

Harvest of the Month Guidelines: Modifying, Translating, and Developing Complementary Materials *Criteria, Logo Usage, and Acknowledgement Statements*

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Section 1. Background

The purpose of this document is to provide guidance when using the *Network for a Healthy California (Network)*-developed copyrighted Harvest of the Month (HOTM) materials and monthly elements provided on www.harvestofthemonth.com. All HOTM materials, particularly the monthly elements, are designed to be part of a standardized approach that is most effective when used in its current format. All materials are copyrighted by the *Network*, but may be reprinted when used for educational purposes.

The HOTM monthly elements include educator newsletters, English and Spanish family newsletters, and English and Spanish menu slicks. These elements are designed for use in the classroom, cafeteria, and in a variety of other community settings to support efforts to increase fruit and vegetable consumption among students and their families. The *Network* understands that there are situations in which these materials may need to be modified slightly or translated in order to better meet the needs of the audiences served by the different programs using HOTM (students and families). *Please refer to **Sections 2 and 3** for instructions on modifying or translating HOTM materials.*

In the past, complementary or extension pieces have been developed for use in conjunction with HOTM activities from the state-developed monthly elements. The *Network* encourages contractors to research and identify existing nutrition education and physical activity promotion materials for use in their programs before developing new materials. This also includes revisions to existing materials. If existing nutrition education or promotional materials are examined thoroughly, including review of USDA's Food Stamp Nutrition Connection (www.nal.usda.gov/foodstamp/index.html) and the California Healthy Kids Resource Center (www.californiahealthykids.org), and none are found to fit the program or target audience, then contractors may use *Network* funds to develop new, "complementary" materials with prior approval from the assigned Program Manager. *Please refer to **Section 4** for instructions on developing complementary materials.*

Based on past modifications, translations, and development of complementary HOTM materials, the following sections outline criteria that should be followed in order to use the HOTM logo. There are also corresponding acknowledgement statements that should be used on the modified, translated, or complementary HOTM materials.

Please read carefully the criteria for each section and make note of the appropriate acknowledgement statement that should be used in each situation.

Section 2. Modifications to Existing Materials

Allowable Modifications:

Type A –

Some components of the state-developed HOTM monthly elements may be modified. These types of modifications (Type A) do not change or impact the general content of the monthly elements. If necessary, the following Type A modifications are allowable:

- Switching or re-arranging the monthly schedule order of the featured produce.
- Replacing classroom recipes with a recipe that meets *Network* criteria (recipe guidelines will be available FFY 2009).
- Replacing or modifying taste testing activities.
- Adding books to the recommended literature list.
- Adding events and/or event information specific to individual districts/schools.

Type B –

If necessary, specific content areas from the *Network*-developed HOTM monthly elements may be modified. These should be rarely, if ever, changed and should only occur if the content is inaccurate, out-of-date, or inappropriate for the intended target audience. The replacement content should be based on accurate scientific information related to diet and physical activity, and be consistent with information found in USDA Dietary Guidelines for Americans 2005 and MyPyramid. Within the monthly educator newsletters, Type B content modifications are allowed for the following sections:

- | | |
|------------------------------|--------------------------|
| • History of Fruit/Vegetable | • Student Sleuths* |
| • Home Grown Facts | • Cafeteria Connections |
| • School Garden | • Adventurous Activities |
| • Student Advocates | • How Does It Grow |
| • Physical Activity Corner | |

*Note: If Student Sleuths questions are replaced, then the answers should also be submitted for approval by the *Network* (through assigned Program Manager).

Unallowable Modifications:

The following sections of the HOTM monthly educator newsletter may not be modified, as content is based on the USDA Dietary Guidelines 2005 and other scientifically validated research:

- | | |
|-------------------------------|----------------------------------|
| • Health and Learning Success | • Eat Your Colors* |
| • Nutrition Facts (label) | • Fruit/Vegetable/Just the Facts |
| • Serving Size information | • What's in a Name |
| • Reasons to Eat | |

*Note: Content from the Eat Your Colors section may not be changed or modified. However, it may be removed in its entirety from the newsletter.

Approval Process for Allowable Modifications:

If making Type A or Type B allowable modifications to any HOTM materials, the following is required:

1. Obtain prior approval from the *Network* (through assigned Program Manager).*
2. Use correct HOTM logo and appropriate acknowledgement statement on each material. (See below for instructions on Logo Usage and Acknowledgement Statements.)

*Note: Please refer to Section 402C in the Program Planning and Resources Section of the LIA Guidelines Manual, which provides *Network* guidelines for developing/revising materials.

Logo Usage and Acknowledgement Statements:

If any of the above modifications have been made to a HOTM element, then the high-resolution, full-sized HOTM logo shall be used on the material. (Logo is downloadable from the *Network's* Communications Resource Library.) In addition to the logo, the following full-length USDA/*Network* acknowledgement statements should be used according to the type of modification. (NOTE: On all instructional materials, the *Network* requires that any acknowledgements be placed on the cover, table of contents, reference/citation pages, and/or any stand-alone components.)

Type A –

ENGLISH:

This material was produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663 [or insert your local food stamp office telephone number here]. For important nutrition information, visit www.cachampionsforchange.net.

SPANISH:

Este material fue producido por la *Red para una California Saludable* del Departamento de Salud Pública de California, con fondos del *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Estas instituciones son proveedores y empleadores que ofrecen oportunidades equitativas. En California, los Cupones para Alimentos pueden ayudar a gente con bajos ingresos a comprar comida nutritiva para una mejor salud. Para información sobre los Cupones para Alimentos, llame al 877-847-3663 [o ponga el número telefónico de su oficina local de cupones para alimentos aquí]. Para información nutricional, visite www.campeonesdelcambio.net.

Type B –

ENGLISH:

This material is adapted from Harvest of the Month produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663 [or insert your local food stamp office telephone number here]. For important nutrition information, visit www.cachampionsforchange.net.

SPANISH:

Este material es una adaptación de La Cosecha del Mes y fue producido por el Departamento de Salud Pública de California y la *Red para una California Saludable*, con fondos del *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Estas instituciones son proveedores y empleadores que ofrecen oportunidades equitativas. En California, los Cupones para Alimentos pueden ayudar a gente con bajos ingresos a comprar comida nutritiva para una mejor salud. Para información sobre los Cupones para Alimentos, llame al 877-847-3663 [o ponga el número telefónico de su oficina local de cupones para alimentos aquí]. Para información nutricional, visite www.campeonesdelcambio.net.

Section 3. Translations of Existing Materials

Allowable Translations:

Elements may be translated into a language other than English or Spanish from the original HOTM element (e.g., menu slick or family newsletter). The translation should be culturally and linguistically appropriate for the reading audience, while still maintaining the integrity of the original content. Due to staffing constraints, the *Network* cannot review the translations for accuracy. The *Network* encourages agencies to use internal staff to review and proof all translations for accuracy. If translations are made the *Network* reserves the right to share these “modified” materials with other programs, including USDA.

Unallowable Translations:

If a HOTM element has been previously translated, then it may not be translated again into the same language. For example, the *Network* provides translations for Spanish family newsletters and menu slicks; so, these cannot be re-translated. The *Network* also provides translations for other languages developed by local partners. These are posted on the Web site at www.harvestofthