing articles for publication. Additional components include the implementation of objectives as an outcome of the *Communities of Excellence* Pilot Project. Nutrition staff will attend the Desert Sierra Region collaborative, the Desert Sierra Health Network.

Key Performance Measures

Process evaluation measures of implementation that will be collected include sign-in sheets, meeting agendas, presentation outlines, published articles/curriculum materials, and summary reports of outcomes achieved by the community as related to accessing and consuming more colorful fruits and vegetables and participating in physical activity. Impact evaluation will determine changes in participants' knowledge and outcome expectancies surrounding fruit, vegetable and physical activity behaviors through pre and post-tests.

Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>Ventura County Public Health Department 2323 Knoll Drive, 3rd Floor Ventura, CA 93003</p> <p>www.goldcoastnetwork.org</p> <p>Funding Amount: \$660,000</p>	<p>Alicia Villicaña Project Director</p> <p>Phone: (805) 677-5254 Fax: (805) 677-5220</p> <p>alicia.villicana@ventura.org</p>
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SANTA BARBARA COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

<p>Mr. Scott McCann Project Coordinator 345 Camino del Remedio, Bldg. 4, Rm. 332 Santa Barbara, CA 93110-1332</p> <p>Phone: (805) 681-5270 Fax: (805) 681-5436 Scott.mccann@sbcphd.org</p>	<p>State Share: \$640,941</p> <p>Federal Share: \$294,783</p> <p>First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (48%); Female (52%)
- Ethnicity: African American (3%); Asian (1%); Caucasian (12%); Latino (83%), Native American (1%)
- Languages: English (35%); Spanish (64%); Oaxacan (1%)
- Ages: Under 5 (6%); 5 to 8 (33%); 9 to 11 (36%); 12 to 17 (5%); 18 to 59 (20%)

Intervention Channels

Head Start Programs (13); Schools - students (K-12) (36); WIC Programs (2); Food bank (1)

Narrative Summary

Santa Barbara County's *Network for a Healthy California* program is designed to increase physical activity and the consumption of fruits and vegetables among SNAP-Ed eligibles, which includes: the *Communities of Excellence* neighborhood assessment and planning project in Santa Maria and Isla Vista, consultation and support in implementing nutrition education and training with five State Share partners (Santa Barbara School District, Health Linkages Program, Diabetes Resource Center, Children's Dental Health program, and enhanced breastfeeding program), support with implementation of the Harvest of the Month (HOTM) program, parent education, and other nutrition education activities at La Cumbre Junior High School, assisting the Food Bank in Santa Maria with distribution of HOTM materials, facilitate implementation of the HOTM program and participate on the Wellness Council of the Santa Maria Bonita School District, support with distribution of HOTM and other *Network*-approved nutrition education materials to Head Start families in Santa Maria, and participation in the regional Gold Coast Collaborative, Partners For Fit Youth coalition, and other local coalitions to prevent childhood obesity and promote youth fitness.

Key Performance Measures

Process evaluation will indicate participation levels of activities.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Silvia Lopez-Navarro, RD Public Health Program Coordinator 2323 Knoll Dr., #313 Ventura, CA 93003-7307</p> <p>Phone: (805) 677-5261 Fax: (805) 677-5220</p> <p>Silvia.lopez-navarro@ventura.org</p>	<p>State Share: \$583,214</p> <p>Federal Share: \$291,607</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (1%); Asian (2%); Caucasian (13%); Latino (85%)
- Languages: English (30%); Spanish (70%)
- Ages: 5 to 8 (1%); 9 to 11 (4%); 12 to 17 (5%); 18 to 59 (70%); 60 and Over (20%)

Intervention Channels

Adult Education & Job Training Sites (5); Churches (1); Community-Based Organizations (1); Community Centers (5); Community Youth Organizations (1); Elderly Service Sites (2); Farmers' Markets (3); Health Care Facilities (4); Libraries (2); Parks, Recreation Centers (4); Head Start Programs (12); Public Health Centers (1); Public Housing (3); Schools - students (K-12) (2); Schools - adults/parents (3); Worksites (5); Neighborhood for Learning Centers (4)

Narrative Summary

This project's goal is to plan, implement and evaluate a culturally specific community education and outreach campaign that promotes healthy eating, increased fruit and vegetable consumption and daily physical activity to the recommended levels among Ventura County's SNAP-Ed eligible population. This is accomplished by identifying educational materials appropriate for the target audiences and then distributing them at community outreach events. The activities target primarily Latino households. Outreach and education activities include, 1) interactive displays on nutrition and physical activity topics at community events, 2) nutrition education workshops on topics of importance and interest to the target audience (classes that include cooking demonstrations, 'cutting fat, salt & sugar,' label reading), 3) collaborating with local agencies to encourage good nutrition and physical activity (i.e. qualifying community organizations, school districts, supermarkets, worksites, gyms, parks and recreation departments), and 4) media-based nutrition education activities (i.e. radio talk shows, newspaper articles). The project collaborates with *Regional Network*, *Latino Campaign*, *Power Play! Campaign*, and Neighborhood for Learning Agencies. In FFY 2009, staff will expand target audiences to include seniors and high school students. Efforts are being made to identify organizations and community leaders who can work with *Communities of Excellence (CX³)* data to improve access to fruits and vegetables and walkability in low-income neighborhoods.

Key Performance Measures

Improved knowledge of the importance of fruit and vegetable consumption in target population. Activity Tracking Form, sign-in sheets and evaluation measures will indicate the participation levels in all activities performed. Increased physical activity level in target population (at least 30 minutes of daily walking/physical activity for adults).

VENTURA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Anne Thille 255 W. Stanley Ave., Ste. 100 Ventura, CA 93001-1348 Phone: (805) 641-5000 x1309 Fax: (805) 653-7850 anne.thille@venturausd.k12.ca.us</p>	<p>State Share: \$649,516 Federal Share: \$324,758 First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (2%); Asian (1%); Caucasian (22%); Latino (66%); Native American (1%); Pacific Islander (.2%); Filipino (.6%); Multiple/no response (7.2%)
- Languages: English (62%); Spanish (38%)
- Ages: Under 5 (8%); 5 to 8 (48%); 9 to 11 (25%); 12 to 17 (19%)

Intervention Channel

Schools - students (K -12) (10); County Office of Education (1)

Narrative Summary

Ventura Unified School District's Healthy Schools Project incorporates classroom nutrition education and physical activity promotion, school garden based learning and the cafeteria as the "laboratory" for practical application in the promotion of fruit and vegetable consumption. Students enjoy cooking in the classroom, Junior Chef and taste testing of Harvest of the Month.

Teachers are supported with trainings and resources to bring nutrition education into their classroom so they learn how to integrate nutrition and physical activity promotion into core curriculum and aligned with state content standards.

Nutrition and physical activity messages are sent via newsletters, mailings, Back to School presentations and available on the district website to keep parents and other stakeholders aware of efforts and mission.

Key Performance Measures

Process evaluation will be conducted to track the number of participants in various activities, the number of materials distributed, and the number of events or meetings attended. Impact evaluation will be conducted in the Junior Chef program in an after school setting to measure increase in fruit and vegetable consumption, preferences, and knowledge.

Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>Health Education Council 3950 Industrial Blvd., Ste. 600 West Sacramento, CA 95691 www.healthedcouncil.org/gcnn</p> <p>Funding Amount: \$1,190,000</p>	<p>Ramona Mosley Project Director</p> <p>Phone: (916) 556-3344 Fax: (916) 446-0427 rmosley@healthedcouncil.org</p>
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CALIFORNIA RURAL INDIAN HEALTH BOARD, INC.*Local Incentive Award: Indian Tribal Organizations*

<p>Ms. Stacey Kennedy, MS, RD Deputy Director Family & Community Health Services 4400 Auburn Boulevard, 2nd Floor Sacramento, CA 95841-4129</p> <p>Phone: (916) 929-9761 Fax: (916) 929-7246 stacey.kennedy@carihb.net</p>	<p>State Share: \$250,830 Federal Share: \$121,855 First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (45%); Female (55%)
- Ethnicity: Caucasian (5%); Latino (10%); Native American (85%)
- Languages: English (95%); Spanish (5%)
- Ages: Under 5 (20%); 5 to 8 (5%); 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (35%); 60 and Over (20%)

Intervention Channels

Afterschool Programs (4); Elderly Service Sites (1); Preschools: Head Start Programs (4); WIC Programs (3); Indian Tribal Organizations (8)

Narrative Summary

The California Rural Indian Health Board, Inc. (CRIHB), is sanctioned by Tribal governments and Indian controlled. Currently there are thirty-one tribes who have established a resolution with CRIHB for the delivery of health care services at eleven different health clinics in California. As part of these services CRIHB provides culturally appropriate health promotion and nutrition education to SNAP-Ed eligible tribal communities. CRIHB and one subcontracting site (Sonoma County Indian Health Project) work to promote the consumption of the recommended amount of fruits and vegetables among rural American Indian families. CRIHB will provide annual training to all Head Start teachers on nutrition and teaching nutrition in the class room and conduct childhood feeding presentations for 50 American Indian parents. The CRIHB nutritionist will consult with the Traditional Health Advisory Committee to distribute and educate SNAP-Ed providers on how to use the 'California Roadway Traditional Times' Native Foods Circle with the SNAP-Ed eligible population. This resource (partially funded by the *Network*) focuses on the nutritional benefits of traditional foods and how food ways have changed; it is aligned with the 2005 Dietary Guidelines and MyPyramid. The aim is to use this resource to return to healthful eating practices among the Native American SNAP-Ed eligible population. Nutrition information also will be disseminated to the SNAP-Ed eligible community via the agency website and the Department of Family and Community newsletter.

Key Performance Measures

Conference and training evaluations are conducted to determine if the training material met the program objectives. Pre-tests are conducted during Childhood Feeding trainings to see how much participants know about feeding. Sonoma County provides surveys at all community events and classes to determine what participants learned, what they liked best about events, what they know about fruits and vegetables, and what changes they might make in the future.

COMMUNITY SERVICES PLANNING COUNCIL, INC.
Sacramento Hunger Commission

Local Food and Nutrition Education

<p>Ms. Melissa Ortiz-Gray Program Associate 909 12th Street, Suite 200 Sacramento, CA 95814-2942</p> <p>Phone: (916) 447-7063 Fax: (916) 447-7052</p> <p>Mortiz-gray@communitycouncil.org</p>	<p>Funding Amount: \$82,995 First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (30%); Asian (5%); Caucasian (45%); Latino (20%)
- Languages: English (87%); Spanish (10%); Russian (2%); Various Asian (Korean, Mien, Hmong) (1%)
- Ages: 18 to 59 (90%); 60 and Over (10%)

Intervention Channels

Community Centers (2); Community Clinics (non government) (1); Emergency Food Assistance Sites (includes Food Banks) (1); Parks, Recreation Centers (1); Schools students (K-12) (1); Urban Farm Stand (1)

Narrative Summary

The overarching goal of this project is to increase the knowledge and consumption of fresh fruits and vegetables through nutrition education while using staple ingredients from food pantries. The overall program will consist of three nutrition education workshop/session components: 1) general nutrition education lessons and discussions held in a classroom setting; 2) nutrition in the garden classes that promote physical activity and access to fresh produce while empowering families and individuals to grow and produce their own food; 3) food resource workshops involving nutrition education and cooking demonstrations to transform food pantry bags into healthy meals and snacks. These components will rely heavily on a nutrition curriculum and recipe cards, which can be shared with other food pantries/closets. As a community empowerment feature, the Hunger Commission will support a client-led action plan to identify and address barriers to fruit and vegetable consumption through Nutrition Education and Food Access Forums. Nutrition education will also be conducted at various health fairs and community events which target SNAP-Ed eligible populations at community centers, an urban farm stand, park, and school.

Key Performance Measures

The project aims to increase consumption of fruits and vegetables among food pantry clients. The Hunger Commission and its partners will address availability, affordability, knowledge of health benefits, skills for preparation, and involvement in production through its three groups of nutrition education workshops/sessions. The key indicators for performance and implementation include a two-year action plan, a nutrition education curriculum, recipe cards, pre- and post-tests, and focus group/survey results.

ELK GROVE UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Anne Gaffney, RD, SFNS Nutrition Specialist 8389 Gerber Road Sacramento, CA 95828-4528</p> <p>Phone: (916) 686-7735 Fax: (916) 689-1563 agaffney@egusd.net</p>	<p>State Share: \$638,247 Federal Share: \$311,028 First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (51%); Female (48%)
- Ethnicity: African American (28%); Asian (22%); Caucasian (12%); Latino (30%); Native American (1%); Pacific Islander (3%); Filipino (4%)
- Languages: Cantonese (1%); English (83%); Hmong (3%); Spanish (8%); Tagalog (1%); Vietnamese (2%); Hindi (1%); Punjabi (1%)
- Ages: 5 to 8 (38%); 9 to 11 (20%); 12 to 17 (32%); 18 to 59 (10%)

Intervention Channels:

Afterschool Programs (10); Schools - students (K-12) (16); Schools - adults/parents (16)

Narrative Summary:

The Food and Nutrition Services Department (FNS) has made nutrition education a priority through its participation in the California Department of Education Shaping Health As Partners in Education (SHAPE) program for 14 years. With funding through The *Network for a Healthy California*, 10,900 elementary and 6,500 secondary SNAP-Ed eligible students are reached with nutrition education enrichment lessons and activities, which focus on promoting lifelong healthy eating habits and physical activity. Reaching parents of elementary students is accomplished through after school events, parent newsletters, and information on the classroom nutrition activities in which the students participate. The program is aimed at improving the health and academic success of students through monthly nutrition and physical activity lessons and marketing provided to students through the classroom, cafeteria, and school-wide events. Annual workshops for teachers are a key element to improving the quality and quantity of nutrition lessons taught in the classroom. There are over 500 teachers providing Harvest of the Month activities, which includes students tasting a different fruit or vegetable each month, while learning about the importance of eating a variety of fruits and vegetables daily. Field trips, physical activity promotions, staff development, nutrition events and parent workshops all are connected to topics or themes presented in the class room. Secondary students are involved in Nutrition Advisory Councils (NAC) to promote nutrition and physical activity among their peers. Through the leadership of *Network* Nutrition Project Teachers, students in the NAC conduct lunchtime nutrition promotions, write articles for their school newspaper and website, and help promote peer strategies for improving the school nutrition environment.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. High school students serving on NACs will display increased self-efficacy in selecting fruits and vegetables.

HEALTH EDUCATION COUNCIL*Local Food and Nutrition Education*

<p>Ms. Julie Dang Project Coordinator 3950 Industrial Blvd., Suite 600 West Sacramento, CA 95691-6509</p> <p>Phone: (916) 556-3344 Fax: (916) 446-0427</p> <p>jdang@healtheducouncil.org</p>	<p>Funding Amount: \$85,000 First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (25%); Asian (23%); Caucasian (26%); Latino (25%); Pacific Islander (1%)
- Languages: English (40%); Spanish (20%); Hmong (20%); Khmer (5%); Lao (5%); Russian (5%); Vietnamese (5%)
- Ages: 12 to 17 (60%); 18 to 59 (40%)

Intervention Channels

Afterschool Programs (4); Farmers' Markets (1); Preschools: Head Start Programs (1); Schools – students (K-12) (4); Schools – adults/parents (1)

Narrative Summary

Lack of access to and education about healthy fresh foods is one of the primary conditions leading to obesity and obesity related diseases in many of Sacramento's underserved communities. Our project, "Eat From the Garden! A Garden-Based Cooking and Nutrition Education Program" proposes to create an integrated, consistent, and coordinated approach that builds nutrition education interventions into existing food access sites. At food access sites around Sacramento, our project will coordinate cooking and appropriate nutrition education materials focused on the preparation of simple, delicious, affordable, and culturally appropriate meals for youth and adults. Current food access sites are strategically located in a variety of community facilities around Sacramento including Grant High School, a Head Start facility, a farmers' market, Jonas Salk Middle School (Soil Born's Urban Farm on Hurley Way), and Cordova High School (Soil Born Farm's Ranch on Chase Drive). These facilities will offer a mix of classroom, after school, and weekend opportunities for improving health by combining these food access sites with garden-based, cooking education. Key components of this grant will focus on the delivery of education that is audience appropriate.

Key Performance Measures

The project will measure change in food preferences, knowledge and awareness, accessibility, self-efficacy, and skills using pre/post tests and focus groups.

SAN JOAQUIN COUNTY PUBLIC HEALTH SERVICES*Local Incentive Award: Government - Local Public Health Department*

<p>Dr. Shené Bowie 1601 East Hazelton Avenue Stockton, CA 95205-6229</p> <p>Phone: (209) 468-5610 Fax: (209) 468-5611 sbowie@sjcphs.com</p>	<p>State Share: \$105,000</p> <p>Federal Share: \$49,472</p> <p>First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (30%); Female (70%)
- Ethnicity: African American (10%); Asian (12%); Caucasian (30%); Latino (43%); Native American (2%); Pacific Islander (3%)
- Languages: English (60%); Khmer (10%); Spanish (30%)
- Ages: 5 to 8 (18%); 9 to 11 (65%); 12 to 17 (5%); 18 to 59 (11%); 60 and Over (1%)

Intervention Channels:

Churches (4); Community-Based Organizations (4); Community Centers (2); Community Clinics (2); Emergency Food Assistance Sites (4); Extension Offices (1); Parks, Recreation Centers (1); Public Health Centers (1); Public Housing (3); Schools - students (K-12) (15); Schools adults/parents (3); Shelters/Temporary Housing (2)

Narrative Summary:

San Joaquin County Public Health Services is a local health department within the Health Care Services Agency, serving the SNAP-Ed eligible residents within the County jurisdiction. Nutrition education and promotion interventions are population-based, reaching communities, schools, and community and faith-based organizations and individuals facing the greatest health risks.

The *Network for a Healthy California* project in San Joaquin County works with the schools and faith based organizations to enhance public health efforts for improving the eating and physical activity behaviorism of the SNAP-Ed eligible residents. The project activities include Harvest of the Month (HOTM), nutrition education, food demonstrations, neighborhood events, training community leaders, and school events such as Walk to School and Back to School.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed as recorded on sign-in sheets, photos, and on the Activity Tracking Form. Key measures will include number of residents reached with marketing for the food demonstration classes; number of class participants; materials distributed; evaluation summary and conducting participant satisfaction surveys.

SOLANO COUNTY HEALTH AND SOCIAL SERVICES DEPARTMENT

Local Incentive Award: Government - Local Public Health Department

<p>Ms. Denise Kirnig, MS, RD Nutrition Services Manager 275 Beck Avenue, MS 5-240 Fairfield, CA 94533-6804</p> <p>Phone: (707) 784-8131 Fax: (707) 421-6385 ddkirnig@solanocounty.com</p>	<p>State Share: \$527,125 Federal Share: \$263,562 First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (20%); Asian (5%); Caucasian (40%); Latino (35%)
- Languages: English (70%); Spanish (30%)
- Ages: Under 5 (5%); 18 to 59 (95%)

Intervention Channels

Emergency Food Assistance Sites (4); Food Stamp Offices (3); Public Health Centers (2); WIC Programs (12)

Narrative Summary

The Solano County Health and Social Services Nutrition Services Program provide community nutrition education for the county in geographically based teams for households at or below 185% of the Federal Poverty Level. The Nutrition Services Program includes the Breastfeeding Promotion and Support Projects, Clinical Nutrition Unit, the Substance Abuse Nutrition Program and Solano Nutrition *Network* Project. The Nutrition Services Program collaborates with the Food and Nutrition *Network* of Solano County. A county-wide Healthy Eating, Active Living (HEAL) campaign which includes newsletters, bulletin boards, nutrition events, recipe taste testing and recipe bulletin boards for SNAP-Ed eligible clients in Solano County has been implemented and will be expanded. The HEAL campaign emphasizes healthy and easy ways to prepare recipes using seasonal fruits and vegetables and promoting physical activity. The message changes four times a year and the materials are used in Public Health Departments, Food Stamp offices, and food pantry sites. An annual survey will be used to evaluate the targeted nutrition message of the HEAL campaign. Staff that work in programs that serve SNAP-Ed eligible clients will be trained on the HEAL campaign and ways to provide information on healthy eating and active living messages to the SNAP-Ed eligible population.

Key Performance Measures

Sign-in sheets, pictures of events, and training satisfaction surveys are used. Annual surveys will be conducted to explore challenges of eating the recommended amount of fruits and vegetables and to find out if Healthy Eating, Active Living quarterly campaign messages/materials (newsletters, bulletin boards, nutrition events, and taste testing) were seen and considered useful, and whether the campaign participants have suggestions for improvement.

STANISLAUS COUNTY HEALTH SERVICES AGENCY*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Rocio Huerta P.O. Box 3271 Modesto, CA 95353-3271</p> <p>Phone: (209) 558-7150 Fax: (209) 558-7538</p> <p>rhuerta@schsa.org</p>	<p>State Share: \$294,344</p> <p>Federal Share: \$147,172</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (15%); Female (85%)
- Ethnicity: African American (5%); Caucasian (15%); Latino (80%)
- Languages: English (30%); Spanish (70%)
- Ages: 9 to 11 (30%); 18 to 59 (60%); 60 and Over (10%)

Intervention Channels

Adult Rehabilitation Centers (1); Afterschool Programs (10); Churches (2); Community-Based Organizations (3); Elderly Service Sites (5); Emergency Food Assistance Sites (2); Farmers' Markets (2); Food Stamp Offices (1); Food Stores (7); Healthy Start (5); Head Start Programs (8); Preschools (15); Public Health Centers (1); Schools - students (K-12) (49); Schools - adults/parents (3)

Narrative Summary

The Stanislaus County Health Services Agency through the *Network for a Healthy California* will conduct nutrition education activities targeting SNAP-Ed eligible families. The goal is to encourage increased consumption of fruits and vegetables, physical activity, and overall better eating habits. The program staff will provide nutrition education via venues such as churches, health fairs, farmers' markets/flea markets, food stamp offices, senior centers, after school programs, parent resource centers, and community based organizations. Nutrition education will be conducted through food demonstrations, classes, and promotional events to encourage the audience to eat healthier on a daily basis. In addition, a social marketing campaign will be implemented using the *Network's* campaign materials. Placement of materials will be coordinated with the State's campaign and will target Hispanic women who are mothers or care providers for children ages 0-18. The Health Services Agency also will continue to facilitate the local Nutrition and Fitness Council to share best practices and trainings for community partners serving the SNAP-Ed eligible population in an effort to enhance the delivery of SNAP-Ed in Stanislaus County.

Key Performance Measures

Process evaluation measures will be utilized to gauge the level of participation in all activities performed and as indicated in attendance logs and activity tracking form. Pre/Post tests will be used to measure increased knowledge of healthy food preparation and fruit and vegetable consumption in adult nutrition education workshop. Participant satisfaction surveys will be used to measure quality of intervention/program during food demonstrations and after school presentations.

YOLO COUNTY HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Charlene Shon 137 N. Cottonwood St., Ste. 2600 Woodland, CA 95695</p> <p>Phone: (530) 666-8447 Fax: (530) 666-3984</p> <p>Charlene.shon@yolocounty.org</p>	<p>State Share: \$285,478</p> <p>Federal Share: \$128,705</p> <p>First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (10%); Female (90%)
- Ethnicity: Caucasian (30%); Latino (70%)
- Languages: English (30%); Spanish (70%)
- Ages: Under 5 (25%); 5 to 8 (25%); 9 to 11 (25%); 12 to 17 (15%); 18 to 59 (5%); 60 and Over (5%)

Intervention Channels

Afterschool Programs (2); Community-Based Organizations (3); Food Stamp Offices (1); Head Start Programs (5); Preschools (2); Public Housing (7); Schools – students (K-12)(18); Schools – adults/ parents (4); Migrant Camp (1)

Narrative Summary

The Yolo County Health Department (YCHD) will increase the number of SNAP-Ed eligible county residents who consume the recommended amounts of fruits and vegetables by providing nutrition education to qualifying parents and preschoolers, elementary, secondary, and adult education students. Preschool teachers will learn to integrate nutrition education into their curriculum. Parents and their children will participate in interactive cooking demonstrations, providing them with the skills needed to make healthier choices. Teen parents will receive nutrition education aimed at increasing their consumption of fruits and vegetables to recommended levels, while monolingual males enrolled in adult education will have a similar opportunity. Senior adults residing in qualifying sites will participate in an educational series. In addition, YCHD will be present at community events, scheduled at qualifying sites, which offer opportunities for distribution of nutrition education and physical activity messages to a larger audience. The Project's goals work in tandem with our State Share activities to provide Food Stamp nutrition education, cooking demonstrations and taste testings. Through venues such as migrant camps, schools, adult education classes, and public gatherings, our project works in synergy to address the nutrition needs of all SNAP-Ed eligible residents. Examples include our program for women residing in public housing, which provides nutrition education and physical activity promotion, and assistance in learning to read food labels and substitute healthier choices in meal preparation; our program for parents and their children 0-8 which targets direct nutrition education via a newsletter, nutrition-themed activity and reading circle, taste testing and distribution of recipes using the HOTM curriculum; and a program for older adults.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded on sign-in sheets and on the Activity Tracking Form. Improved knowledge of food preparation and increased cooking skills will indicate success of cooking classes via satisfaction survey. Impact evaluation in State and Federal Share programs will measure change in the consumption of fruits and vegetables among adults participating in nutrition education classes.

Los Angeles Region

Los Angeles County

<p>Network for a Healthy California Regional Lead Agency</p> <p>Los Angeles County Department of Health Services-Nutrition Program 3530 Wilshire Blvd., Suite 800 Los Angeles, CA 90010</p> <p>Funding Amount: \$1,712,500</p>	<p>Suzanne Bogert Project Director</p> <p>Phone: (213) 351-7875 Fax: (213) 351-2793 sbogert@ph.lacounty.gov</p>
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ABC UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Dipa Shah, MPH 16700 Norwalk Boulevard Cerritos, CA 90703</p> <p>Phone: (562) 926-5566 Fax: (562) 404-8926</p> <p>Dipa.Shah@abcusd.k12.ca.us</p>	<p>State Share: \$837,483</p> <p>Federal Share: \$414,513</p> <p>First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (9%); Asian (9%); Caucasian (6%); Latino (69%); Pacific Islander (7%)
- Languages: English (51%); Spanish (49%)
- Ages: Under 5 (1%); 5 to 8 (30%); 9 to 11 (26%); 12 to 17 (40%); 18 to 59 (3%); 60 and Over (0%)

Intervention Channels

Preschools (2); Schools - students, adults/parents (13)

Narrative Summary

The key goal of ABC Unified School District's (ABC USD) *Network for a Healthy California* is to promote the daily consumption of the recommended amounts of fruits and vegetables as well as to engage in at least 60 minutes/30 minutes of physical activity per day for children/adults. ABC USD will continue to implement various programs such as Harvest of the Month and provide nutrition education for students through existing materials and curricula. In addition, there will be a strong emphasis on building self-efficacy among our middle and high school students to prepare healthy snacks and meals that incorporate fruits and vegetables. ABC USD will continue to train our teachers with innovative ways to link nutrition education to California Department of Education California Content Standards through materials provided from the Dairy Council of California, MyPyramid.gov, and *Children's Powerplay!*

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed on the Activity Tracking Form. Preference and knowledge of featured Harvest of the Month produce will determine changes in fruit and vegetables consumption among students participating in nutrition education activities.

ALHAMBRA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Judy Huffaker Nutrition Education Specialist 1515 W. Mission Road Alhambra, CA 91803</p> <p>Phone: (626) 043-3560 Fax: (626) 308-2219 huffaker_judy@alhambra.k12.ca.us</p>	<p>State Share: \$1,122,094 Federal Share: \$557,717 First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (43%); Female (57%)
- Ethnicity: African American (1%); Asian (43%); Caucasian (15%); Latino (39%); Pacific Islander (1%); Vietnamese, Filipino (1%)
- Languages: Cantonese (25%); English (34%); Korean; Mandarin (12%); Spanish (18%); Vietnamese (5%); API (5%)
- Ages: Under 5 (2%); 5 to 8 (15%); 9 to 11 (14%); 12 to 17 (29%); 18 to 59 (38%); 60+ (2%)

Intervention Channels

Afterschool Programs (8); Community Youth Organizations (1); Preschools (8); Schools - students (K-12), adults/parents (16); Worksites (1)

Narrative Summary

Alhambra Unified School District (AUSD), located in Los Angeles County, California, serves more than 13,000 students from pre-kindergarten through 12th grade, and their families. AUSD provides students and adults with opportunities to make healthy eating choices and increase their physical activity. Nutrition education for students utilizes cooking in the classroom with hands-on preparation and sampling of healthy snacks; integration into math, language arts, and social studies; Harvest of the Month classroom activities and taste testing; development of student leadership through Nutrition Advisory Councils; introduction of careers, nutrition education, and preparation of healthy foods utilizing local chefs; nutrition-based creative writing and art contests, and development of nutrition-related murals; and integration of nutrition education with school gardens to increase awareness of both nutrition and agriculture. Physical activity promotion, as a component of nutrition education activities, utilizes programs such as SPARK. Student nutrition education is supported and reinforced through teacher training and parent nutrition education. Teacher trainings develop skills and knowledge related to nutrition and physical activity, as well as strategies for integration of nutrition into the core curriculum. Parent nutrition education focuses on making healthy choices and the benefits of preparing and consuming fruits and vegetables. AUSD participates with regional partners to promote the consumption of fruits and vegetables through regional, state, and national program promotions.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets, and on Activity Tracking Forms. Primary performance measures include changes to one or more of the following healthy lifestyle behaviors: increased knowledge of making healthy eating choices (healthy meal preparation, selecting food choices utilizing the Dietary Guidelines for Americans/ MyPyramid) and incorporating physical activity into their daily routine. Impact evaluation will determine changes in fruit and vegetable consumption among students participating in fruit and vegetable promotions.

CANGRESS**Los Angeles Community Action Network***Local Food and Nutrition Education*

<p>Ms. Becky Dennison 456 S. Main Street, Ground Floor Los Angeles, CA 90013-1320</p> <p>Phone: (213) 228-0024 Fax: (213) 228-0048 beckyd@cangress.org</p>	<p>Funding Amount: \$51,102 First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (65%); Female (35%)
- Ethnicity: African American (75%); Caucasian (10%); Latino (15%)
- Languages: English (95%); Spanish (5%)
- Ages: Under 5 (2%); 5 to 8 (3%); 9 to 11 (3%); 12 to 17 (2%); 18 to 59 (75%); 60 and Over (15%)

Intervention Channels

Community-Based Organizations (7); Community Centers (1); Community Clinics (4); Emergency Food Assistance Sites (3); Parks, Recreation Centers (2); Public Housing (12); Shelters/Temporary Housing (2); Soup Kitchens/Congregate Meal Sites (2)

Narrative Summary:

The proposed project is a Nutrition Education Project to be implemented on the east side of Downtown Los Angeles, including Skid Row. The project will primarily focus on peer-education covering four main topics in a workshop setting. These workshops will be developed for two audiences - one that includes intervention sites where SNAP-Ed eligible participants can complete a four-session series; and one that includes intervention sites where only one workshop is likely. While the topics and materials will be similar, the content will shift when there is a single session workshop opportunity and all material is covered at one time. The project will operate at a variety of sites throughout the community, including affordable housing projects, free food sites, health clinics, and other community-based organizations.

Key Performance Measures

Indicators of implementation or performance will include: sign-in sheets, Activity Tracking Form, copies of curriculum and handouts, number of active partnerships, pre- and post-test summaries, focus group summaries, and annual evaluation reports.

COMPTON UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Tracie L. Thomas 1726 E. 117th Street Los Angeles, CA 90059-2512</p> <p>Phone: (310) 639-4321 Fax: (310) 635-8268 <trthomas@compton.k12.ca.us< p=""> </trthomas@compton.k12.ca.us<></p>	<p>State Share: \$2,518,011</p> <p>Federal Share: \$1,003,345</p> <p>First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (32%); Female (68%)
- Ethnicity: African American (25%); Latino (73%); Asian, Native American, Pacific Islander (1%); white/multiple/no response (1%)
- Languages: English (28%); Spanish (72%)
- Ages: Under 5 (10%); 5 to 8 (10%); 9 to 11 (60%); 12 to 17 (20%)

Intervention Channels

Afterschool Programs (5); Preschools (14); Schools – students (K-12) (31);
Schools – adults/parents (15)

Narrative Summary

Compton Unified School District is located near the South Central section of Los Angeles with a 10.5 square mile radius. This city has a population of approximately 150,000 people of which 52.7 percent are African American and 43.7 percent are Hispanic or Latino.

The Compton Unified School District consists of 37 school sites serving approximately 32,486 students. The nutrition education project establishes a framework for nutrition education/physical activity promotion for students in grades K-12 and encourages teachers to incorporate nutrition education in the core curriculum. Increased consumption of fruits and vegetables among students and their families is promoted through the Harvest of the Month program, parent workshops, fruit and vegetable promotion activities, and cooking demonstrations conducted at school sites. The school district has seven additional schools that qualify for free and reduced meals, but the *Network* was not active due to the unavailability of a lead teacher. Efforts will be made this coming year to recruit lead teachers.

Key Performance Measures

Impact evaluation will determine improved knowledge of increased cooking skills and preparation of whole food through cooking classes and market focus conducted with parents throughout the contract period. Process evaluations will measure total participation levels in all coordinated activities performed, as recorded on sign-in sheets and Activity Tracking Forms. High school students will be provided training on cooking skills. This component will display a change in behavior, eating habits, and an increase in self-efficacy.

DOWNEY UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Colleen Anderson, RD Project Director 12340 Woodruff Ave. Downey, CA 90241</p> <p>Phone: (562) 940-6280 Fax: (562) 469-6677 cmanderson@dusd.net</p>	<p>State Share: \$557,798</p> <p>Federal Share: \$278,894</p> <p>First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (48%); Female (52%)
- Ethnicity: African American (4%); Asian (3%); Caucasian (12%); Latino (77%); Filipino (2%)
- Languages: English (79%); Spanish (20%); Korean (1%)
- Ages: Under 5 (5%); 5 to 8 (35%); 9 to 11 (25%); 12 to 17 (20%); 18 to 59 (15%)

Intervention Channels

Afterschool Programs (1); Schools – students (K-12) (14); Schools – adults/parents (14)

Narrative Summary

Downey Unified School District (DUSD) continues to promote healthful living among students and their families by utilizing several key interventions. The strongest and most successful intervention is the Harvest of the Month (HOTM) program. Teachers are provided with educator newsletters, nutrition themed books as resources and are able to order the HOTM produce for classroom sampling. The program is connected to the cafeteria with monthly themed HOTM bulletin boards, HOTM coloring and essay contests, and produce featured on the student menu. To connect to home, bilingual HOTM newsletters are provided to parents. The contractor also offers professional development for teachers to increase their nutrition knowledge to help increase nutrition education in the classroom and connection of nutrition to the curriculum. The contractor works directly with the fourth and fifth grade physical education coordinator to help link nutrition into the physical activity program, as well. In order to expand the program beyond the classroom and cafeteria, staff encourages schools to incorporate *Network* activities at school/community events such as carnivals, Jog-a-thons, afterschool programs, etc. Special nutrition education events such as assemblies, Farmer in the Classroom, Chefs in the Classroom, and Mural paintings help complement their nutrition education efforts. In addition, parent nutrition education training is provided in partnership with the Parent Teacher Association (PTA), True Lasting Connections, Community-Based English Tutorial (CBET), and other parent organizations. The contractor also reaches families at Open House nights by providing a variety of nutrition education, physical activity, and food/nutrition program information.

Key Performance Measures

DUSD will be utilizing a Pre- and Post- Student Produce Preference Survey to evaluate our HOTM program. DUSD anticipates at least a 10 to 15 percent increase in produce acceptance after exposure to DUSD's HOTM produce items. For teachers, DUSD will utilize a HOTM teacher survey. DUSD anticipates an increase in the time teachers spend on nutrition education in the classroom as a result of nutrition education materials provided to them.

CITY OF DUARTE PARKS AND RECREATION DEPARTMENT*Local Incentive Award: Government - Parks & Recreation Department*

<p>Ms. Donna Georgino Director of Parks and Recreation 1600 East Huntington Drive Duarte, CA 91010-2534</p> <p>Phone: (626) 357-7931 Fax: (626) 358-0018 dgeorgino@accessduarte.com</p>	<p>State Share: \$97,960</p> <p>Federal Share: \$48,977</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (48%); Female (52%)
- Ethnicity: African American (10%); Asian (6%); Caucasian (28%); Latino (47%); Pacific Islander (5%); Middle Eastern (4%)
- Languages: Arabic (3%); Armenian (2%); Cantonese (2%); English (49%); Mandarin (2%); Spanish (39%); Tagalog (3%)
- Ages: Under 5 (2%); 5 to 8 (4%); 9 to 11 (57%); 12 to 17 (8%); 18 to 59 (9%); 60 and Over (20%)

Intervention Channels

Afterschool Programs (2); Elderly Service Sites (1); Emergency Food Assistance Sites (1); Parks/ Recreation Centers (1); Schools - students (K-12) (6)

Narrative Summary

The City of Duarte and its *Network for a Healthy California (Network)* program promote nutrition education to SNAP-Ed eligible students and their families in the city region. The *Network* program provides nutrition education to afterschool programs linking nutrition education with school gardens. The *Network* program develops and trains a teen nutrition council each year whose teenage members then assist with *Network* nutrition education classes and nutrition education camps. The *Network* program also provides parent nutrition education classes and nutrition education class camps for students. The City of Duarte reaches seniors with nutrition education classes at an elderly service site, and provides nutrition education for adults at a food bank site in the city. It also promotes nutrition education to teens and children through two annual health events held in qualifying low income census tract locations. The City of Duarte and its *Network* program participate in the Healthy Cities Collaborative. This collaborative, a partnership of local and regional agencies, works on nutrition education and physical activity promotion projects.

Key Performance Measures

The main indicator of performance will be the number of times a program meets and the number of participants in the program.

EAST LOS ANGELES COLLEGE*Local Incentive Award: Education - Public Colleges & Universities*

<p>Dr. Manjit Kaur Project Director 1301 Avenue Cesar Chavez Monterey Park, CA 91754-6001</p> <p>Phone: (323) 780-7936 Fax: (323) 780-7168 manjitkaurjs@msn.com</p>	<p>State Share: \$1,894,534</p> <p>Federal Share: \$947,267</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (25%); Female (75%)
- Ethnicity: African American (2%); Asian (18%); Caucasian (5%); Latino (75%)
- Languages: English (49%); Mandarin (10%); Spanish (40%); Vietnamese (1%)
- Ages: 5 to 8 (50%); 12 to 17 (27%); 18 to 59 (20%); 60 and Over (3%)

Intervention Channels:

Afterschool Programs (7); Community-Based Organizations (Beverly Hospital) (1); Healthy Start (1); Preschools (1); Schools – students (K-12) (10); Schools – adults/parents (10); Universities, Community Colleges (1)

Narrative Summary:

The *Network for a Healthy California* at East Los Angeles College (ELAC) implements nutrition education programs at eleven sites: East Los Angeles College, three high schools and seven elementary schools in the primarily Hispanic, East Los Angeles Region. The nutrition education programs focus on increasing fruit and vegetable intake as well as promoting other healthy nutrition behaviors. Innovative nutrition education approaches are being used, including prenatal nutrition and healthy cooking classes with emphasis on fruits and vegetables for teen parents. 'Chef' in the classroom, nutrition education classes, participation of students and parents in nutrition fairs and promotion of physical activity are being implemented at Roosevelt High School. Nutrition education is provided through the K-4 and K-5 Afterschool Nutrition Education Program at the elementary schools. Nutrition education is linked with journal writing, music, art, and parent orientation activities. An impact evaluation objective on fruit and vegetable consumption is being conducted at three of the afterschool sites. The nutrition education workshop on healthy lifestyles is offered to SNAP-Ed eligible students at East Los Angeles College. The community-based programs for children (on the ELAC campus) and seniors (Senior Center at Beverly Hospital) are offered; promoting fruit and vegetable consumption, physical activity, and the prevention of chronic diseases.

Key Performance Measures

The *Network* program conducts impact evaluation measuring changes on performance and self-efficacy, including role playing in grades 3-5 for consumption of fruits and vegetables. The process evaluation measures include attendance/sign in sheets, agenda, handouts created and distributed, etc. The key indicator for the high school is increase of participation of students and teachers in promotion of physical activity and nutrition education so that the correct information is provided to students for greater behavior change.

EL MONTE CITY SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Mr. Michael Burns 3246 Meeker Avenue El Monte, CA 91731</p> <p>Phone: (626) 453-3733 Fax: (626) 350-4860 mburns@emcsd.org</p>	<p>State Share: \$1,494,700</p> <p>Federal Share: \$747,320</p> <p>First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: Asian (15%); Caucasian (5%); Latino (80%)
- Languages: Cantonese (3%); English (54%); Spanish (40%); Vietnamese (3%)
- Ages: 5 to 8 (40%); 9 to 11 (30%); 12 to 17 (20%); 18 to 59 (8%); 60 and Over (2%)

Intervention Channels:

Community Centers (1); Community Youth Organizations (1); Food Stores (2); Schools - students (K-12), adults/parents (18)

Narrative Summary:

The *Network/or a Healthy California* - El Monte City School District (EMCSD) prides itself in offering innovative and successful programs to students, families, and the community. The overall goal of the EMCSD *Network* is to improve the health and well-being of the SNAP-Ed eligible school community by providing bilingual and culturally appropriate nutrition education and physical activity promotion. The successful 'Guest Chef Classroom nutrition education program continues to grow as it strives to reach over half of the student population. Due to successful nutrition education pilot projects in years past such as 'Caught Eating Good' and 'Farmer in the Classroom', opportunities for nutrition promotion in schools continue to expand. Through the Nutrition Advisory Council (NAC) program, students have participated in nutrition advisory roles where they have demonstrated their leadership abilities in nutrition. Students attend the NAC mini conference, promote the importance of fruit and vegetable consumption through breakfast, and inquired about the interest other students have in fruits and vegetables. The EMCSD *Network* has also developed new partnerships with parent groups in the District facilitating the expansion of bilingual parent education dramatically. Educating parents in their native tongue allows EMCSD to effectively communicate behaviorally-focused strategies that will assist parents in providing nutritious foods and physical activity opportunities to their families.

Key Performance Measures

Both processes as well as impact evaluation will be used to assess the progress of the EMCSD *Network* program. For process evaluation purposes the following data will be collected: Meeting agendas, sign-in sheets, promotional flyers, photos, lesson plans, activity forms, press releases, etc. For impact evaluation purposes approximately 300 fourth-eighth grade student surveys will be conducted seeking an improvement in knowledge and food preference from pre and post tests. Data will be used to measure the following outcomes: Does the HOTM newsletter information, and preparing and tasting the HOTM fruit and vegetables affect knowledge and food preferences?

HAWTHORNE SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Mr. Steve Baldwin Project Director Ramona Elementary 4617 W. 136th Street Hawthorne, CA 90250-5735</p> <p>Phone: (310) 349-0744 Fax: (310) 349-1945 stbaldwin@hawthorne.k12.ca.us</p>	<p>State Share: \$1,470,878</p> <p>Federal Share: \$735,439</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (23%); Asian (3%); Caucasian (2%); Latino (66%); Pacific Islander (2%); Filipino (2%); No response (2%)
- Languages: English (53%); Spanish (39%); Vietnamese (2%); 20 others (6%)
- Ages: 5 to 8 (39%); 9 to 11 (29%); 12 to 17 (24%); 18 to 59 (8%)

Intervention Channels:

Afterschool Programs (8); Food Stamp Offices (1); Preschools (1); Schools - students (K-12), adults/ parents (11)

Narrative Summary:

The *Network for a Healthy California* at the Hawthorne School District (HSD) focus is on providing nutrition education and physical activity promotion to their target audience through classroom nutrition education, school and district-wide events, adult education classes, and media outreach.

HSD has several unique programs and methods that enable effective reach of the target audience. Several 'Nutrition Night' events during the school year provide direct, one-on-one nutrition education, as well as physical activity promotion. HSD also provides nutrition education at other large-scale community events, including a community 5K run and walk, family literacy nights, open houses, and health fairs. District teachers are provided information, training, and resources that enable them to provide nutrition education in the context of core curricular subjects like math, language arts, and science to students on a regular basis.

HSD works closely with local media to promote District events and to reach the target audience with nutrition education messages. Strong relationships with local television and newspapers allow for regular airing of PSAs and publication of newspaper columns that reach SNAP-Ed eligible individuals. The District website provides information to teachers, parents, and the media.

Key Performance Measures

Evaluation measures include attendance at trainings and workshops; teachers' use of nutrition education curriculum and materials; student preference for fruits and vegetables, knowledge of nutrition concepts, and self-reported eating behavior.

CITY OF LONG BEACH DEPARTMENT OF PUBLIC HEALTH*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Lara Turnbull, MPH, CHES Project Director/Health Education Coordinator 2525 Grand Avenue Long Beach, CA 90815-1765</p> <p>Phone: (562) 570-4294 Fax: (562) 570-4052 Lara_Turnbull@longbeach.gov</p>	<p>State Share: \$1,456,028 Federal Share: \$728,014 First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (35%); Female (65%)
- Ethnicity: African American (21%); Asian (11%); Caucasian (17%); Latino (47%); Native American (1%); Pacific Islander (3%)
- Languages: English (40%); Hmong (1%); Khmer (3%); Lao (1%); Spanish (50%); Tagalog (3%); Vietnamese (2%)
- Ages: Under 5 (3%); 5 to 8 (15%); 9 to 11 (15%); 12 to 17 (15%); 18 to 59 (50%); 60+ (2%)

Intervention Channels

Adult Education & Job Training sites (1); Afterschool Programs (3); Churches (7); Community Based-Organizations (10); Community Clinics (2); Community Youth Organizations (1); Elderly Service Sites (3); Farmers' Markets (2); Food Stores (2); Health Care Facilities (3); Healthy Start (2); Homes (200); Libraries (5); Other Youth Education Sites (5); Parks, Recreation Centers (12); Head Start Programs (10); Preschools (5); Public Health Centers (1); Public Housing (4); Schools - adults/parents (1); Shelters/Temporary Housing (1); Soup Kitchens (1); Universities, Community Colleges (1); Worksites (1)

Narrative Summary

The City of Long Beach Department of Health and Human Services (DHHS) provides primary nutrition education, physical activity promotion, and encourages participation in federal nutrition assistance programs to all SNAP-Ed eligible Long Beach area residents via education, outreach/events, classes, training, print media, task force groups, and internet/web pages. Healthy Active Long Beach, which includes the DHHS program as well as four parks, recreation, and marine sites that serve eligible families, offers nutrition education classes in English and Spanish throughout the city to eligible families to increase food preference, physical activity, outcome expectations regarding fruit and vegetable consumption. In addition, Healthy Active Long Beach conducts cooking demonstrations and food tasting, farmers' market and grocery store tours, produces a biannual newsletter, monthly fact sheets, and offers provider and community presentations. Nutrition education and promotion of the Food Stamp Program also takes place at community clinics, parks, Food Stamp Program enrollment sites, and community events/health fairs. As part of the marketing campaign, Healthy Active Long Beach will coordinate an annual 'Healthy Active Long Beach Week' that will focus on increasing fruit and vegetable consumption and physical activity promotion.

Key Performance Measures

Process evaluation includes using the activity tracking form to measure activities completed and the number of persons reached. Impact evaluation includes pre/post surveys for class participants that will measure increases in fruit and vegetable consumption by participants in the Jr. Beach Runner's program.

LONG BEACH UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Robin Sinks, CHES Health Curriculum Leader 1299 East 32nd Street, #10 Signal Hill, CA 90755-5239</p> <p>Phone: (562) 997-0632 Fax: (562) 997-0413 rsinks@lbusd.k12.ca.us</p>	<p>State Share: \$1,624,838</p> <p>Federal Share: \$812,417</p> <p>First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (20%); Asian (10%); Caucasian (20%); Latino (50%)
- Languages: English (50%); Khmer (10%); Spanish (40%)
- Ages: Under 5 (4%); 5 to 8 (25%); 9 to 11 (27%); 12 to 17 (42%); 18 to 59 (2%)

Intervention Channels:

Afterschool Programs (25); Preschools (17); Schools –students (K-12), adults/parents (61)

Narrative Summary:

The Long Beach Unified School District (LBUSD) addresses nutrition education and physical activity promotion through a coordinated school health system consistent with CDC's model and described in the Health Framework for California Public Schools. Building upon existing efforts, the LBUSD utilizes *Network* funds to increase the likelihood that SNAP-Ed eligible students and their families will consume the recommended amount of fruits and vegetables and participate in physical activity. A Project Teacher and Child Nutrition Specialist work closely with the Health and PE Curriculum Leaders to provide teacher training and parent education classes at eligible schools. Teacher trainings cover basic nutrition information and instructional strategies to incorporate nutrition education through literacy efforts. Instructional materials, food demonstrations/tasting, assemblies, Harvest of the Month, and Nutrition Advisory Councils enhance classroom instruction. Parent education topics include basic nutrition information, reading food labels, and food safety and sanitation. In addition, after-school recreation programs incorporate nutrition education activities. Educational and promotional items with positive nutrition messages motivate and reinforce instruction. As a result, participants will demonstrate increased knowledge and understanding of the importance of nutrition and physical activity; teachers will enhance classroom instruction; and adult and student eating/activity behaviors will be positively affected.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the activity tracking form. Increased knowledge and understanding of the importance of nutrition and physical activity and intent to consume more fruits/vegetables will indicate successful implementation of teacher training, parent education workshops, and classroom instruction. Impact evaluation will determine changes in knowledge, fruit and vegetable consumption, and self-efficacy among students participating in Nutrition Advisory Councils.

LOS ANGELES COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

<p>Ms. Maryam Shayegh 9300 Imperial Highway Downey, CA 90242-2813</p> <p>Phone: (562) 922-6306 Fax: (562) 922-6388</p> <p>Shayegh_Maryam@lacoed.edu</p>	<p>State Share: \$4,643,145</p> <p>Federal Share: \$2,321,572</p> <p>First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (54%); Female (46%)
- Ethnicity: African American (8%); Asian (10%); Caucasian (12%); Latino (64%); Native American (0%); Filipino(5%); No response/multiple (1%)
- Languages: Arabic; Armenian (9%); Cantonese (5%); English (33%); Farsi; Korean (1%); Mandarin (5%); Spanish (43%); Tagalog (2%); Vietnamese (2%); unspecified;
- Ages: Under 5 (1%); 5 to 8 (36%); 9 to 11 (26%); 12 to 17 (27%); 18 to 59 (10%); 60 and Over

Intervention Channels

Adult Education & Job Training Sites (7); Afterschool Programs (3); Community Clinics (1); Preschools (4); Schools - students (K-12) (45)

Narrative Summary

The Los Angeles County Office of Education (LACOE) provides integrated educational programs and services in the diverse and multicultural environment of Los Angeles County. LACOE promotes increased achievement for all students, with an emphasis on assisting low performing schools by providing support services and programs to underserved children, youth, families, districts, schools, and communities. The goal of the *Network for a Healthy California* LACOE Coalition is to provide technical assistance, support, and resources for subcontracting districts to enhance nutrition education and physical activity promotion efforts for 17,892 students and their parents at SNAP-Ed eligible school sites, and 585 teachers, 110 food service workers, 38 nurses, and 85 support staff who work directly with these eligible students. This goal is achieved through ongoing nutrition coalition meetings and nutrition education activities such as hands-on cooking demonstrations, Harvest of the Month taste testing program, nutrition education classes and activities for students and parents, teacher and support staff training, and nutrition education curriculum, resources and materials such as the Harvest of the Month Toolkit. The school districts participating in the *Network for a Healthy California* LACOE Coalition are: LACOE educational programs, Glendale Unified School District, Inglewood Unified School District, Redondo Beach Unified School District, Rowland Unified School District, and San Gabriel Unified School District.

Key Performance Measures

Impact evaluation will determine changes in fruit and vegetable consumption among 4th and 5th grade students at eligible school sites. Process evaluation measures will demonstrate performance and completion of nutrition education and physical activity promotion events and related scope of work activities.

LOS ANGELES TRADE TECHNICAL COLLEGE*Local Incentive Award: Education - Public Colleges & Universities*

<p>Ms. Christine Bou Sleiman Project Director 400 West Washington Blvd. Los Angeles, CA 90015-4108</p> <p>Phone: (213) 763-7377 Fax: (213) 763-5393 Christine.elhaj@gmail.com</p>	<p>State Share: \$1,445,013 Federal Share: \$722,506 First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (47%); Female (53%)
- Ethnicity: African American (23%); Asian (4%); Caucasian (2%); Latino (71%); Native American (1%); Pacific Islander (1%)
- Languages: English (24%); Spanish (71%); Vietnamese (5%)
- Ages: Under 5 (10%); 5 to 8 (41%); 9 to 11 (32%); 12 to 17 (10%); 18 to 59 (7%)

Intervention Channels

Preschools (8); Schools – students (K-12), adults/parents (10); Universities, Community Colleges (1)

Narrative Summary

Los Angeles Trade Technical College (LATTC) focuses on SNAP-Ed eligible schools using a variety of nutrition education intervention techniques such as the *Network's* Harvest of the Month (HOTM) resources. HOTM provides teachers with nutrition education ideas and materials to use with their students, and a separate linked newsletter for parents with healthy recipes they can try at home. HOTM teacher training is extended this year to all preschools and at an elementary school that had not previously participated in teacher trainings. Principals at the schools are using the healthy tips from the HOTM newsletters in their own school newsletters and mentioning the tips in the morning announcements. LATTC is partnering with Lawndale Elementary School District (LESD) Food Service so the HOTM fruit or vegetable is on the menu twice a month. Additional interventions include bilingual parent education classes including healthy cooking demonstrations, sponsoring healthy ethnic festivals, and co-sponsoring with the Lawndale school district nutrition education murals. LATTC is developing simple cooking kits for each school so teachers can prepare HOTM recipe taste test samples for their classes so more students have the opportunity to taste and develop preferences for healthy foods.

Key Performance Measures

Increase preferences for fruits and vegetables, improvement in cooking skills, health consciousness among students, and knowledge of nutrition concepts and home food safety. Increase in self-efficacy for fruit and vegetable access and preparation and then increase in fruit and vegetable intake.

LOS ANGELES UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Roberta Acantilado 6651-C Balboa Blvd. Van Nuys, CA 91406-5529</p> <p>Phone: (818) 609-2550 Fax: (818) 609-2580</p> <p>Roberta.acantilado@lausd.net</p>	<p>State Share: \$11,979,658</p> <p>Federal Share: \$5,989,829</p> <p>First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (10%); Asian (3%); Caucasian (3%); Latino (82%); Native American; Pacific Islander; (<1%); Filipino (2%)
- Languages: English (3%); Spanish (62%); Arabic; Armenian; Cantonese, Farsi; Khmer; Korean; Tagalog; Vietnamese and 81 other languages (35%).
- Ages: Under 5 (0%); 5 to 8 (30%); 9 to 11 (25%); 12 to 17 (42%); 18 to 59 (3%)

Intervention Channels:

Preschools (97); Schools - students (K-12) (646); Schools - adults/parents (743)

Narrative Summary:

The *Network for a Healthy California (Network)*-Los Angeles Unified School District (LAUSD) targets all SNAP-Ed eligible district schools through invitations to participate in Award funding. Annually, approximately 350 schools and 12,500 teachers participate, providing nutrition education and physical activity promotion reaching 365,000 students and many of their families. LAUSD funds interested schools (based upon past performance and available funds) as follows: approximately 165 Action Awards, 80 Nurse Awards, 75 Nutrition Advisory Council (NAC) Awards, 75 Harvest of the Month (HOTM) Only Awards, and 15 Modified Awards (for early education centers, continuation schools, and community day schools). *Network* staff provides skills-based professional development workshops for teachers, materials to support *Network* programs, and parent workshops supporting classroom nutrition education activities. Subcontracted services are available to support Action Awards: Chefs in the Classroom lead cooking exercises with taste testing and a physical activity message; Theatrical presentations provide interactive performances on nutrition and physical activity; Farmers in the Classroom present nutrition education through lessons in produce's journey from farm to market to table; Public Relations provides nutrition education reinforcement items and assistance with media and publications; a muralist prepares murals at schools sites promoting nutrition and physical activity; and a variety of physical activity demonstrations complement nutrition education activities for teachers, students, and parents.

Key Performance Measures

Participation levels in most activities will be recorded through sign in sheets, participant evaluations on staffs' activity tracking forms. Nutrition education training opportunities for participants (teachers and parents) will reinforce and increase nutrition education for students. Formative evaluation completed regarding parent education will determine appropriate interventions for nutrition education, which will be measured through planned impact evaluation.

MONROVIA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Valerie Parsons 325 E. Huntington Drive Monrovia, CA 91016-3585</p> <p>Phone: (626) 471-2776 Fax: (626) 471-2088</p> <p>vparsons@monrovia.k12.ca.us</p>	<p>State Share: \$1,316,265</p> <p>Federal Share: \$658,132</p> <p>First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (11%); Asian (3%); Caucasian (26%); Latino (54%); Native American (1%); Pacific Islander (1%); Filipino (2%); Multiple/no response (2%)
- Languages: Cantonese (1%); English (59%); Korean (1%); Mandarin (1%); Spanish (37%); Tagalog (1%)
- Ages: Under 5 (6%); 5 to 8 (13%); 9 to 11 (15%); 12 to 17 (32%); 18 to 59 (34%); 60+

Intervention Channels:

Adult Education & Job Training Sites (1); Afterschool Programs (6); Community-Based Organizations (3); Community Centers (1); Community Youth Organizations (1); Farmers' Markets (1); Food Stores (2); Healthy Start (1); Libraries (1); Preschools (1); Schools - students (K-12), adults/parents (8)

Narrative Summary:

The goal of the *Network for a Healthy California*-Monrovia Unified School District (MUSD) is to increase the consumption of fruits and vegetables, increase physical activity promotion, increase access to nutritious foods, and decrease the risk of chronic diseases. Nutrition education is promoted through nutrition related activities such as the Harvest of the Month (HOTM) program, nutrition education cooking lessons within the classrooms, parent education, teacher trainings, and community events. In addition, elementary school sites have Nutrition Advisory Councils that meet a minimum of two times per week in order to promote our goals within the school. Each month approximately 4,000 SNAP-Ed eligibles are reached through nutrition education lessons that feature the highlighted HOTM. Classroom sessions conducted by a Chef are linked to the core curriculum. Teachers further this HOTM education by subscribing to the monthly program and integrating nutrition education into their classrooms. To expand the reach of the program, the contractor has developed partnerships with local supermarkets keeping them informed of the HOTM program and conducting taste tests based on the produce featured. Through resources and assistance from the *Regional Networks*, the contractor will enhance this partnership. As a complement to these programs, the target audience is exposed to nutrition education messages via electronic and written modes: articles published in the local newspapers, displays of various signage, bulletin boards, murals at school sites, and websites containing nutrition resources for teachers and students and upcoming events for the MUSD *Network*.

Key Performance Measures

We use impact evaluation to measure changes in knowledge, behavior, and skill improvement. We use participation evaluations to rate the effectiveness of our teacher trainings. We use pre- and post-tests to measure the effectiveness of select parent education classes. Recipe evaluations are filled out by all students on a monthly basis to rate the like/dislike of the featured produce in the monthly cooking lesson.

MONTEBELLO UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Piper Mattson, MS, RD Nutrition Education Specialist 1612 Mines Avenue Montebello, CA 90640-5416</p> <p>Phone: (323) 887-7967 Fax: (323) 722-5371 mattson_piper@montebello.k12.ca.us</p>	<p>State Share: \$673,084</p> <p>Federal Share: \$336,542</p> <p>First Funded: 1997-1998</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (0%); Asian (3%); Caucasian (0%); Latino (95%); Pacific Islander (0%); Other (2%)
- Languages: Armenian (1%); Cantonese (1%); English (26%); Korean (1%); Mandarin (1%); Spanish (68%); Vietnamese (2%)
- Ages: Under 5 (1%); 5 to 8 (22%); 9 to 11 (23%); 12 to 17 (39%); 18 to 59 (15%); 60 and Over (0%)

Intervention Channels

Afterschool Programs (22); Libraries (1); Preschools: Head Start Programs (11); Public Health Centers (1); Schools – students (K-12) (28)

Narrative Summary

Montebello Unified School District (MUSD) focuses on five general areas, providing nutrition education to students, families, and teachers. The program encourages students, teachers, and parents to work toward developing more nutrition friendly environments and the development of nutrition education standards in the classroom. Components establish links between home, cafeteria and classroom to provide a consistent program encouraging students to be wiser/healthier 'food decision makers'. Classrooms are reached with monthly taste tests including lessons on seasonal produce and bulletin boards in cafeterias provide students with fruit and vegetable information. Other health/nutrition events throughout the year are promoted with lessons, activities, teacher background information, and family information sheets. Physical activity promotion is included in several activities described above to reinforce the importance of combining the two components for a healthier lifestyle. Nutrition Advisory Councils (NACs) established at each intermediate and high school conduct six nutrition education activities per year. Closing events provide a forum for sharing yearly NAC accomplishments. MUSD continues the pursuit of establishing a nutrition education curriculum focused on standards for K-12. This will allow for an institutionalization of nutrition education in the classroom, empowering students and families to advocate for more nutrition friendly environments.

Key Performance Measures

Process: number of activities and participants; number of schools and/or classrooms participating; also skill improvement.

NEW ECONOMICS FOR WOMEN*Local Food and Nutrition Education*

<p>Ms. Margarita Alvarez Gomez 303 S. Loma Drive Los Angeles, CA 90017 Phone: (213) 923-3808 Fax: (213) 483-7848 Margarita.alvarez@neworg.us</p>	<p>Funding Amount: \$84,124 First Funded: 2008-2009</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (1%); Latino (97%)
- Languages: English (3%); Spanish (97%)
- Ages: Under 5 (2%); 5 to 8 (2%); 9 to 11 (2%); 12 to 17 (23%); 18 to 59 (70%); 60 and Over (1%)

Intervention Channels

Afterschool Programs (5); Community-Based Organizations (2); Public Housing (1); Shelters/Temporary Housing (1)

Narrative Summary

New Economics for Women's (NEW) SNAP-Ed eligible population include participants of different age ranges, from infants to grandparents. NEW will implement the Salsa Sabor Y Salud program to educate families to make better nutritional and physical health choices for their families and themselves. NEW believes that by providing the resources and information to make better choices to one individual, the entire family will benefit from that change. Therefore, our nutrition sessions will be provided to the entire family beginning with ages three and up and will focus on teaching families the importance of consuming healthy foods and practicing physical activities that will enhance their energy levels. After completing the four week sessions, families will be able to participate in one of the four focus groups conducted annually. At this time they will be able to share personal recipes and share what improvements have been made in the entire family since graduating from the program. During the third year of the program NEW will recruit volunteers to attend bi-monthly meetings with the program facilitator to create a script for three different acts that will portray the healthy choices and physical activities families of different cultural backgrounds can make without changing their cultural practices.

Key Performance Measures

Outcomes will be measured and completed as a result of families attending the Salsa Sabor y Salud Program and learned to describe how physical activity impacts the body, know and remember the food pyramid, make healthy food choices, understand how food and physical activity affect energy levels, improve their families eating habits as a result of completing the program. Other outcome measure will be demographic information, attendance at workshops, outreach conducted, and informational brochures distributed.

PASADENA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Katia Ahmed Program Coordinator 351 South Hudson Ave. Pasadena, CA 91109</p> <p>Phone: (626) 798-2458 Fax: (626) 798-2658 kahmed@pusd.us</p>	<p>State Share: \$3,688,857 Federal Share: \$1,842,199 First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (26%); Asian (2%); Caucasian (16%); Latino (54%); Filipino (2%)
- Languages: Armenian (3%); English (40%); Spanish (54%); Non English (3%)
- Ages: Under 5 (8%); 5 to 8 (24%); 9 to 11 (24%); 12 to 17 (44%)

Intervention Channels

Afterschool Programs (3); Healthy Start (5); community based organizations (2); Head Start (1); Preschools (5); Schools - students (K-12) (29); Schools - adults/parents (18); Public Health Centers (1); Shelters/Temporary Housing (2)

Narrative Summary

The Pasadena Unified School District (PUSD) *Network* Program has formed a collaboration between teachers, parents, students, food service staff, school nurses, district administrators, community-based organizations, faith-based organizations, and community members. The program's goal is to increase the daily consumption of fruits and vegetables and increase physical activity (60 minutes a day for youth and 30 minutes a day for adults) among the target population. This link creates school environments that reflect a comprehensive commitment to the health and well-being of PUSD students and their families.

The program began with a needs assessment of the target audience on their perceptions of preferred healthy-eating activities and areas of special interest. Teacher trainings focus on integrating and coordinating nutrition education lessons and physical activity programs for students in their classrooms. School nurses attend training programs to help them work with students and parents on adopting healthy lifestyles as well as the understanding of child and adolescent behavior, knowledge, and attitude on healthy eating. Food service staff is trained on the importance of positive eating environments and the healthy food choices available. A sample of activities conducted for the SNAP-Ed eligible population includes: 'Ask the Nutritionist' booths; healthy cooking classes; 'Nutrition, Health and Walk to School' day; Healthy cooking demonstrations by chefs; Nutrition Magician; physical education training; Harvest of the Month; health fairs; Farmer in the Classroom; and nutrition education activities.

Key Performance Measures

Increase the daily consumption of fruits and vegetables in the target population. The performances are measured through needs assessment and process. Impact evaluation is used to measure knowledge and consumption of fruits and vegetables.

CITY OF PASADENA PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Mary Urtecho-Garcia Program Coordinator Nutrition & Physical Activity Project, Rm. 1505 1845 North Fair Oaks Avenue Pasadena, CA 91103-1620</p> <p>Phone: (626) 744-6163 Fax: (626) 744-6114 mugarcia@cityofpasadena.net</p>	<p>State Share: \$212,816 Federal Share: \$106,408 First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (15%); Female (85%)
- Ethnicity: African American (18%); Caucasian (2%); Latino (80%)
- Languages: English (20%); Spanish (80%)
- Ages: Under 5; 5 to 8; 9 to 11 (5%); 12 to 17 (10%); 18 to 59 (70%); 60 and Over (15%)

Intervention Channels

Community-Based Organizations (5); Community Centers (2); Community Clinics (2); Elderly Service Sites (2); Food Stores (3); Parks, Recreation Centers (3); Preschools: Head Start Programs (3); Public Health Centers (1); Other, Other City Departments (1)

Narrative Summary

The *Network* funded project of the City of Pasadena Public Health Department Nutrition and Physical Activity Program is successful in reaching an impressive number of SNAP-Ed eligible adults through nutrition education with physical activity promotion. The PACE Program (Pasadena Anti-obesity Community Education), a four part nutrition education course, as well as numerous single-subject nutrition presentations and workshops have been openly welcomed by the target audience. A large number of these programs are presented in Spanish for monolingual and bilingual Spanish speaking community members. As evidenced by the positive feedback in evaluation forms and verbal comments, the participants have truly appreciated the series of classes and other nutrition outreach efforts conducted in their native language of Spanish, making the nutrition education messages more accessible for new audiences. The goal is for program participants to have a better understanding of the importance of daily fruit and vegetable consumption and physical activity. The Nutrition and Physical Activity program is an active participant in the Pasadena Nutrition and Fitness Council. The Council is composed of staff from city departments, the school district, and community-based organizations, all of which target SNAP-Ed eligible residents, as well as community members themselves. Through monthly meetings the Council promotes city-wide nutrition education issues, activities and events, and the *Network*; keeps members updated on current nutrition topics; and has been instrumental in establishing program sites for ongoing nutrition education activities.

Key Performance Measures

Process evaluations measures will show the participation in nutrition program activities with participant sign-in sheets and reported numbers of special event attendees as reported in the Activity Tracking Form. Participants will demonstrate increased awareness of the importance of making healthy food choices and being physically active, i.e. 30 minutes/day for adults.

ROSEMEAD SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Diane Ezzo Project Director 3907 N. Rosemead Blvd., Suite 130 Rosemead, CA 91770-1984</p> <p>Phone: (626) 312-2900 Fax: (626) 312-2921 dezzo@rosemead.k12.ca.us</p>	<p>State Share: \$143,448</p> <p>Federal Share: \$69,536</p> <p>First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (1%); Asian (52%); Caucasian (3%); Latino (42%); Filipino (2%)
- Languages: Cantonese (28%); English (26%); Khmer (1%); Mandarin (3%); Spanish (24%); Tagalog (1%); Vietnamese (13%); Chaozhou (2%); other non-English (2%)
- Ages: Under 5 (5%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (20%); 18 to 59 (10%); 60 and Over (5%)

Intervention Channels

Afterschool Programs (5); Preschools (4); Schools - students (K-12) (5)

Narrative Summary

Rosemead School District is a K-8 public school district located in Rosemead, California. There are four elementary schools (K-6) and one middle school (7-8) with a population of 3,104 ethnically diverse students, of which approximately 42% are Latino/Hispanic and 52% are Asian. On average, approximately 76% of the students receive free and reduced lunch. The *Network for a Healthy California* targets all five schools. Harvest of the Month is available to teachers and students several times a year via taste testing and newsletters. Programs, such as the Health Fair, and Vision of Immigrant Cultural Education (VOICE), include a nutrition education and physical activity promotion component for parents translated into the various languages the District serves. *Power Play!* activities target 4th and 5th graders. An art and essay contest is conducted to promote the importance of fruits and vegetables. Back-to-School Nights and Open Houses feature fruit and vegetable taste testing and provide nutrition education materials. Cooking demonstrations incorporating nutrition education are conducted for 7th and 8th grade students who are involved with the Physical Education program implemented at the middle school level. Nutrition education classes and healthy recipe taste testing with 4th through 6th grade students are conducted in partnership with the After School Education Safety Program (ASES).

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Performing the activities listed in the Scope of Work, such as parent nutrition workshops, teacher trainings, art and essay contest, Open Houses, and Back to School nights will increase visibility of the importance of consuming colorful fruits and vegetables and physical activity; and provide students, parents, and teachers with written education materials.

SANTA CLARITA VALLEY SCHOOL FOOD SERVICES AGENCY*Local Incentive Award: Education - School District*

<p>Ms. Tracy Fiscella, MS, RD Project Coordinator 25210 Anza Drive Santa Clarita, CA 91355-3496 Phone: (661) 295-1574, x117 Fax: (661) 295-0981 tfiscella@scvsfsa.org</p>	<p>State Share: \$185,868 Federal Share: \$92,934 First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (4%); Asian (3%); Caucasian (25%); Latino (64%); Native American (2%); Pacific Islander (2%); Multiple/no response (2%); Filipino (2%)
- Languages: English (58%); Korean (1%); Spanish (40%)
- Ages: Under 5 (10%); 5 to 8 (40%); 9 to 11 (30%); 18 to 59 (20%)

Intervention Channels

Preschools (7); Schools students (K-12) (6); Schools - adults/parents (7)

Narrative Summary

The goal of this project is to strengthen nutrition education efforts from the cafeteria to the classroom to the home among schools in Santa Clarita with >50% of students on free/reduced meals. Santa Clarita Valley School Food Services Agency (SCVSFSA) collaborates with schools and organizations such as *Power Play!*; Dairy Council of California, American Cancer Society, and the Newhall Family Resource Center to provide nutrition education and physical activity promotion to school administrators, teachers, students, and parents. The primary objective is to increase students' consumption of fruits and vegetables, while integrating nutrition education into the curriculum. Over 110 teachers participate in the Harvest of the Month program, which connects literacy with increased consumption of fruits and vegetables. Harvest of the Month is also an avenue to teach simple food preparation which can be transferred to the student's home and parents. Teachers also receive training to integrate nutrition into the core curriculum with an emphasis on language arts. Strategies include providing training and resources for classroom cooking, promoting school gardens, and Central Kitchen tours/activities. Schools also receive resources and curriculum for promoting consumption of fruits and vegetables. The establishment of Nutrition Advisory Councils at 4-5 sites links students to decisions regarding nutritious breakfast and lunch choices at school. These peer educators promote healthy food and activity choices in their school.

Key Performance Measures

Participation in activities and evaluations for nutrition education activities, presentations, workshops, and Harvest of the Month in classrooms and in school nutrition-themed garden via teacher activity logs and Nutrition Garden Coordinators activity logs.

UNIVERSITY OF SOUTHERN CALIFORNIA Keck Diabetes Prevention Initiative

Local Food and Nutrition Education

<p>Ms. Valerie Ruelas, MSW, LCSW, Director 6430 Sunset Blvd., Ste. 1500 Los Angeles, CA 90028-8016</p> <p>Phone: (323) 644-8416 Fax: (323) 906-8043 vruelas@chla.usc.edu</p>	<p>Funding Amount: \$93,914 First Funded: 2006-2007</p>
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Target Audience

- Gender: Male (25%); Female (75%)
- Ethnicity: African American (5%); Asian (1%); Caucasian (4%); Latino (90%)
- Languages: English (20%); Spanish (80%)
- Ages: 9 to 11 (10%); 18 to 59 (40%); 60 and Over (50%)

Intervention Channels

Afterschool Programs (2); Churches (4); Community-Based Organizations (20); Elderly Service Sites (3); Food Stamp Offices (2); Food Stores (18); Parks, Recreation Centers (3); Head Start Programs (4); Public Housing (3); Restaurants/Diners/Fast Food (5); WIC Programs (2)

Narrative Summary

The proposed project, 'From the Market to Your Plate - Learning How to Shop, Cook, and Design Easy, Inexpensive and Healthy Meals Your Family Will Enjoy' is based on intervention strategies identified through interviews with community members and through existing Community Advisory Boards in East and South Los Angeles. The project has two major activities: 1) form partnerships with supermarkets to promote the *Network Retail Program* and hold instructional nutrition tours utilizing four trained Community Health Educators (CHEs); and 2) conduct six, two-hour nutrition education classes in English and Spanish that consist of culturally-specific cooking demonstrations and information about how to purchase affordable fruits and vegetables taught by a Registered Dietitian and local chefs in facilities within the communities. The curriculum will be developed from the *Network Community Educator Toolbox*. At the end of the project term, this project will have identified four to eight partner supermarkets in East Los Angeles and will have distributed retail program materials. In addition, each year, 90 SNAP-Ed eligible adults, and their children will participate in nutrition education, totaling 180 nutrition education hours.

Key Performance Measures

For the 'From the Market to Your Plate' educational classes, the key performance measures will be an assessment of change in knowledge, awareness, preferences, skills, outcome expectancies and self-efficacy related to fruit and vegetable consumption utilizing the MS Townsend, et al, 'Food Behavior Checklist' pre and post test survey. For the *Retail Program* intervention, Community Health Educators will track the retail materials distributed in one to two community stores. For the Nutrition Health Fair intervention, 200 SNAP-Ed eligible residents will participate in a Nutrition Health Fair and complete a participant satisfaction survey.

VAUGHN NEXT CENTURY LEARNING CENTER*Local Incentive Award: Education - School District*

<p>Ms. Suzanne Llamas Project Director 13330 Vaughn Street San Fernando, CA 91340-2216</p> <p>Phone: (818) 896-7461 Fax: (818) 834-9036 sllamas@vaughncharter.com</p>	<p>State Share: \$210,500 Federal Share: \$105,250 First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (45%); Female (55%)
- Ethnicity: African American (2%); Latino (98%)
- Languages: English (35%); Spanish (65%)
- Ages: Under 5 (10%); 5 to 8 (20%); 9 to 11 (20%); 12 to 17 (30%); 18 to 59 (18%); 60+ (2%)

Intervention Channels

Afterschool Programs (1); Community-Based-Organizations (1); Community Clinics (1); Food Stores (1); Preschools (1); Schools - students (K-12) (1); Community Farmer's Market (1)

Narrative Summary

Vaughn Next Century Learning Center provides a comprehensive nutrition and health education program to 2,000 pre-K through Grade 11 students, all living in a high poverty neighborhood in Los Angeles. The Vaughn *Network for a Healthy California* program consists of a number of coordinated elements. The primary focus is the consistent integration of nutrition education into the daily curriculum and school culture. This is enhanced by regular trainings for all teachers, as well as food service staff, to support nutrition education efforts in the classroom and cafeteria. In addition, the program designates 20 hours of intensive nutrition and health education activities during intersession to students in grades 1-11 and the daily afterschool program includes cooking and gardening nutrition activities. Regular enhancement of the Library Nutrition Discovery Corner promotes reading and research. The Vaughn *Network* sponsors a school-wide Nutrition Student Council, responsible for promoting the increased consumption of fruits and vegetables; partners with families and community members to conduct neighborhood health and nutrition education campaigns; and participates in state and regional fruit and vegetable promotion activities. The Vaughn *Network* supports students, families, staff, and community through a school-wide Nutrition Education Team that includes a dietitian, nutrition coordinator, nutrition coach, health science resource teacher, and teacher leaders.

Key Performance Measures

Process evaluation measures that will be used to indicate the levels of participation in implemented activities will be the sign-in sheets and the recorded participation on the Activity Tracking Form. Increased and improved knowledge of food preparation and increased cooking skills will indicate successful implementation of cooking classes. Middle school and high school students serving as Student Nutrition Advisory Council members and elementary students serving as Nutrition Student Council will show an increase in self-efficacy. Impact evaluation will determine changes in vegetable and fruit consumption among adults participating in nutrition education classes.

North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>California Health Collaborative 1101 College Avenue, Suite 215 Santa Rosa, CA 95404</p> <p>www.northcoastnutrition.org</p> <p>Funding Amount: \$480,000</p>	<p>Jennifer McClendon Project Director California Health Collaborative</p> <p>Phone: (707) 543-5810 ext. 203 Fax: (707) 543-5813</p> <p>jmcclendon@healthcollaborative.org</p>
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CALISTOGA JOINT UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Joan Bruno Lead Nutrition Teacher Calistoga Elementary 1327 Berry Street Calistoga, CA 94515-1605</p> <p>Phone: (707) 942-4398 Fax: (707) 942-0970</p> <p>jbrunor@calistoga.k12.ca.us</p>	<p>State Share: \$137,764</p> <p>Federal Share: \$67,485</p> <p>First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (30%); Latino (66%); Native American (1%); Pacific Islander (1%)
- Languages: English (35%); Spanish (65%)
- Ages: Under 5 (8%); 5 to 8 (16%); 9 to 11 (16%); 12 to 17 (30%); 18 to 59 (30%)

Intervention Channels

Afterschool Programs (2); Community Centers (1); Community Youth Organizations (1); Farmers' Markets (1); Food Stores (1); Schools - students (K-12) (2)

Narrative Summary

Calistoga Joint Unified is a pre-K to 12 school district in Napa County, with two main school sites - Calistoga Elementary School and Calistoga Junior-Senior High School. The nutrition program will be conducted primarily at Calistoga Elementary and play a supportive role at Calistoga Junior-Senior High School. Classes are conducted during and afterschool for students and in the evenings for parents/families, to include: fruit and vegetable tastings, featuring the Harvest of the Month; MyPyramid information; cooking demonstrations; hands-on cooking practice and label-reading tips; practice with appropriate serving sizes; and creative and fun ways to incorporate physical activity for a healthy lifestyle. Youth empowerment projects around nutrition and physical fitness will primarily be afterschool in partnership with the ACES 'Think Tank' and Boy and Girls Club programs at Calistoga Elementary and the Calistoga Teen Center (managed by the Boys and Girls Club of Calistoga). The nutrition program also offers school garden-enhanced nutrition education classes.

Key Performance Measures

Primary measure of performance will be the Activity Tracking Form and the Weekly Time Logs prepared by District staff.

COMMUNITY ALLIANCE WITH FAMILY FARMERS

Local Food and Nutrition Education

<p>Ms. Michelle Wyler 922 E Street, Suite 202 Eureka, CA 95501</p> <p>Phone: (707) 444-3255 Fax: (707) 444-2589 mrwyler@yahoo.com</p>	<p>Funding Amount: \$89,202</p> <p><i>First Funded: 2006-2007</i></p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (71%); Latino (10%); Native American (13%); Pacific Islander (1%)
- Languages: English (88%); Hmong (2%); Spanish (10%)
- Ages: 5 to 8 (50%); 9 to 11 (40%); 12 to 17 (10%)

Intervention Channels

Schools - students (K-12) (29)

Narrative Summary

Encouraging and supporting school gardens creates opportunities for children to discover fresh food, make healthier food choices, and become better nourished. As an outcome of a previous *Network* grant, a Humboldt County School Garden *Network* planning committee addressed how to better meet the needs of low-resource school teachers who enhance nutrition education through school garden activities. In the first year, an initial assessment focusing on school garden use, needs, and training/fieldtrip interest was conducted to inform nutrition education program planning. In addition, an underutilized community asset-the Arcata Educational Farm-was used for garden-enhanced nutrition education.

The main goal for this program is to increase Humboldt County SNAP-Ed eligible students' fruit and vegetable consumption through garden-enhanced nutrition education. The identified objectives provide hands-on, educational opportunities to SNAP-Ed eligible schools with a focus on fruits and vegetables. The project will assess the needs of school teachers for increasing garden-enhanced nutrition education; collaborate with partners to utilize Arcata Educational Farm, local farms, and farmers' markets as nutrition education sites for both teachers and K-8 students; to increase teacher efficiency in teaching garden-enhanced nutrition education; organize trainings and provide resources to assist qualifying teachers; and promote both school and home garden use through nutrition education.

Key Performance Measures

Students participating in garden enhanced nutrition education have increased knowledge of fruits and vegetables as documented through testimonials. Twenty teachers will report increased knowledge of garden-enhanced nutrition education techniques and utilization of school gardens to teach garden-enhanced nutrition education.

DEL NORTE UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Deborah Kravitz 301 W. Washington Blvd. Crescent City, CA 95531-8340</p> <p>Phone: (707) 464-0273 Fax: (707) 464-0785 dkravitz@delnorte.k12.ca.us</p>	<p>State Share: \$1,037,738</p> <p>Federal Share: \$524,916</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (1%); Asian (7%); Caucasian (61%); Latino (15%); Native American (14%); Pacific Islander (1%); Other (1%)
- Languages: English (84%); Hmong (5%); Lao (1%); Spanish (10%); Lao (1%)
- Ages: Under 5 (3%); 5 to 8 (24%); 9 to 11 (21%); 12 to 17 (50%); 18 to 59 (1%); 60 and Over (1%)

Intervention Channels

Afterschool Programs (6); Community-Based Organizations (4); Community Youth Organizations (1); Elderly Service Sites (2); Emergency Food Assistance Sites (2); Extension Offices (1); Farmers' Markets (1); Food Stamp Offices (1); Healthy Start (3); Parks, Recreation Centers (1); Head Start Programs (5); Preschools (6); Public Health Centers (1); Schools students (K-12) (13)

Narrative Summary

The objectives of the Del Norte Unified School District *Network* project include participating in regional collaboratives and meetings to share experiences, successes, ideas, etc., as well as attending *Network* trainings. The project identifies and takes advantage of various activities and events in the community as well as the school district where staff can provide nutrition education and physical activity promotion to SNAP-Ed eligible students, their families, and community members. Age-appropriate nutrition education is provided to preschool and elementary age students through trained high school 'Nutrition Student Educators'. High school aged Nutrition Student Educators also reach students in afterschool programs, Boys and Girls Clubs, and UC Cooperative Extension 4-H clubs, providing youth with age-appropriate nutrition educational opportunities that focus on skill building, food preferences, and physical activity promotion. Methods for disseminating messages include: Harvest of the Month, *Power Play!*, gardens as outdoor nutrition education classrooms, and integration of nutrition and physical activity into core subject areas and/or standards. District teachers and staff are provided training promoting *Network* goals. Physical activity messages are fully integrated into nutrition education materials for students and their families. The School Nutrition Action Committee and Physical Activity Council (SNAC PAC) supports community-based organizations with the goal of increased fruit and vegetable consumption. Work is conducted with the local Department of Health and Human Services to promote the SNAP.

Key Performance Measures

Attendance records, photo documentation, activity logs, lesson plans, copies of newsletters, summary of evaluations, activity tracking forms, agendas, minutes of meetings, samples of nutrition education materials, impact evaluation results, survey tools, copies of press releases, media tip sheets, and PSAs.

HUMBOLDT COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

<p>Ms. Linda Prescott, RD 901 Myrtle Avenue Eureka, CA 95501-1219</p> <p>Phone: (707) 445-7042 Fax: (707) 445-7143</p> <p>lprescott@humboldt.k12.ca.us</p>	<p>State Share: \$754,932</p> <p>Federal Share: \$377,466</p> <p>First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (56%); Latino (16%); Native American (17%); Pacific Islander (1%); Multiple (5%)
- Languages: English (92%); Spanish (8%)
- Ages: 5 to 8 (62%); 9 to 11 (31%); 12 to 17 (7%)

Intervention Channels:

Afterschool Programs (15); Schools - students (K-12) (27);

Narrative Summary:

Acting as the lead agency, the Humboldt County Office of Education coordinates the *Network for a Healthy California* funded programs offered through county-based special education class rooms and a consortium of schools. Efforts focus on encouraging consumption of colorful fruits and vegetables and promotion of daily physical activity. Activities include implementation on Harvest of the Month program in approximately 250 preK-8th grade classrooms, *Power Play!* offered to 4th and 5th grade students as well as afterschool programs, healthy classroom celebration ideas, cooking activities and projects as well as community and school-wide nutrition related events. Multiple professional development and networking opportunities are offered to school site staff.

Key Performance Measures

Process evaluation measures such as sign-in sheets, lesson plans, activity tracking forms, and pictures will show participation levels. Increased identification, knowledge, and preference of fruits and vegetables will indicate successful implementation of Harvest of the Month and *Power Play!* programs. Improved food preparation and cooking skills will reflect successful implementation of cooking activities. Impact evaluation will measure changes in fruit and vegetable consumption, knowledge, preference, and self-efficacy among targeted 9-11 year olds.

MANILA COMMUNITY SERVICES DISTRICT*Local Incentive Award: Government - City Government*

<p>Ms. Holly Pering, Coordinator 1901 Park Street Arcata, CA 95521-9650 Phone: (707) 445-3309 Fax: (707) 445-0979 manilacc@suddenlinkmail.com</p>	<p>State Share: \$83,028 Federal Share: \$41,512 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (6%); Asian (1%); Caucasian (48%); Latino (4%); Native American (40%); Pacific Islander (1%)
- Languages: English (96%); Spanish (4%)
- Ages: Under 5 (12%); 5 to 8 (15%); 9 to 11 (15%); 12 to 17 (18%); 18 to 59 (26%); 60 and Over (14%)

Intervention Channels

Afterschool Program, Community-Based Organizations, Community Center, Community Garden, Family Resource Center and Teen Program located Park and Recreation Center (1)

Narrative Summary

Manila Community Services District is a public entity of government, a special district that provides culturally appropriate nutrition education through the Building Healthy Peninsula Communities Project. The project provides nutrition education for youth, teens, senior, families, and community members of the Samoa Peninsula. The nutrition education and physical activity promotion includes promoting awareness of the need for the recommended amounts of fruits and vegetables per day and the need to obtain at least 60 minutes of physical activity every day for youth, 30 minutes for adults. Nutrition education and physical activity promotion are provided to SNAP-Ed eligible community members during community events; programs for SNAP-Ed eligible youth (after school and summer programs); teens (including Teen Ship and the Babysitters' Club); SNAP-Ed eligible seniors; SNAP-Ed eligible parents (Parents in Partnership); and families. Nutrition education activities include the development of pages to be added to the Manila Cookbook that combines elder histories and community health and pride for SNAP-Ed.

Key Performance Measures

Main performance measures will be attendance at events and classes.

NAPA COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

<p>Ms. Julie McClure 5789 State Farm Drive, Suite 230 Rohnert Park, CA 94928-3613</p> <p>Phone: (707) 664-4232 Fax: (707) 664-2418 julie.mcclure@calserves.org</p>	<p>State Share: \$266,998</p> <p>Federal Share: \$133,499</p> <p>First Funded: 2008-2009</p>
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Target Audience

- Gender: Male (53%); Female (47%)
- Ethnicity: African American (2%); Asian (2%); Caucasian (7%); Latino (84%); Native American (2%); Pacific Islander (1%); Laotian (1%); Filipino (1%)
- Languages: English (21%); Spanish (79%)
- Ages: 5 to 8 (38%); 9 to 11 (38%); 12 to 17 (2%); 18 to 59 (20%); 60 years + (2%)

Intervention Channels

Afterschool programs (8); School gardens (8); Schools (K-12) (8)

Narrative Summary

The CalSERVES (Students Engaged in Relevant Volunteer Opportunities in Educational Settings) nutrition program coordinates efforts with the North Coast Nutrition and Fitness Collaborative to complement statewide efforts that coordinate with the *Network for a Healthy California* message of increasing fruit and vegetable consumption, increasing physical activity, and preventing chronic diseases. The program also coordinates with the Sonoma County Community and Family Nutrition Coalition, Redwood Empire Food Bank, and the *Network's Regional Children's Power Play! Campaign* to deliver consistent behavior-focused nutritional messages across Santa Rosa's Bellevue, Roseland, and Wright Elementary School Districts reaching over 6,500 SNAP-Ed eligible children and families.

Key Performance Measures

Increase the daily consumption of colorful fruits and vegetables and increase daily physical activity in SNAP-Ed eligible families, measured by program attendance rosters, health fair attendance counts, activity logs, lesson plans, and Activity Tracking Forms.

SONOMA COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

<p>Ms. Lynn Garric Sonoma SERVES 5340 Skylane Blvd. Santa Rosa, CA 95403 Phone: (707) 524-2600 Fax: (707) 522-2889 lgarric@scoe.org</p>	<p>State Share: \$234,821 Federal Share: \$117,410 First Funded: 2008-2009</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (2%); Asian (7%); Caucasian (26%); Latino (61%); Native American (1%); Pacific Islander (1%); Multiple; (2%)
- Languages: English (60%); Spanish (40%)
- Ages: Under 5 (1%); 5 to 8 (52%); 9 to 11 (31%); 12 to 17 (7%); 18 to 59 (9%)

Intervention Channels

Afterschool (5) Preschools (1); Schools – students (K-12)

Narrative Summary

Sonoma County Office of Education administers the *Network for a Healthy California* nutrition education program in five SNAP-Ed eligible area schools. Each school provides nutrition education and promotes physical activity during the day school, afterschool, and during summer school activities. Nutrition education takes place in the classroom, in school gardens, and on field trips where students visit farms, farmers' markets, and grocery stores. Cooking classes and taste testing/food demonstrations (often using produce from the schools' garden) give students and their families the opportunity to broaden their experience with fruits and vegetables and incorporate them into their daily lives as part of nutrition education. In the after school programs cooking and nutrition classes are also offered for parents.

Key Performance Measures

Activities will be tracked through indicators of implementation, such as class attendance, Activity Tracking Form, photographs, newsletters, scrapbooks, sign-in sheets, and student-produced materials.

UKIAH UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Terry Nieves 925 North State Street Ukiah, CA 95482-3411</p> <p>Phone: (707) 462-2561 Fax: (707) 463-2120 tnieves@uusd.net</p>	<p>State Share: \$1,574,703</p> <p>Federal Share: \$784,263</p> <p>First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (58%); Latino (28%); Native American (9%); multi ethnicity (3%)
- Languages: English (67%); Spanish (33%)
- Ages: Under 5 (11%); 5 to 8 (39%); 9 to 11 (32%); 12 to 17 (16%); 18 to 59 (2%)

Intervention Channels

Afterschool programs (6); Farmers' Markets (1); Head Start Programs (4); Preschools (6); Schools – students (K-12) (30)

Narrative Summary

Nutrition education classes and lessons are taught from pre-Kindergarten through 12th grade, based on district health standards and California Department of Education Nutrition Competencies, using cooking carts and nutrition education curriculum as well as nutrition education in the garden. Students and parents participate in Harvest Festivals and health fairs which focus on nutrition education, taste testing, and physical activity. Nutrition education is presented at Family Literacy Nights and other school functions where nutrition and taste testing of healthy snacks are hands-on events for parents and students. Parent nutrition education takes place after school at preschools and elementary schools. School-wide announcements, bulletin boards, murals, and posters displayed throughout the school setting promote fruits and vegetables and physical activity.

Harvest of the Month (HOTM) is a large part of the nutrition education program, with all schools and districts participating in HOTM taste testing, parent newsletters, and teacher lesson plans. Physical activity is promoted through Walk-to-School events, Walk-a-thons, and after school activities and programs. Pre-school and K-12 teacher professional development links gardens and nutrition to the California content standards using *Power Play!*, *Nutrition to Grow On*, and *Kids Cook Farm Fresh Food* as well as HOTM training.

Key Performance Measures

Process evaluation measures will include the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of food preparation and increased cooking skills will indicate successful implementation of cooking classes. Impact evaluation will determine changes in fruit and vegetable consumption among students participating in nutrition education classes and HOTM.

UNITED INDIAN HEALTH SERVICES, INC.*Local Incentive Award: Indian Tribal Organizations*

<p>Ms. Alison Aldridge 1600 Weeot Way Arcata, CA 95521-4734</p> <p>Phone: (707) 825-4098 Fax: (707) 825-5035</p> <p>Alison.aldridge@crihb.net</p>	<p>State Share: \$168,735</p> <p>Federal Share: \$84,368</p> <p>First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: Caucasian (25%); Latino (15%); Native American (60%)
- Languages: English (90%); Spanish (10%)
- Ages: Under 5 (15%); 5 to 8 (15%); 9 to 11 (15%); 12 to 17 (15%); 18 to 59 (25%); 60 and Over (15%)

Intervention Channels

Afterschool Programs (1); Community Garden (1) Emergency Food Assistance Sites (1); Farmers' Market (1); Head Start Programs (4); Indian Tribal Organization (1); Schools - students (K-12) (4)

Narrative Summary

Through fun and innovative activities at local schools, Head Start Centers, and community events, nutrition and physical activity messages are reaching American Indians in Humboldt and Del Norte Counties. During culturally appropriate cooking classes at various community sites participants are taught to incorporate more fruits and vegetables into their family meals. The agency's Potawot Health Village includes a two-acre organic garden. With the garden's production of top quality fruits and vegetables, *Network* funds support taste testing, cooking classes, workshops, and various celebrations that utilize this incredible resource for nutrition education. On the North Coast where the weather is cool, vegetables such as kale, swiss chard, kohlrabi, broccoli, and other 'strange' vegetables thrive. *Network* funded taste tests, cooking classes, and celebrations bring these new flavors to the tables of American Indian communities.

Key Performance Measures

Program participants will exhibit healthier cooking methods and skills, improved ability to make healthy choices at the grocery store, increased consumption of fruits and vegetables and participation in physical activity, and will experience increased exposure to fruits and vegetables through taste testing, farmers' market, and garden education.

Orange County Region

Orange County

<p>Network for a Healthy California Regional Lead Agency</p> <p>Orange County Health Care Agency 1725 West 17th Street Santa Ana, CA 92706-2316 www.ochealthinfo.com/public/nutrition/nupac</p> <p>Funding Amount: \$896,000</p>	<p>Anna Luciano-Acenas Project Director</p> <p>Phone: (714) 628-4459 Fax: (714) 834-8028 aluciano@ochca.com</p>
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HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Lauren Teng Nutrition Education Specialist Food and Nutrition Services 14325 Goldenwest Street, Bldg. 1 Westminster, CA 92683-4905</p> <p>Phone: (714) 894-1698 Fax: (714) 894-8198 lteng@hbuhsd.org</p>	<p>State Share: \$1,909,955 Federal Share: \$954,977 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (1%); Asian (32%); Caucasian (12%); Latino (47%); Native American (1%); Filipino (2%); Multiple (5%)
- Languages: Cantonese (1%); English (43%); Spanish (34%); Vietnamese (20%); Other (1%)
- Ages: 5 to 8 (60%); 9 to 11 (18%); 12 to 17 (22%)

Intervention Channels

Afterschool Program (6); Schools - students (K-12) (16)

Narrative Summary

The Huntington Beach Union High School District (HBUHSD) continues to serve Westminster High School, eleven schools in the Westminster School District and four schools in the Ocean View School District. HBUHSD educates SNAP-Ed eligible students, parents, and teachers about fruits and vegetables and physical activity. Harvest of the Month will continue to be introduced in all three districts. It will feature selected produce and reach students via the cafeteria, the class room, and the family. Westminster High School will continue to integrate nutrition into the curriculum. Subjects such as history and economics will include nutrition presentations in the classroom. Efforts with the English Department will continue by linking nutrition presentations to selected English literature. Westminster School District and Ocean View School District will expand its nutrition and physical activity offerings to all schools. Activities such as, 'Adopt-A-Classroom' and 'Fruit and Vegetable Tea Parties' will be scheduled throughout the school year. These activities will provide classroom taste tests or cooking demonstrations that allow students to taste fruit and vegetable recipes. Other national campaigns will be celebrated such as National Nutrition Month and campaigns that support breakfast and fruit and vegetable consumption.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of fruits and vegetables and healthy choices will indicate successful implementation of nutrition education classes and trainings. High school students serving as Nutrition Advocate members will advocate for nutrition on campus and in the community. Impact evaluation will determine changes in fruit and vegetable consumption among students participating in nutrition education classes.

NEWPORT-MESA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Mr. Geoff Ianniello 2985 Bear Street, Building E Costa Mesa, CA 92626-4300</p> <p>Phone: (714) 424-7557 Fax: (714) 424-7596 gianniello@nmusd.us</p>	<p>State Share: \$689,905</p> <p>Federal Share: \$332,000</p> <p>First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (3%); Caucasian (29%); Latino (66%); Pacific Islander (1%)
- Languages: English (32%); Spanish (64%); Tagalog (1%); Vietnamese (2%); Marshallese (1%)
- Ages: Under 5 (4%); 5 to 8 (24%); 9 to 11 (15%); 12 to 17 (57%)

Intervention Channels

Afterschool Programs (10); Preschools: School District Preschools (7); Schools - students (K-12), adults/parents (15)

Narrative Summary

Newport-Mesa Unified School District *Network for a Healthy California* lead teachers assist in providing direct communication to the SNAP-Ed eligible elementary schools. The lead teachers are the on-site support for the *Network* nutrition education and physical activity promotion interventions. Additionally, the *Network* promotes the Harvest of the Month program to the preschool, elementary schools, middle-school, high school, and afterschool programs with the option for these classes to receive the featured produce in their classroom as part of the nutrition education promotion intervention. The *Network* program also provides workbooks for preschool to 6th grade that coordinate with the Harvest of the Month program. All teachers participating in the program receive newsletters and nutrition education materials for the students.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. An impact evaluation will determine changes in fruit and vegetable consumption among 4th-5th graders as part of the Harvest of the Month program.

ORANGE COUNTY HEALTH CARE AGENCY*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Anna Luciano-Acenas Nutrition Services 1725 West 17th Street Santa Ana, CA 92706-2316</p> <p>Phone: (714) 834-8673 Fax: (714) 834-8028 aluciano@ochca.com</p>	<p>State Share: \$1,299,884</p> <p>Federal Share: \$649,942</p> <p>First Funded: 2000-2001</p>
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Target Audience

- Gender: Male (30%); Female (70%)
- Ethnicity: African American (1%); Asian (10%); Caucasian (16%); Latino (72%); Pacific Islander (1%)
- Languages: English (33%); Spanish (55%); Various Asian Languages (12%)
- Ages: Under 5 (16%); 5 to 8 (33%); 9 to 11 (32%); 12 to 17 (1%); 18 to 59 (15%); 60+ (3%)

Intervention Channels

Afterschool Programs (10); Churches (3); Community-Based Organizations (50); Community Centers (10); Community Clinics / Health Care Facilities (256); Community Youth Organizations (16); Elderly Service Sites (27); Emergency Food Assistance Sites (17); Farmers' Markets (9); Food Stamp Offices (11); Food Stores (3); Homes (4000); Parks, Recreation Centers (3); Head Start / Preschools (102); Public Housing (9); Schools – students (K-12), adults/parents (79); Soup Kitchens/Congregate Meal Sites (25); Temporary Housing (8); Universities, Community Colleges (2); WIC Programs (34); Worksites (3)

Narrative Summary

The County of Orange Health Care Agency (HCA) provides public health services to three million residents. Public health staff members provide nutrition education in English, Spanish, Vietnamese, Hmong, and Cambodian to SNAP-Ed eligible individuals of all ages through home visits and education at clinic and community sites. *Network* funds will be used to provide additional nutrition education, with physical activity and brief food assistance promotion, to SNAP eligible individuals seeking services from government programs and community partners. HCA and community staff will receive training on nutritional issues and materials to enhance their existing efforts. Nutrition messages will reach a large SNAP-Ed audience through displays, health fairs, and presentations at County facilities, including Food Stamp offices, and qualifying community sites. HCA will link nutrition education with Second Harvest Food Bank programs, a California Endowment project, and other efforts. Special activities will expand upon the *Regional Network* and UC FSNEP projects. HCA will use information obtained from *Communities of Excellence (CX³)* neighborhood surveys to improve nutrition education and community involvement related to fruit and vegetable consumption and will develop a plan to help ensure coordination among local nutrition programs.

Key Performance Measures

Through process evaluation, HCA will collect information on several factors including the number of individuals reached, materials distributed, and activities conducted. Surveys will be given to assess change in knowledge and/or self-efficacy and limited impact evaluation will be conducted to assess change in fruit/vegetable consumption and/or related factors, such as knowledge, preferences, and intent to change or movement along the stages of change continuum.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS - ACCESS*Local Incentive Award: Education - County Office of Education*

<p>Ms. Yvonne Ortega Program Manager 2910 Redhill Ave. Costa Mesa, CA 92626</p> <p>Phone: (714) 327-1038 Fax: (714) 327-0187</p> <p>Yvonne_Ortega@access.k12.ca.us</p>	<p>State Share: \$1,080,709</p> <p>Federal Share: \$432,211</p> <p>First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (61%); Female (39%)
- Ethnicity: African American (4%); Asian (3%); Caucasian (26%); Latino (62%); Native American; Pacific Islander (1%); not specified (3%); Filipino (1%)
- Languages: English (51%); Khmer (5%); Korean (5%); Lao (.5%); Spanish (45%); Tagalog (5%); Vietnamese (1%); non-English (1%)
- Ages: 5 to 8; 9 to 11 (1%); 12 to 17 (81%); 18 to 59 (8%)

Intervention Channels

Afterschool Programs (9); Schools - students (K-12) (56)

Narrative Summary

The Orange County Superintendent of Schools program focuses on promoting healthy lifestyles for SNAP-Ed eligible alternative education students by promoting a higher consumption of fruits and vegetables and regular physical activity as part of a healthy lifestyle. *Network* staff presents teacher trainings throughout the year to provide classroom teachers with basic nutrition education, as well as creative ways to incorporate nutrition in the curriculum. Teachers throughout the district then conduct nutrition education classes by incorporating nutrition in all areas of the standard curriculum. The Harvest of the Month program promotes this goal, as well as providing students with the experience of tasting a different fruit or vegetable each month. Using student artwork, students produce a Harvest of the Month calendar which is distributed to families and includes recipes and facts about each featured fruit or vegetable. Students also have the opportunity to work with a professional muralist to design a school mural that promotes healthy eating and physical activity. Chefs enter the classrooms to conduct healthy cooking demonstrations and provide students with easily duplicated healthy recipes. The program continues to reach families through nutrition education presentations and healthy cooking demonstrations at school Open House functions, Back-to-School nights, and after school program activities.

Key Performance Measures

Tracking measures will include the number of education interventions completed; the number of hours spent in the classroom conducting taste tests; numbers of materials created and distributed; and the number of hours spent conducting training sessions for teachers. Additionally, interventions will be tracked through compiling agendas, training outlines, sign-in sheets, class rosters and lesson plans, and participant evaluation surveys given after trainings and events. Impact evaluation will be administered on a sample of students who participate in nutrition education with integration of physical activity classes.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS*Local Incentive Award: Education - County Office of Education, Coalition*

<p>Ms. Kari Tuggle, MS, RD Nutrition Specialist 151 Kalmus Drive, Ste. L5 P.O. Box 9050 Costa Mesa, CA 92626-9050</p> <p>Phone: (714) 327-1056 Fax: (714) 540-3464 ktuggle@ocde.us</p>	<p>State Share: \$3,849,624</p> <p>Federal Share: \$2,089,182</p> <p>First Funded: 2002</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (2%); Asian (13%); Caucasian (15%); Latino (68%); Native American (.5%); Pacific Islander (.7%); Middle Eastern (2%); other (.6%)
- Languages: Arabic (.54%); Armenian (.61%); Cantonese (39%); English (34%); Farsi (32%); Khmer (4%); Korean (2%); Lao (.45%); Mandarin (3%) Spanish (58%); Russian (71%); Tagalog (1%); Vietnamese (4%); Other (1%)
- Ages: Under 5 (3%); 5 to 8 (12%); 9 to 11 (23%); 18 to 59 (59%)

Intervention Channels

Preschools: School District Preschool (50); Schools - students (K-12) (49); Schools adults/parents (77)

Narrative Summary

Monitored and coordinated by the Orange Superintendent of Schools, the Orange County Coalition consists of 11 public school districts/programs working together to promote nutrition education, and physical activity and federally funded nutrition education assistance programs. Activities include promoting the consumption of fruits and vegetables through Harvest of the Month program newsletters and taste tests, nutrition education in the classroom, parent nutrition education classes/workshops, and school and community promotional events. Physical activity promotion is provided through the integration of physical activity messages in nutrition education activities, newsletters, and in school-wide nutrition and physical activity promotional events. Promotion of nutrition education and physical activity by Student Nutrition Club members empowers students to advocate for a positive nutrition environment. Teacher training is provided to encourage and advocate for the integration of nutrition education and physical activity promotion in the classroom, including the utilization of cooking carts for taste tests and food demonstrations. Nutrition education promotion in the cafeteria includes participation in Harvest of the Month taste testing and promotional activities including nutrition education and physical activity promotional messages on menus and in the cafeteria. A brief promotional message about the Food Stamp Program is included with the nutrition education conducted at parent classes and at school events such as Open House, Back to School Night, and Kinder Roundup.

Key Performance Measures

Key measures include process and impact evaluation. These include sample newsletters, Harvest of the Month taste test schedules, Nutrition Education Library resource list, Cooking in the Classroom activity outlines, sample event flyers and pictures, sample lesson plans, agendas, sign-in sheets, and written summary reports, in addition to pre-tests, post-tests, surveys, activity logs, and fruit and vegetable consumption tracking logs.

ORANGE UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Katryn Soltanmorad Project Coordinator 726 W. Collins Ave. Orange, CA 92867-5514</p> <p>Phone: (714) 997-6354 Fax: (714) 997-6149</p> <p>ksoltanmorad@orangeusd.org</p>	<p>State Share: \$786,883</p> <p>Federal Share: \$385,849</p> <p>First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (1%); Asian (10%); Caucasian (39%); Latino (45%); Native American (1%); Pacific Islander (2%); Filipino (2%)
- Languages: Cantonese (5%); English (39%); Korean (2%); Mandarin (5%); Spanish (45%); Tagalog (2%); Vietnamese (2%)
- Ages: Under 5 (1%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (30%); 18 to 59 (9%)

Intervention Channels

Preschools (4-6); Schools - students (K-12), adults/parents (15)

Narrative Summary

Orange Unified School District (OUSD) is located in a culturally-diverse urban setting in Orange County, serving 29 elementary schools, 4 middle schools, and 4 high schools. OUSD *Network* currently targets 12 elementary, 2 middle, and 1 high school. The primary objective during this year is to increase nutrition education targeted to teachers and other providers. In particular to motivate them to integrate nutrition education into their daily curriculum utilizing California Health Education Standards and draft California Department of Education Nutrition Competencies. Teacher Liaisons have been selected at each of the target school sites to coordinate nutrition programming. Harvest of the Season provides fresh taste tests of fruits and vegetables direct to the classroom four times a year, teacher lesson plans aligned to the California Teaching Standards and draft Nutrition Competencies, and parent newsletters will continue to be a focus. Expansion of the Guest Chef program utilizing parent volunteers is another focus of the OUSD *Network*. "Follow the Leader," nutrition education and physical activity program, will be expanded to other school sites. Youth Engagement will be continued at the high school with current Youth Leaders facilitating the efforts in addition to continuing at the middle school for Year 2 of the youth engagement project. Parent education is another objective of the OUSD *Network*. During regularly scheduled parent meetings, topics and presentations are provided which support the *Network* goals and nutritious eating messages. Posters and murals placed throughout the school serving and eating areas enhance the school food environment. The Breakfast Club, which was initiated in 2003, will continue at *Network* school sites. All nutrition education interventions continue to be evaluated for effectiveness by OUSD.

Key Performance Measures

Process evaluation measures will indicate the participation levels as indicated in activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of nutrition concepts and principals and increased fruit and/or vegetable preference will indicate successful implementation of Harvest of the Season and Follow the Leader. Impact evaluation will determine changes in fruit and vegetable consumption among elementary students; Youth Engagement Pilot will continue with improvement in research in the areas of nutrition and physical activity.

SANTA ANA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

<p>Ms. Frances Byfield 1601 E. Chestnut Santa Ana, CA 92701-6322</p> <p>Phone: (714) 480-5328 Fax: (714) 558-5088</p> <p>frances.byfield@sausd.k12.ca.us</p>	<p>State Share: \$2,996,891</p> <p>Federal Share: \$743,235</p> <p>First Funded: 2003-2004</p>
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (3%); Caucasian (2%); Latino (94%); Native American; Pacific Islander (1%)
- Languages: English (11%); Spanish (86%); Arabic (<1%); Cantonese (<1%); Farsi (<1%); Hmong (<1%); Korean (<1%); Russian (<1%); Tagalog (<1%); Vietnamese (<1%)
- Ages: Under 5; 5 to 8 (26%); 9 to 11 (23%); 12 to 17 (50%); 18 to 59 (1%)

Intervention Channels

Preschools (11); Schools - students (K-12), adults/parents (31)

Narrative Summary

Linking schools, food services and local school community, Santa Ana Unified School District (SAUSD) *Network* reaches approximately 30,000 SNAP-Ed eligible students, staff, and parents monthly. Our goal is to increase students' consumption of fruits and vegetables and increase daily physical activity. SAUSD's *Network* has School Nutrition Education Liaisons and Nutrition Activity Club Advisors in 31 schools. Liaisons and Advisors attend monthly meetings and receive Harvest of the Month (HOTM) newsletters, resources, and materials that link and support nutrition education into existing curriculum and activities. *Network* also provides on-going professional development for certificated and support staff. As part of our community outreach, we distribute monthly HOTM and Nutrition Nuggets newsletters district wide. We provide guest speakers on nutrition education and physical activity at parent and staff meetings. We host the HOTM Book Club. We also provide monthly HOTM parent cooking classes that include cooking demonstrations, taste tests, and nutrition education to parent leaders. Parent participants prepare and share the information at their schools. In conjunction with food services, we market HOTM produce facts on the monthly school menus. We feature HOTM produce in the menu selection. Our dietitian coordinates the delivery of the HOTM produce to facilitate the monthly taste testing to approximately 28,000 students.

Key Performance Measures

We are using the 2007-08 Nutrition Education Survey developed and supported by the *Network's* Research and Evaluation Unit.

San Diego and Imperial Region

Imperial and San Diego Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>University of California, San Diego 4305 University Ave., Ste. 590 San Diego, CA 92105-1698</p> <p>www.sdnonline.org</p> <p>Funding Amount: \$1,065,000</p>	<p>Blanca Melendrez Project Director Division of Community Pediatrics</p> <p>Phone: (619) 681-0684 Fax: (619) 681-0666</p> <p>bmelendrez@ucsd.edu</p>
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IMPERIAL COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

<p>Ms. Yoliviviana Sanchez Health Programs Coordinator 935 Broadway Street El Centro, CA 92243-2349</p> <p>Phone: (760) 482-4939 Fax: (760) 352-9933 yolivivianasanchez@imperialcounty.net</p>	<p>State Share: \$89,258</p> <p>Federal Share: \$44,633</p> <p>First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (5%); Caucasian (22%); Latino (70%); Native American (3%)
- Languages: English (50%); Spanish (50%)
- Ages: Under 5 (5%); 5 to 8 (5%); 9 to 11 (30%); 12 to 17 (10%); 18 to 59 (50%)

Intervention Channels

Afterschool Programs (2); Libraries (2); Head Start Programs (4); Public Health Centers (1); Public Housing (2); Schools - students (K-12), adults/ parents (4); WIC Programs (1)

Narrative Summary

The County Public Health Department's efforts to promote healthy eating and physical activity include the planning and implementation of: 1) Cooking Healthy sessions at various locations throughout the county on how to buy, safely store, and prepare fruits and vegetables; 2) healthy lifestyle sessions focusing on nutrition and physical activity as a way to promote fruit and vegetable consumption and physical activity, to improve the quality of life of county SNAP-Ed eligible residents and to prevent chronic disease such as cardiovascular disease, diabetes, and obesity; and 3) nutrition and physical activity promotion using presentations, interactive games, appropriate displays, and dissemination of *Network* literature at health fairs and community events. The Public Health Department is also working toward strengthening and expanding the local Physical Activity and Healthy Eating (PAHE) Coalition to implement nutrition and physical activity promotional events throughout the county. Some PAHE partners are WIC, Food Bank, The Family Treehouse, and Clinicas de Salud del Pueblo.

Key Performance Measures

A pre and post test will be conducted to determine an increase in knowledge of food preparation and increased cooking skills. The results of the surveys will indicate successful implementation of the Cooking Healthy sessions.

SOUTHERN INDIAN HEALTH COUNCIL, INC.*Local Incentive Award: Indian Tribal Organization*

<p>Ms. Lisa Turner, RD, CDE P.O. Box 2128 Alpine, CA 91903-2128 Phone: (619) 445-1188 Fax: (619) 445-8047 lturner@sihc.org</p>	<p>State Share: \$353,789 Federal Share: \$174,817 First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: Caucasian (10%); Latino (15%); Native American (75%)
- Languages: English (98%); Spanish (2%)
- Ages: Under 5 (8%); 5 to 8 (18%); 9 to 11 (9%); 12 to 17 (10%); 18 to 59 (50%); 60 and Over (5%)

Intervention Channels

Adult Education & Job Training Sites (1); Community-Based Organizations (5); Community Centers (3); Community Clinics (non government) (2); Elderly Service Sites (2); Healthy Start (1); Homes (45); Other Youth Education Sites (1); Head Start Programs (1); Preschools (1); Worksites (4); Native American Tribal Reservations (3); Commodity Food Distribution Sites (4); Early Head Start (1)

Narrative Summary

This project continues to provide nutrition education regarding the importance of consuming colorful fruits and vegetables and living a healthy lifestyle that includes 30-60 minutes of physical activity per day to reduce the risk of chronic disease among SNAP-Ed eligible Native American community members and their families in the service area.

Southern Indian Health Council works in partnership with seven Native American tribes to achieve these goals by offering the following to the service area population: promotion of healthy messages at community events, health fairs, and commodity days; nutrition classes, cooking classes/demonstrations, and food tastings; creation and distribution of nutrition newsletters for adults and children; promotion of physical activity at all events; and support and increased participation in collaborative partnerships to help expand and strengthen the project's efforts.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed (e.g. classes, health fairs and newsletters), as recorded in sign-in sheets, distribution lists and on the Activity Tracking Form. Improved knowledge of food preparation, fundamentals of basic nutrition, healthy lifestyle changes and increased cooking skills will indicate goal objective successes. Impact evaluation measures in the form of fruit and vegetable consumption/food frequency questionnaires, pre/post testing and analysis will determine healthy lifestyle changes within the participant base.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, SAN DIEGO
Division of Community Pediatrics

Local Incentive Award: Education - Public Colleges & Universities

<p>Ms. Kari Herzog Division of Community Pediatrics 4350 University Ave., Ste. 590 San Diego, CA 92105-1625</p> <p>Phone: (619) 681-0666 Fax: (619) 681-0648 kherzog@ucsd.edu</p>	<p>State Share: \$523,921 Federal Share: \$261,428 First Funded: 1999-2000</p>
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (17%); Asian (6%); Caucasian (10%); Latino (59%); Pacific Islander (1%); Filipino (2%); Multiple/no response (5%)
- Languages: English (47%); Spanish (45%); Khmer (1%); Vietnamese (2%); Somali (2%)
- Ages: 9 to 11 (85%); 18 to 59 (15%)

Intervention Channels

Schools - students (K-12), adults/parents (7)

Narrative Summary

Nutrition Link is a nutrition education program designed to improve the nutrition and physical activity knowledge, preferences and behaviors of SNAP-Ed eligible participating students. A program within the Division of Community Pediatrics at UC San Diego (UCSD), Nutrition Link takes a unique approach to nutrition education through a combination of in-class and web-based lessons that 'link' nutrition and technology to enhance student learning through community nutrition programs. Nutrition Link lessons are designed to meet California Core Content Standards for students in grades 3-5. Each Nutrition Link unit focuses on a specific nutrition topic and consists of two web lessons and one in-class lesson taught by UCSD Health Educators. In addition, Nutrition Link reaches beyond the walls of the classroom to connect with parents through presentations on health and nutrition, a regular newsletter and a parent's page on the Nutrition Link website. Nutrition Link is a partnership among the Lemon Grove School District, Rosa Parks Elementary School, and the City Heights Educational Collaborative supported by the *Power Play! Campaign* and the San Diego and Imperial Counties *Regional Network*.

Key Performance Measures

Evaluation activities include the design and implementation of focused evaluations conducted by graduate student interns. Data collected will be analyzed and reported to the *Network*. In addition, on-line quizzes associated with web lessons will be analyzed and provide the basis for modifying web lessons based on student performance. Results will be reported to the *Network* annually. Activities will be documented utilizing process methods such as attendance, copies of curriculum, copies of submitted and published articles, copies of presentations, and quarterly recording of web site statistics (sessions, hits, and page views).

Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas,
Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties

<p>Network for a Healthy California Regional Lead Agency</p> <p>California Health Collaborative 25 Jan Court, Ste. 130 Chico, CA 95928-4418</p> <p>www.scnutrition.org</p> <p>Funding Amount: \$460,000</p>	<p>Patricia Mannel Program Director</p> <p>Phone: (530) 345-2483 x215 Fax: (530) 345-3214</p> <p>pmannel@healthcollaborative.org</p>
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CALIFORNIA STATE UNIVERSITY, CHICO, RESEARCH FOUNDATION - SCNAC*Non-profit Incentive Award - School Related*

<p>Ms. Cindy Wolff, PhD, RD Program Director Center for Nutrition and Activity Promotion Building 25, Rm. 201 Chico, CA 95929-0235</p> <p>Phone: (530) 898-5288 Fax: (530) 898-5382 cwoff@csuchico.edu</p>	<p>State Share: \$4,374,580 Federal Share: \$2,184,537 First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (2%); Asian (11%); Caucasian (40%); Latino (40%); Native American (3%); Pacific Islander (1%); Other (3%)
- Languages: English (60%); Hmong (5%); Spanish (35%)
- Ages: Under 5 (2%); 5 to 8 (15%); 9 to 11 (14%); 12 to 17 (19%); 18 to 59 (50%)

Intervention Channels

Afterschool Programs (30); Community-Based Organizations (13); Community Centers (10); Community Clinics (2); Community Youth Organizations (2); Elderly Service Sites (2); Homes (10); Parks, Recreation Centers (1); Preschools (31) Public Health Centers (4); Schools – students (K-12), adults/parents (70); Universities, Community Colleges (1); Community Gardens (5); Breastfeeding Support Center (1); Indian Tribal Organizations (6) Libraries (1)

Narrative Summary

CSU, Chico's Sierra Cascade Nutrition and Activity Consortium (SCNAC) is comprised of 40 community and school partners in six north state counties. SCNAC's programs emphasize strategies for increasing fruit and vegetable consumption and daily physical activity and provide both the funding resources and training for rural communities to better meet the dietary needs of their residents. Examples of SCNAC activities include the school library based 'Smart Bodies - Smart Minds' program integrating nutrition education related children's books with the Harvest of the Month program; the 'Lunch Leagues' program whereby university students provide lunchtime nutrition education in the cafeteria and promote physical activity afterwards on the playground; peer-mediated teaching with high school students providing nutrition education to K-6 students; 'Treats for Trade' holiday candy exchange for nutrition education reinforcement items; promotion of school and community vegetable gardens; community based nutrition education programs by county departments of public health; support for nutrition education for SNAP-Ed eligible families receiving home visits by public health nurses; and culturally appropriate nutrition education and activity promotion services for Sierra Cascade Region Native American and Hmong families.

Key Performance Measures

SCNAC will collect process data on all objectives in the Scope of Work. In addition, SCNAC will conduct at least two impact evaluation studies. One will measure improvement in school and community staff attitudes toward incorporating nutrition education in the classroom as part of daily activities. Another will measure grades 4-12 students' preferences and consumption patterns for fruits and vegetables.

SHASTA COUNTY HEALTH AND HUMAN SERVICES AGENCY, PUBLIC HEALTH BRANCH

Local Incentive Award: Government - Local Public Health Department

<p>Ms. Michelle Sabol Supervising Public Health Nutritionist 2660 Breslauer Way Redding, CA 96001-4246 Phone: (530) 225-5150 Fax: (530) 229-8460 msabol@co.shasta.ca.us</p>	<p>State Share: \$1,602,048 Federal Share: \$800,784 First Funded: 1998-1999</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (1%); Asian (7%); Caucasian (81%); Latino (6%); Native American (5%)
- Languages: English (93%); Hmong (1%); Lao (1%); Spanish (4%); Lu Mien (1%)
- Ages: Under 5 (1%); 5 to 8 (10%); 9 to 11 (20%); 12 to 17 (24%); 18 to 59 (35%); 60+ (10%)

Intervention Channels

Adult Education & Job Training Sites (1); Community-Based Organizations (2); Churches (3); Community Centers (1); Community Clinics (1); Community Youth Organizations (2); Emergency Food Assistance Sites (8); Extension Offices (1); Farmers' Markets (2); Food Stamp Offices (1); Food Stores (1); Libraries (1); Parks, Recreation Centers (2); Head Start Programs (20); Preschools (55); Public Health Centers (1); Public Housing (2); Restaurants/Diners/Fast Food (5); Schools students (K-12) (42); Schools - adults/parents (6); Shelters/Temporary Housing (1); Soup Kitchens/Congregate Meal Sites(2); Worksites (5); Community Gardens (6); WIC Programs (1); Universities, Community Colleges (1)

Narrative Summary

The Shasta County Public Health Department's Nutrition and Physical Activity Promotion Division conducts activities that encourage SNAP-Ed eligible residents to eat the recommended amounts of fruits and vegetables and get at least 30-60 minutes of physical activity most days. This goal is achieved through the distribution of nutrition education and physical activity promotion materials and messages through media and at health fairs, community events, and to health care providers. Trainings and technical assistance that incorporate nutrition education and physical activity promotion components are provided to schools, pre-schools, afterschool programs, and community organizations serving the SNAP-Ed eligible population. The unique aspects of this program are possible because of collaboration with another Local Incentive Award project, the *Regional Network* contractor, SNAP-Ed program and other local coalitions/collaboratives. Activities include nutrition and breastfeeding education that enhances and does not duplicate or supplant WIC services.

Key Performance Measures

Impact Evaluation will measure change in consumption of fruits and vegetables and increased physical activity in the target population. Process evaluation will measure participation levels in all nutrition education and physical activity promotion activities as recorded on the Activity Tracking Form.

SHASTA COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

<p>Ms. Tanya Marshall 3200 Adams Lane Redding, CA 96002</p> <p>Phone: (530) 224-3214 Fax: (530) 224-3201 tmarshall@shastacoe.org</p>	<p>State Share: \$1,142,958</p> <p>Federal Share: \$571,479</p> <p>First Funded: 2002-2003</p>
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (4%); Asian (2%); Caucasian (70%); Latino (16%); Native American (6%); Pacific Islander (2%)
- Languages: English (90%); Spanish (10%)
- Ages: Under 5 (10%); 5 to 8 (15%); 9 to 11 (12%); 12 to 17 (11%); 18 to 59 (51%); 60 and Over (1%)

Intervention Channels

Afterschool Programs (21); Preschools (14); Schools students (K-1 2) (5);
Schools - adults/parents (34); Community Event (2); Family Child Care Homes (215)

Narrative Summary

Shasta County Office of Education *Network for a Healthy California* will be entering their seventh year in promoting fruit and vegetable consumption with the SNAP-Ed eligible families in Shasta County. This program focuses on students in grades pre-K through High School and the parents and teachers and providers who work with them. Nutrition education classes will be conducted for both parents and students at the school sites that serve SNAP-Ed eligible populations. Impact evaluation will be conducted to determine changes in fruit and vegetable consumption.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of MyPyramid and healthier food preparation skills will indicate successful implementation of nutrition education classes. Impact evaluation will determine changes in fruit and vegetable consumption among students participating in Harvest of the Month.



III. Projects of Statewide Significance

ALAMEDA COUNTY OFFICE OF EDUCATION
California Healthy Kids Resource Center (CHKRC)

Statewide Project

<p>Dr. Deborah Wood 313 West Winton Ave. Hayward, CA 94544-1136 Phone: (510) 670-4586 Fax: (510) 670-4582 dwood@acoe.k12.ca.us</p>	<p>Grant Amount: \$637,956 First Funded: 2001-2002</p>
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Target Audience

- Gender: Male (47%); Female (53%)
- Ethnicity: African American (8%); Asian (8%); Caucasian (31%); Latino (46%); Native American (1%); Pacific Islander (1%); Filipino (2%)
- Language: Cantonese; English; Mandarin; Spanish; Tagalog; Vietnamese
- Ages: Under 5; 5 to 8; 9 to 11; 12 to 17

Intervention Channels

Schools (K-12) (4,000); IHE Teacher Credentialing Programs

Narrative Summary

The California Healthy Kids Resource Center (CHKRC) coordinates development of nutrition education guidance for *Network* LIAs, Regional Nutrition Education Consultants (RNECs), and other state staff to promote use of research-based, California Health Education Standards aligned preK-12 nutrition education programs. CHKRC also develops and provides trainings that support use of these materials aligned with the California Health Education Standards and effective science-nutrition integration. CHKRC provides statewide access to research-based nutrition education instructional materials, professional resources, technical assistance, supportive services, research summaries, research-validated programs, school health law summaries, and nutrition education-related training information to *Network* LIAs, RNECs, and *Network* staff via the CHKRC web site and services.

CALIFORNIA ASSOCIATION OF FOOD BANKS

Food Stamp Outreach

<p>Ms. Jessica Bartholow Statewide Program Manager 1611 Telegraph Ave., Ste. 830 Oakland, CA 94612</p> <p>Phone: (510) 272-4435 Fax: (510) 272-9171 jessica@cafoodbanks.org</p>	<p>State Share: \$1,732,730</p> <p>Federal Share: \$1,153,234</p> <p>First Funded: 2003-2004</p>
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Narrative Summary:

In October 2006, the California Association of Food Banks' (CAFB) Food Stamp Outreach and Access Program entered its fifth year with 48 partnering organizations in 20 counties. CAFB estimates that through food stamp outreach and access efforts, these partners will bring approximately \$21,565,000 to low-income families in their counties.

Food stamp outreach consists of education and activities that range from informing clients about the Food Stamp Program (FSP) to helping them apply. CAFB partnering organizations will educate clients about the FSP; prescreen clients to determine eligibility for the FSP; assist clients with their FSP applications; conduct food stamp outreach activities at VITA (Volunteer Income Tax Assistance) sites; collaborate with county FSP offices to track applications submitted as a result of food stamp outreach activities; operate local call centers to field calls about FSP; educate public officials and stakeholders about food stamp outreach activities; and educate community-based partners about the FSP and food stamp outreach.

CAFB partnering organizations aim to collectively provide FSP information to 134,940 individuals, prescreen 34,543 individuals, and assist 15,205 households with FSP applications.

CALIFORNIA ASSOCIATION OF FOOD BANKS

Nutrition Education

Non-profit Incentive Award

<p>Ms. Jessica Bartholow Statewide Program Manager 1611 Telegraph Ave., Ste. 830 Oakland, CA 94612</p> <p>Phone: (510) 272-4435 Fax: (510) 272-9171</p> <p>jessica@cafoodbanks.org</p>	<p>State Share: \$1,549,317</p> <p>Federal Share: \$974,517</p> <p><i>First Funded: 2003-2004</i></p>
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Target Audience

- Gender: Male (35%); Female (65%)
- Ethnicity: African American (35%); Asian (2.5%); Caucasian (35%); Latino (25%); Pacific Islander (2.5%)
- Languages: Cantonese (1%); English (73%); Hmong (5%); Spanish (20%); Vietnamese (1%)
- Ages: 5 to 8 (15%); 9 to 11 (15%); 12 to 17 (15%); 18 to 59 (50%); 60 and Over (5%)

Intervention Channels

Community Based Organizations (22); Emergency Food Assistance Sites (2,800); Farmers' Markets (2); Food Stores (530); Schools - students (K-12) (2,692); Shelters/Temporary Housing (10); Soup Kitchens/Congregate Meal Sites (10)

Narrative Summary

The California Association of Food Banks (CAFB) will subcontract with 16 Food Banks and five additional non-profit organizations to distribute nutrition education materials, conduct nutrition education classes and nutrition education food tastings at food bank member agencies, Kid's Café Programs, Afterschool and Summer Lunch Programs and mobile produce pantries. Some CAFB subcontractors will host an agency nutrition conference for member agencies serving SNAP-Ed eligibles, others will include nutrition education in their annual agency conferences. CAFB subcontractors use a wide range of strategies and materials that focus on preparing healthy meals with very low-incomes and with donated foods, including foods donated through California's Farm to Family Project and the Emergency Food Assistance Program (EFAP).

Key Performance Measures

Process measures to determine whether subcontractors have completed activities in contracted SOW.

CALIFORNIA DEPARTMENT OF EDUCATION*Other State Public Entities*

<p>Ms. Deborah Tamannaie, MS, RD 1430 N Street, Suite 1500 Sacramento, CA 95814-5901</p> <p>Phone: (916) 322-2473 Fax: (916) 322-3749 dtamanna@cde.ca.gov</p>	<p>Grant Amount: \$187,222 <i>First Funded: 2003-2004</i></p>
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Target Audience

- Gender: Male (3%); Female (97%)
- Ethnicity: African American (16%); Asian (10%); Caucasian (12%); Latino (60%); Native American (1%); Pacific Islander (1%)
- Language: English; Spanish
- Ages: Under 5 (30%); 12 to 17 (60%); 25 to 54 (10%)

Intervention Channels:

Other Preschools or Daycares (not Head Start) (50); Schools (K-12) (530); Cal-SAFE programs (80); Food service personnel (30)

Narrative Summary:

The California Department of Education (CDE) contracts with the California Healthy Kids Resource Center (CHKRC) to develop a nutrition education training institute for teachers, afterschool program staff, district and county office of education staff, and university faculty regarding the newly adopted California Health Education Standards. CDE executes a second contract with CHKRC to develop a rubric to evaluate currently published nutrition education curricula for consistency with SNAP-Ed guidelines and appropriateness for teaching adolescent expectant and parenting students. The educational materials address a range of nutrition practices for infancy through adolescence and nutrition during pregnancy and breastfeeding. An expert panel evaluates the curricula and CHKRC purchases materials for circulation. Information concerning the availability of these materials is distributed electronically to California School Age Families Education program personnel for use in parenting instruction settings and child care and development centers. Caregivers in these settings support the instruction by modeling healthy feeding practices. CDE state consultants also provide training in infant and toddler feeding for conference attendees at the California Alliance Concerned with School Age Parenting and Pregnancy Prevention and the California School Nutrition Association and participate in the Childhood Obesity Conferences.

**CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, CHRONIC DISEASE CONTROL
BRANCH, CALIFORNIA PROJECT LEAN
Jump Start Teens Trainings**

DPH Sister Program

<p>Ms. Joanne Gooley, MA, RD Physical Activity Specialist P.O. Box 997413, MS 7211 Sacramento, CA 95899-7413</p> <p>Phone: (916) 449-5294 Fax: (916) 552-9912 jgooley@dhs.ca.gov</p>	<p>Grant Amount: \$146,192 First Funded: 1997-1998</p>
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Target Audience

- Language: English (100%)
- Ages: 12 to 17; 18 to 24; 25 to 54; 55 to 64; Over 65

Intervention Channels:

Afterschool Programs (25); Community-Based Organizations (12); Community Youth Organizations (12); Parks, Recreation Centers (8); School Grades: 6-12

Narrative Summary:

Healthy eating and physical activity affect a student's ability to learn and perform to his/her full potential. The typical student not only skips breakfast but also eats a less-than-nutritious lunch. Combine that with physical inactivity and you have students with shorter attention spans who can't properly focus on class work. Jump Start Teens supports team-building among teachers, coaches, staff, parents, the community and students in a coordinated effort to get young people active, healthy, and eating well. The trainings are offered throughout the state based on needs and on the ability to implement the lessons. Project LEAN staff works closely with *Network* staff to make sure that the trainings are tailored to meet the specific needs of the target population.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, SAN FRANCISCO Geographic Information System (GIS)

<p>Mr. Matthew Stone, MPH The Regents of the University of California, San Francisco 3333 California Street, Suite 315 San Francisco, CA 94143-0962</p> <p>Phone: (916) 552-9918 Fax: (916) 449-5415 Matthew.stone@cdph.ca.gov</p>	<p>Grant Amount: \$235,230 First Funded: 2004-2005</p>
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Narrative Summary:

The contractor will be responsible for four functions: DATA LAYER MAINTENANCE AND UPDATES--Provide continued support for researching, identifying, validating, and acquiring new sources of data for *Network* GIS viewer and updating existing data layers. Coordinate/research data purchasing. FUNCTIONALITY ENHANCEMENTS/UPDATES--Based on feedback from *Network* staff as well as GIS application experience of Special Unit for Technical Assistance (SUTA) staff, propose and implement changes for enhancements to functionality and design layout after discussion among SUTA and *Network* staff and partners. ON-GOING POST-IMPLEMENTATION/TECHNICAL SUPPORT--will provide ongoing technical and training support for *Network* staff and partners in order to ensure full understanding of the uses of the *Network* GIS Viewer application as it relates to programmatic goals set forth by the *Network*. Goal 4: DATA ANALYSIS AND RESEARCH SUPPORT--SUTA will provide data analysis, data cleaning and processing, recommendations, policy analysis assistance, explanations of Census Data, and research support. Goal 5: TRANSFER OF GIS UPDATES TO WEB HOSTING SERVER--Coordinate all efforts with assistance from contractor stated in Goal 2, in ensuring the successful implementation of updated *Network* GIS Viewer (data and functional enhancements) onto the contracted Web Hosting Servers (currently Binary Bus).



IV.

Appendices

Alphabetical Listing of all Organizations

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Alameda County Community Food Bank	<i>Local Food and Nutrition Education</i>	5
Alameda County Health Care Services Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	6
Alameda County Office of Education - Coalition	<i>Local Incentive Awardee: Education-County Office of Education</i>	7
Alameda County Office of Education California Healthy Kids Resource Center (CHKRC)	<i>Statewide Project</i>	119
Alameda County Office of Education - Rock La Fleche Community School	<i>Local Incentive Awardee: Education-County Office of Education</i>	8
Alhambra Unified School District	<i>Local Incentive Awardee: Education-School District</i>	71
Alisal Union School District	<i>Local Incentive Awardee: Education-School District</i>	31
Berkeley Unified School District	<i>Local Incentive Awardee: Education-School District</i>	9
City of Berkeley Health and Human Services Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	10
CANGRESS - dba Los Angeles Community Action Network	<i>Local Food and Nutrition Education</i>	72
California Association of Food Banks	<i>Food Stamp Outreach</i>	120
California Association of Food Banks - Nutrition Education	<i>Non-profit Incentive Awardee</i>	121
California Department of Education	<i>Other State Public Entities</i>	122
California Department of Public Health Chronic Disease Control Branch, California Project LEAN	<i>CDPH Sister Program</i>	123
California Rural Indian Health Board, Inc.	<i>Local Incentive Awardee: Indian Tribal Organization</i>	60
California State University, Chico, Research Foundation - SCNAC	<i>Non-profit Incentive Awardee</i>	116
Calistoga Joint Unified School District	<i>Local Incentive Awardee: Education-School District</i>	94
Central Valley Health Network	<i>Non-profit Incentive Awardee</i>	36
Children's Council of San Francisco	<i>Local Food and Nutrition Education</i>	11
Community Alliance with Family Farmers	<i>Local Food and Nutrition Education</i>	95

Alphabetical Listing of all Organizations

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Community Services Planning Council, Inc.	<i>Local Food and Nutrition Education</i>	61
Compton Unified School District	<i>Local Incentive Awardee: Education-School District</i>	73
Contra Costa Health Services	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	12
Del Norte Unified School District	<i>Local Incentive Awardee: Education-School District</i>	96
Downey Unified School District	<i>Local Incentive Awardee: Education-School District</i>	74
City of Duarte Parks and Recreation Department	<i>Local Incentive Awardee: Government-Parks and Recreation Department</i>	75
East Bay Asian Youth Center	<i>Local Food and Nutrition Education</i>	13
East Los Angeles College	<i>Local Incentive Awardee: Education-Public Colleges and Universities</i>	76
Ecology Center - Farm Fresh Choice	<i>Local Food and Nutrition Education</i>	14
El Monte City School District	<i>Local Incentive Awardee: Education-School District</i>	77
Elk Grove Unified School District	<i>Local Incentive Awardee: Education-School District</i>	62
Fresno County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	37
Fresno Unified School District	<i>Local Incentive Awardee: Education-School District</i>	38
Greenfield Union School District	<i>Local Incentive Awardee: Education-School District</i>	39
Hawthorne School District	<i>Local Incentive Awardee: Education-School District</i>	78
Health Education Council	<i>Local Food and Nutrition Education</i>	63
Humboldt County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	97
Huntington Beach Union High School District	<i>Local Incentive Awardee: Education-School District</i>	104
Imperial County Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	112
Kern County Superintendent of Schools	<i>Local Incentive Awardee: Education-County Office of Education</i>	40

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Lamont School District	<i>Local Incentive Awardee: Education-School District</i>	42
Long Beach Unified School District	<i>Local Incentive Awardee: Education-School District</i>	80
City of Long Beach Department of Health and Human Services	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	79
Los Angeles County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	81
Los Angeles Trade Technical College	<i>Local Incentive Awardee: Education-Public Colleges and Universities</i>	82
Los Angeles Unified School District	<i>Local Incentive Awardee: Education-School District</i>	83
Madera County Children and Families Commission - First 5	<i>Local Incentive Awardee: Education-First 5 Children and Families Commission</i>	43
Madera Unified School District	<i>Local Incentive Awardee: Education-School District</i>	44
Manila Community Services District	<i>Local Incentive Awardee: Government-City Government</i>	98
Marin County Health and Human Services	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	15
Merced County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	45
Monrovia Unified School District	<i>Local Incentive Awardee: Education-School District</i>	84
City of Montclair	<i>Local Incentive Awardee: Government-City Government</i>	51
Montebello Unified School District	<i>Local Incentive Awardee: Education-School District</i>	85
Monterey County Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	32
Mount Diablo Unified School District	<i>Local Incentive Awardee: Education-School District</i>	16
Napa County Office of Education	<i>Local Incentive Awardee: Education-Office of Education</i>	99

Alphabetical Listing of all Organizations

Organization Name	Contract Type	Page
Native American Health Center, Inc.	<i>Local Incentive Awardee: Indian Tribal Organizations</i>	17
Natividad Medical Foundation	<i>Local Food and Nutrition Education</i>	33
New Economics for Women	<i>Local Food and Nutrition Education</i>	86
Newport-Mesa Unified School District	<i>Local Incentive Awardee: Education-School District</i>	105
Orange County Health Care Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	106
Orange County Superintendent of Schools - ACCESS	<i>Local Incentive Awardee: Education-County Office of Education</i>	107
Orange County Superintendent of Schools - Coalition	<i>Local Incentive Awardee: Education-County Office of Education</i>	108
Orange Unified School District	<i>Local Incentive Awardee: Education-School District</i>	109
Pacific Coast Farmers' Market Association	<i>Local Food and Nutrition Education</i>	18
Pasadena Unified School District	<i>Local Incentive Awardee: Education-School District</i>	87
City of Pasadena Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	88
People's Grocery	<i>Local Food and Nutrition Education</i>	19
The Regents of the University of California Cooperative Extension of Alameda County - Child and Youth Nutrition Program	<i>Local Incentive Awardee: Education-University of California Cooperative Extension</i>	25
The Regents of the University of California Cooperative Extension of Alameda County - Family and Consumer Services	<i>Local Incentive Awardee: Education-University of California Cooperative Extension</i>	26
The Regents of the University of California, San Francisco - Geographic Information System (GIS)	<i>Statewide Project</i>	124
The Regents of the University of California, San Diego	<i>Local Incentive Awardee: Education-Public Colleges and Universities</i>	114
County of Riverside Community Health Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	52
Rosemead School District	<i>Local Incentive Awardee: Education-School District</i>	89
City of San Bernardino Parks, Recreation, and Community Services Department	<i>Local Incentive Awardee: Government-Parks and Recreation</i>	53

Alphabetical Listing of all Organizations

Organization Name	Contract Type	Page
County of San Bernardino Department of Public Health	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	54
San Francisco General Hospital Foundation	<i>Non-profit Incentive Awardee</i>	20
San Francisco Unified School District	<i>Local Incentive Awardee: Education-School District</i>	21
City and County of San Francisco Department of Public Health	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	22
San Joaquin County Public Health Agency	<i>Local Incentive Awardee: Government-Lcoal Public Health Department</i>	64
San Mateo County Health Services Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	23
Santa Ana Unified School District	<i>Local Incentive Awardee: Education-School District</i>	110
Santa Barbara County Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	56
Santa Clara County Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	24
Santa Clarita Valley School Food Services Agency	<i>Local Incentive Awardee: Education-School District</i>	90
Santa Cruz City School District	<i>Local Incentive Awardee: Education-School District</i>	34
Shasta County Health and Human Services Agency, Public Health Branch	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	118
Shasta County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	117
Solano County Health and Social Services Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	65
Sonoma County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	100
Southern Indian Health Council, Inc.	<i>Local Incentive Awardee: Indian Tribal Organizations</i>	113
Stanislaus County Health Services Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	66

Alphabetical Listing of all Organizations

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Trust for the Conservation Innovation, on Behalf of Nextcourse	<i>Local Food and Nutrition Education</i>	27-28
Tulare County Health and Human Services Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	46
Tulare County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	47
Ukiah Unified School District	<i>Local Incentive Awardee: Education-School District</i>	101
United Indian Health Services, Inc.	<i>Local Incentive Awardee: Indian Tribal Organization</i>	102
University of Southern California, Keck Diabetes Prevention Initiative	<i>Local Food and Nutrition Education</i>	91
Urban Resources Systems, Inc.	<i>Local Food and Nutrition Education</i>	29
Vaughn Next Century Learning Center	<i>Local Incentive Awardee: Education-School District</i>	92
Ventura County Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	57
Ventura Unified School District	<i>Local Incentive Awardee: Education-School District</i>	58
Visalia Unified School District	<i>Local Incentive Awardee: Education-School District</i>	48
Yolo County Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	67

Alphabetical Listing of all Organizations

Bay Area Region

Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties

Santa Clara County Public Health Department

(Regional Network - Local Public Health Department)

Bonnie Broderick

Chronic Disease & Injury Prevention
976 Lenzen Ave., Unit 1200

San Jose, CA 95126

Phone: (408) 793-2706

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Physical Activity Specialist

Carmen Bogan

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African American Campaign

Santa Clara County Public Health Department

Monique Woodford

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Latino Campaign

Santa Clara County Public Health Department

Pamela Harter

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Fax: (408) 947-8745

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Worksite Program

Santa Clara County Public Health Department

Suellen Haggerty, R.D.

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Retail Program

Santa Clara County Public Health Department

Carlos Torres

Phone: (408) 793-2707

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Children's Power Play! Campaign

University of California,
Cooperative Extension,
Alameda County

Tuline Baykal

1131 Harbor Bay Pkwy., Ste. 131

Alameda, CA 94502

Phone: (510) 639-1272

Fax: (510) 748-9644

tnbaykal@ucdavis.edu

Alameda County Community Food Bank

(LFNE - Food Bank)

Bridget Galvan

7900 Edgewater Dr.

Oakland, CA 94621

Phone: (510) 635-3663 ext. 324

Fax: (510) 636-4900

bgalvan@accfb.org

Catrina Armas

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Oakland, CA 94621

Phone: (510) 635-3663 ext. 341

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Alameda County Health Care Services Agency

(LIA - Local Public Health Department)

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Nutrition Services

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Oakland, CA 94609-2427

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Fax: (510) 595-6486

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Alameda County Office of Education - Coalition

(LIA - County Office of Education)

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Fax: (510) 758-3652

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Alameda County Office of Education - Rock La Fleche Community School

(LIA - County Office of Education)

Toni Adams

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Berkeley Unified School District

(LIA - School District)

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Berkeley, CA 94703-1764

Phone: (510) 644-6710

Fax: (510) 644-7753

Melanie_Okamoto@berkeley.k12.ca.us

Children's Council of San Francisco

(LFNE)

Bergen Watterson

445 Church St.

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Phone: (415) 276-2929

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bwatterson@childrenscouncil.org

City and County of San Francisco, Department of Public Health

(LIA - Local Public Health Department)

Laura Brainin-Rodriguez

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San Francisco, CA 94102-6080

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City of Berkeley Health and Human Services Department

(LIA - Local Public Health Department)

Kate Clayton

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Alphabetical Listing of all Organizations**Contra Costa Health Services***(LIA - Local Public Health Department)*

Andrea Menefee

Community Wellness and Prevention Program

597 Center Ave., Ste. 200

Martinez, CA 94553-4669

Phone: (925) 313-6843

Fax: (925) 313-6840

amenefee@hsd.cccounty.us

East Bay Asian Youth Center*(LFNE - Community-Based)*

Susan Yee

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Oakland, CA 94606

Phone: (510) 533-1092

Fax: (510) 533-6825

susan@ebayc.org

Ecology Center*(LFNE)*

Martin Bourque

Farm Fresh Choice

2530 San Pablo Ave.

Berkeley, CA 94702

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Fax: (510) 548-2240

martin@ecologycenter.org

Marin County Health and Human Services*(LIA - Local Public Health Department)*

Linda Armstrong

899 Northgate Dr., Ste. 415

San Rafael, CA 94903-3667

Phone: (415) 473-7059

Fax: (415) 473-6266

larmstrong@co.marin.ca.us

Mount Diablo Unified School District*(LIA - School District)*

Ali Medina

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Concord, CA 94520

Phone: (925) 458-1601

Fax: (925) 458-2736

medinaa@mdusd.k12.ca.us

Native American Health Center, Inc.*(LIA - Indian Tribal Organizations)*

Christina Weahunt

3124 International Blvd., Ste. 201

Oakland, CA 94601-2902

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Pacific Coast Farmers Market Association*(LFNE)*

Sarah Nelson

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Concord, CA 94520

Phone: (925) 825-9090

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People's Grocery*(LFNE - Community-Based)*

Diana Abellera

3236 Market St., #103

Oakland, CA 94608-4332

Phone: (510) 652-7607

Fax: (510) 652-7602

diana@peoplesgrocery.org

San Francisco General Hospital Foundation*(Non-profit Incentive Awardee - Public Health)*

Catherine Wong

Chinatown Public Health Center

San Francisco Dept. of Public

Health

1490 Mason St.

San Francisco, CA 94133

Phone: (415) 364-7919

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CKWWong@aol.com

San Francisco Unified School District*(LIA - School District)*

Mark Elkin

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Trust for the Conservation Innovation

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Central Coast Region

Monterey, San Benito, and Santa Cruz Counties

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Latino Campaign

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Children's Power Play! Campaign

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Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties

Central Valley Health Network*(Regional Network - Community-Based)*

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Retail Program

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Desert Sierra Region

Inyo, Riverside, and San Bernardino Counties

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Children's Power Play! Campaign

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Retail Program

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**City of San Bernardino Park
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**County of Riverside
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Gold Coast Region

San Luis Obispo, Santa Barbara, and
Ventura Counties

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Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba Counties

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Los Angeles Region

Los Angeles County

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Alphabetical Listing of all Organizations**University of Southern California - Keck Diabetes Prevention Initiative**

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Vaughn Next Century Learning Center

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North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties

California Health Collaborative - North Coast

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Physical Activity Specialist

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Retail Program

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Children's Power Play! Campaign

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Calistoga Joint Unified School District

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Community Alliance with Family Farmers

(LFNE - Community-Supported Agriculture)
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Humboldt County Office of Education

(LIA - County Office of Education)
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Manila Community Services District

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Napa County Office of Education

(LIA - County Office of Education)
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Sonoma County Office of Education

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 Santa Rosa, CA 95403
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Ukiah Unified School District

(LIA - School District)
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United Indian Health Services, Inc.

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Orange County Region

Orange County

Orange County Health Care Agency

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Alphabetical Listing of all Organizations**Physical Activity Specialist**

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Worksite Campaign

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Retail Program

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Latino Campaign

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Children's Power Play! Campaign

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School District**

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District**

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**Orange County Superintendent
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of Schools - Coalition**

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**San Diego and
Imperial Region**

Imperial and San Diego Counties

**The Regents of the University
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African American Campaign

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Retail Program

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Imperial County Public Health Department

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Sierra Cascade**Region**

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Alphabetical Listing of all Organizations

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California Department of Public Health, Chronic Disease Control, California Project LEAN - Youth Empowerment Programs
(CDPH Sister Program - DPH Sister Program)
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Central Valley Health Network
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The Regents of the University of California, Cooperative Extension of Alameda County - Family and Consumer Services	26

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California Congressional Delegation and Legislature

Network Programs and Legislative Districts by Region

- The following websites allow you to access contact information for your representatives by **zip code**: US House of Representatives: <http://www.house.gov/> California Assembly and Senate: <http://www.leginfo.ca.gov/cgi-bin/memberinfo>
- Assembly and Senate member **rosters** are available online: <http://www.assembly.ca.gov/clerk/MEMBERINFORMATION/district.asp> and <http://www.leginfo.ca.gov/sen-addresses.html>

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/ Representatives	Projects in this Region	
<p>Bay Area Region Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties</p> <p>Director: Joe Prickitt, MS, RD Phone: (408) 792-5118 Email: Joe.Prickitt@hhs.sccgov.org Agency: Santa Clara County Public Health Department, Nutrition and Wellness</p>	<p><u>District Representative</u> 6 – Lynn Woolsey 7 – George Miller 8 – Nancy Pelosi 9 – Barbara Lee 10 – Ellen Tauscher 11 – Gerald McNerney 12 – Jackie Speier 13 – Fortney Stark 14 – Anna Eshoo 15 – Michael Honda 16 – Zoe Lofgren</p>	<p>Assembly <u>District Representative</u> 6 - Jared Huffman 11 - Tom Torlakson 12 - Fiona Ma 13 - Tom Ammiano 14 - Nancy Skinner 15 - Joan Buchanan 16 - Sandré Swanson 18 - Mary Hayashi 19 - Jerry Hill 20 - Alberto Torrico 21 - Ira Ruskin 22 - Paul Fong 23 - Joe Coto 24 - Jim Beall</p> <p>Senate <u>District Representative</u> 3 - Mark Leno 7 - Mark DeSaulnier 8 - Leland Yee 9 - Loni Hancock 10 - Ellen Corbett 11 - S. Joseph Simitian 13 - Elaine Alquist</p>	<p>Alameda County Community Food Bank</p> <p>Alameda County Health Care Services Agency</p> <p>Alameda County office of Education – Coalition</p> <p>Alameda County Office of Education – Rock La Fleche Community School</p> <p>Berkeley Unified School District</p> <p>Berkeley (City of) Health and Human Services Department</p> <p>Children’s Counsel of San Francisco</p> <p>Contra Costa Health Services – Community Wellness and Prevention Program</p> <p>East Bay Asian Youth Center</p> <p>Ecology Center</p> <p>Marin County Health and Human Services</p> <p>Mount Diablo Unified School District – After School Program Native American Health Center</p>	<p>Pacific Coast Farmers Market Association</p> <p>People’s Grocery</p> <p>San Francisco General Hospital Foundation</p> <p>San Francisco Unified School District</p> <p>San Francisco (City and County of) Department of Public Health</p> <p>San Mateo County Health Services Agency</p> <p>Santa Clara County Public Health Department</p> <p>Trust of Conservation Innovation, on Behalf of Nextcourse</p> <p>University of California, Cooperative Extension of Alameda County – Child and Youth Nutrition Program</p> <p>University of California, Cooperative Extension of Alameda County – Family and Consumer Services</p> <p>Urban Resource Systems, Inc.</p>

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region	
<p>Central Coast Region Monterey, San Benito, and Santa Cruz Counties</p> <p>Director: Christine Moss Phone: (831) 755-4675 Email: mosscd@co.monterey.ca.us Agency: Monterey County Health Department</p>	<p><u>District Representative</u> 14 – Anna Eshoo</p> <p>17 – Sam Farr</p>	<p>Assembly <u>District Representative</u> 27 - William Monning 28 - Anna Caballero</p> <p>Senate <u>District Representative</u> 12 - Jeff Denham 15 - Abel Maldonado</p>	<p>Alisal Union School District</p> <p>Monterey County Health Department</p> <p>Natividad Medical Foundation</p> <p>Santa Cruz City School District</p>	
<p>Central Valley Region Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties</p> <p>Director: Nichole Mosqueda Phone: (559) 456-7210 Email: Inmosqueda@ucdavis.edu Agency: U.C. Cooperative Extension, Fresno County</p>	<p><u>District Representative</u> 18 – Dennis Cardoza 19 – George Radanovich 20 – Jim Costa 21 – Devin Nunes 22 – Kevin McCartney</p>	<p>Assembly <u>District Representative</u> 17 - Cathleen Galgiani 29 - Michael Villines 30 - Danny Gilmore 31 - Juan Arambula 32 - Jean Fuller 34 - Connie Conway</p> <p>Senate <u>District Representative</u> 12 - Jeff Denham 14 - Dave Cogdill 16 - Dean Flores</p>	<p>Central Valley Health Network</p> <p>Fresno County Office of Education</p> <p>Fresno Unified School District</p> <p>Greenfield Union School District</p> <p>Kernville Union School District – Family Resource Center</p> <p>Lamont School District</p> <p>Madera County Children and Families Commission – First 5</p> <p>Madera Unified School District</p> <p>Merced County Office of Education</p> <p>Tulare (County of) Health and Human Services Agency – WIC Program</p> <p>Tulare County Office of Education</p> <p>Visalia Unified School District</p>	
<p>Desert Sierra Region Inyo, Riverside, and San Bernardino Counties</p> <p>Director: Jeanne Silberstein Phone: (909) 387-6320 Email: jsilberstein@dph.sbcounty.gov Agency: San Bernardino County Department of Public Health</p>	<p><u>District Representative</u> 25 – Howard McKeon 26 – David Dreier 41 – Jerry Lewis 42 – Gary Miller 43 – Joe Baca 44 – Ken Calvert 45 – Mary Bono 49 – Darrell Issa</p>	<p>Assembly <u>District Representative</u> 32 - Jean Fuller 34 - Connie Conway 36 - Steve Knight 59 - Anthony Adams 61 - Norma Torres 62 - Wilmer Amina Carter 63 - Bill Emerson 64 - Brian Nestande 65 - Paul Cook 80th - Manuel Perez</p>	<p>Montclair (City of)</p> <p>Riverside (County of) Community Health Agency</p> <p>San Bernardino (City of) Parks, Recreation and Community Services Department</p> <p>San Bernardino (County of) Department of Public Health</p>	

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region	
Desert Sierra Region cont.		Senate <u>District Representative</u> 17 - George Runner 18 - Roy Ashburn 37 - John Benoit 40 - Denise Moreno Ducheny		
<p>Gold Coast Region San Luis Obispo, Santa Barbara, and Ventura Counties</p> <p>Director: Ramona Armijo-Sloan Phone: (805) 677-5279 Email: Ramona.sloan@ventura.org Agency: Ventura County Public Health Department</p>	22 – Kevin McCartney 23 – Lois Capps 24 – Elton Gallegly	<p>Assembly <u>District Representative</u> 33 - Sam Blakeslee 35 - Pedro Nava 37 - Audra Strickland</p> <p>Senate <u>District Representative</u> 15 - Abel Maldonado 17 - George Runner 19 - Tony Strickland</p>	<p>Santa Barbara County Public Health Department</p> <p>Ventura County Public Health Department</p> <p>Ventura Unified School District</p>	
<p>Gold Country Region Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba Counties</p> <p>Director: Romona Mosley Phone: (916) 556-3344 Email: Melissa@healthedcouncil.org Agency: Health Education Council</p>	1 – Mike Thompson 2 – Wally Herger 3 – Dan Lungren 4 – Tom McClintock 5 – Doris Matsui 7 – George Miller 10 – Ellen Tauscher 11 – Gerald McNeerney 18 – Dennis Cardoza 19 – George Radanovich	<p>Assembly <u>District Representative</u> 4 - Ted Gaines 5 - Roger Niello 8 - Mariko Yamada 9 - Dave Jones 10 - Alyson Huber 25 - Tom Barryhill 26 - Bill Barryhill</p> <p>Senate <u>District Representative</u> 1 - Dave Cox 5 - Lois Wolk 6 - Darrell Steinberg 14 - Dave Cogdill</p>	<p>California Rural Indian Health Board, Inc. Solano County Health and Social Services Department</p> <p>Community Services Planning Council, Inc. Stanislaus County Health Services Agency</p> <p>Elk Grove Unified School District Yolo County Health Department</p> <p>Health Education Council</p> <p>San Joaquin County Public Health Services</p>	

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region	
<p>Los Angeles Region Los Angeles County</p> <p>Director: Suzanne Bogert Phone: (213) 351-7875 Email: sbogert@ph.lacounty.gov Agency: LA County Dept. of Health Services – Nutrition Program</p>	<p>22 – Kevin McCartney 25 – Howard McKeon 26 – David Dreier 27 – Brad Sherman 28 – Howard Berman 29 – Adam Schiff 30 – Henry Waxman 31 – Xavier Becerra 32 – Hilda Solis 33 – Diane Watson 34 – Lucille Roybal-Allard 35 – Maxine Waters 36 – Jane Harman 37 – Laura Richardson 38 – Grace Napolitano 39 – Linda T. Sanchez 42 – Gary Miller 46 – Dana Rohrabacher</p>	<p>Assembly <u>District Representative</u> 36 - Steve Knight 37 - Audra Strickland 38 - Cameron Smythe 39 - Filipe Fuentes 40 - Bob Blumenfield 41 - Julia Brownley 42 - Mike Feuer 43 - Paul Krekorian 44 - Anthony Portantino 45 - Kevin de Leon 46 - John Perez 47 - Karen Bass 48 - Mike Davis 49 - Mike Eng 50 - Hector de la Torre 51 - Curren Price, Jr. 52 - Isadore Hall, III 53 - Ted Lieu 54 - Bonnie Lowenthal 55 - Warren Furutani 56 - Tony Mendoza 57 - Edward Hernandez 58 - Charles Calderon 59 - Anthony Adams 60 - Curt Hagman 61 - Norma Torres Senate <u>District Representative</u> 17 - George Runner 19 - Tony Strickland 20 - Alex Padilla 21 - Carol Liu 22 - Gilbert Cedillo 23 - Fran Pavley 24 - Gloria Romero 25 - Rod Wright 26 - vacant 27 - Alan Lowenthal 28 - Jenny Oropeza 29 - Mike Huff 30 - Ron Calderon 32 - Gloria Negrete McCloud</p>	<p>ABC Unified School District Alhambra Unified School District CANGRESS – Los Angeles Community Action Network Compton Unified School District Downey Unified School District Duarte (City of) Parks and Recreation Department East Los Angeles College El Monte City School District Hawthorne School District Long Beach Unified School District Long Beach (City of) Department of Public Health Los Angeles County Office of Education Los Angeles Trade Technical College Los Angeles Unified School District Monrovia Unified School District Montebello Unified School District New Economics for Women Pasadena Unified School District</p>	<p>Pasadena (City of) Public Health Department Rosemead School District Santa Clarita Valley School Food Services Agency Southeast Asian Community Alliance University of Southern California – Keck Diabetes Prevention Initiative Vaughn Next Century Learning Center</p>

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region	
<p>Northcoast Region Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties</p> <p>Director: Jennifer McClendon Phone: (707) 543-5810 x203 Email: jmcclendon @healthcollaborative.org Agency: California Health Collaborative</p>	<p>1 – Mike Thompson 6 - Lynn Woolsey</p>	<p>Assembly <u>District Representative</u> 1 - Wesley Chesbro 6 - Jared Huffman 7 - Noreen Evans</p> <p>Senate <u>District Representative</u> 2 - Patricia Wiggins 3 - Mark Leno</p>	<p>Calistoga Joint Unified School District</p> <p>Community Alliance with Family Farmers</p> <p>Del Norte Unified School District</p> <p>Humboldt County Office of Education</p>	<p>Manila Community Services District</p> <p>Napa County Office of Education</p> <p>Sonoma County Office of Education</p> <p>Ukiah Unified School District</p> <p>United Indian Health Services</p>
<p>Orange County Region Orange County</p> <p>Director: Anna Luciano- Acenas Phone: (714) 834-8673 Email: aluciano@ochca.com Agency: Orange County Health Care Agency</p>	<p>40 – Edward Royce 42 – Gary Miller 44 – Ken Calvert 46 – Dana Rohrabacher 47 – Loretta Sanchez 48 – John Campbell</p>	<p>Assembly <u>District Representative</u> 56 - Tony Mendoza 60 - Curt Hagman 67 - Jim Silva 68 - Van Tran 69 - Jose Solorio 70 - Chuck DeVore 71 - Jeff Miller 72 - Michael Duvall 73 - Diane Harkey</p> <p>Senate <u>District Representative</u> 33 - Sam Blakeslee 34 - Connie Conway 35 - Pedro Nava 38 - Cameron Smythe</p>	<p>Huntington Beach Union High School District</p> <p>Newport-Mesa Unified School District</p> <p>Orange County Health are Agency</p> <p>Orange County Superintendent of Schools Access</p> <p>Orange County Superintendent of Schools – Coalition</p> <p>Orange Unified School District</p>	<p>Santa Ana Unified School District</p>

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region
<p>San Diego and Imperial Region Imperial and San Diego Counties</p> <p>Director: Blanca Melendrez Phone: (619) 955-1041 Email: bmelendrez@ucsd.edu Agency: UCDS, Community Pediatrics</p>	<p>49 – Darrell Issa 50 – Brian Bilbray 51 – Bob Filner 52 – Duncan Hunter 53 – Susan Davis</p>	<p>Assembly <u>District Representative</u> 66 - Kevin Jeffries 73 - Diane Harkey 74 - Martin Garrick 75 - Nathan Fletcher 76 - Lori Saldaña 77 - Joel Anderson 78 - Marty Block 79 - Mary Salas 80 - Manuel Perez</p> <p>Senate <u>District Representative</u> 36 - Dennis Hollingsworth 38 - Mark Wyland 39 - Christine Kehoe 40 - Denise Moreno Ducheny</p>	<p>Imperial County Public Health Department</p> <p>Southern Indian Health Council</p> <p>University of California, San Diego – Division of Community Pediatrics</p>
<p>Sierra Cascade Region Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties</p> <p>Director: Patricia Mannel Phone: (530) 345-2483 Email: pmannel@healthcollaborative.org Agency: California Health Collaborative</p>	<p>2 – Wally Herger 4 – Tom McClintock</p>	<p>Assembly <u>District Representative</u> 1- Wesley Chesbro 2- Jim Nielson 3 - Dan Logue</p> <p>Senate <u>District Representative</u> 1 - 4 - Sam Aanestad</p>	<p>California State University, Chico, Research Foundation SCNAC</p> <p>Shasta County Health and Human Services Agency, Public Health Branch</p> <p>Shasta County Office of Education</p>

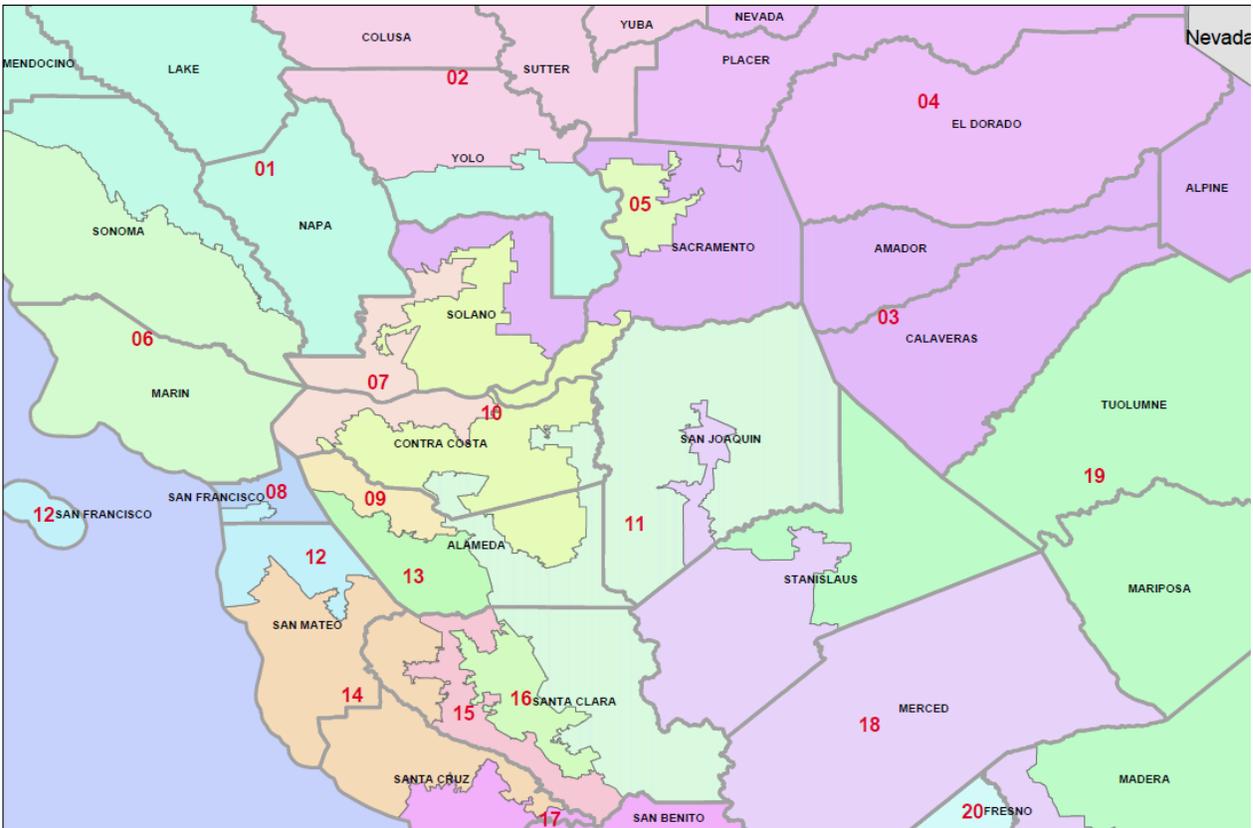
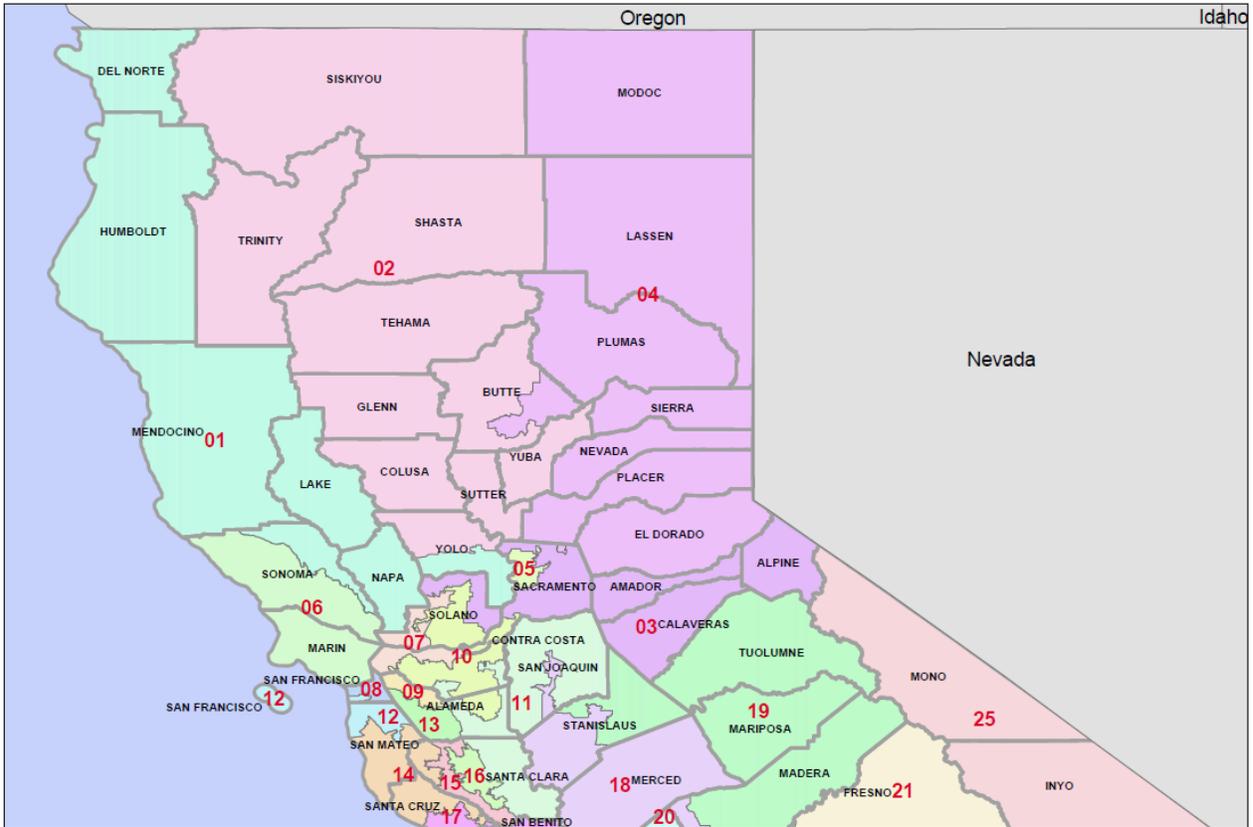
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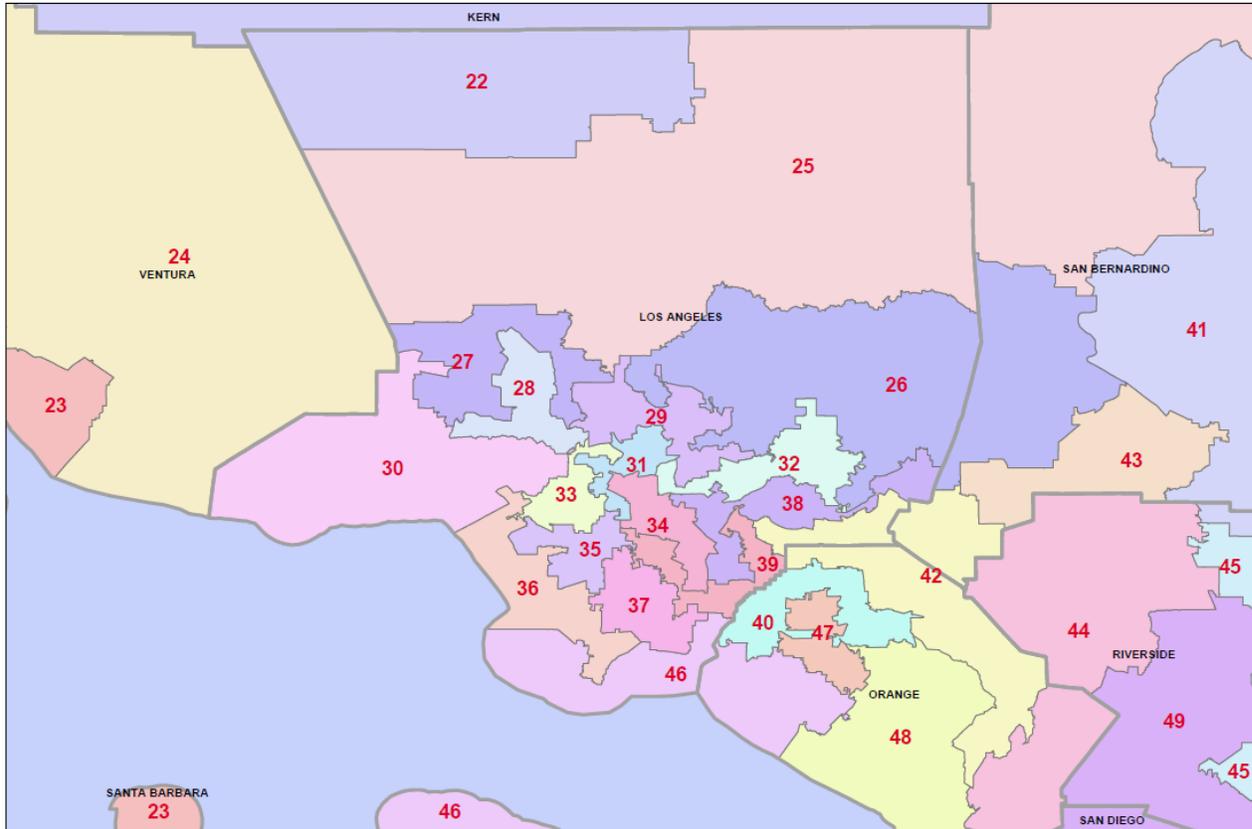
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Susan	Davis	D	53	Longworth	1526	225-2040	Suzanne.swink@mail.house.gov

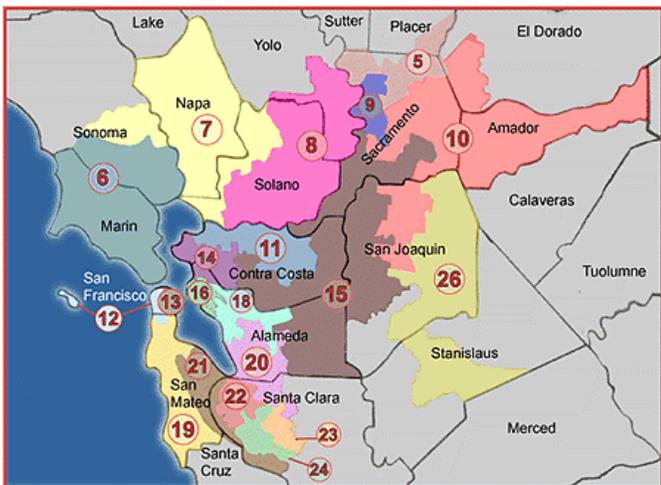
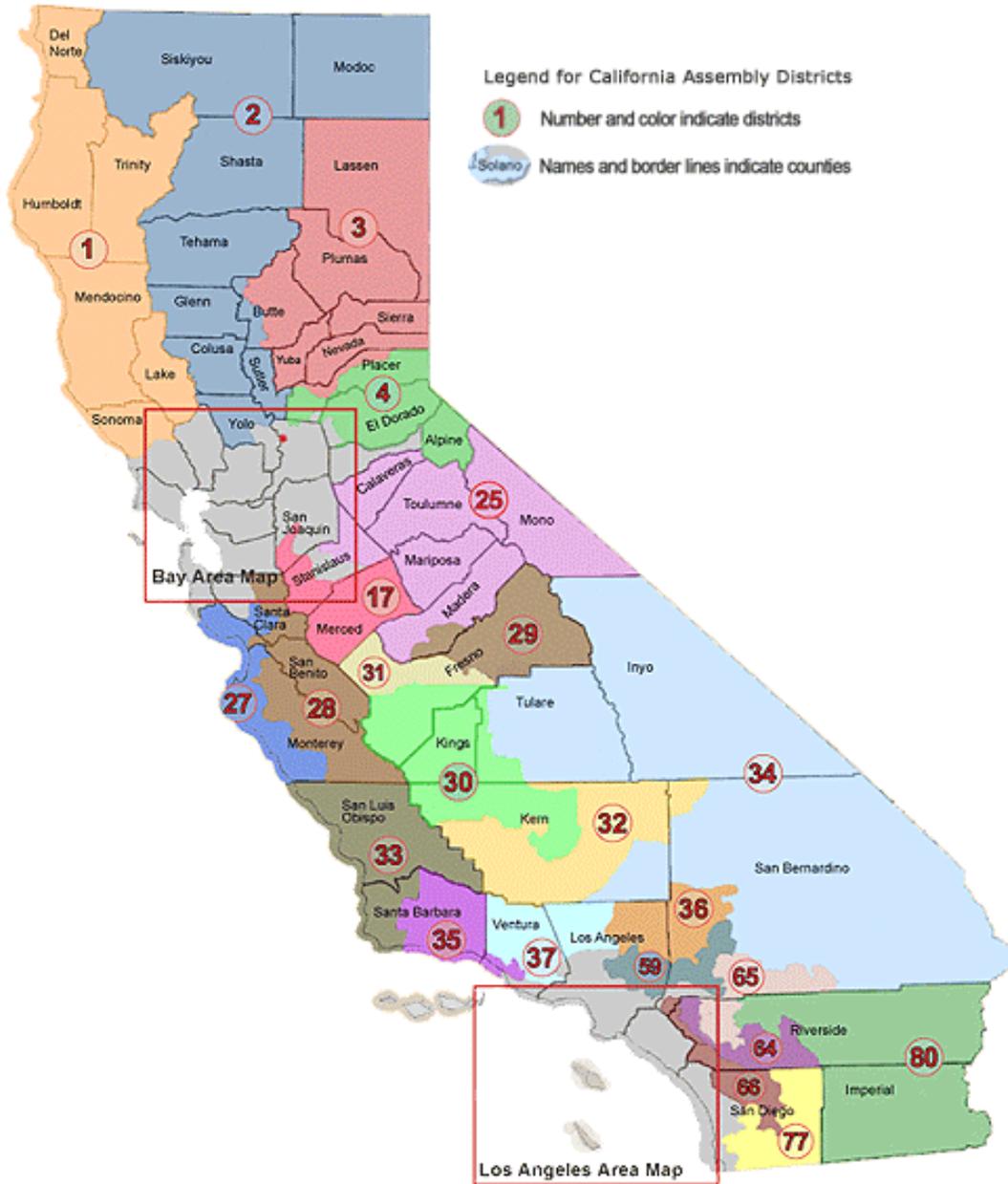
*All Phone numbers are (202) Area Code

California Congressional Districts





California Assembly Districts



California Senate Districts



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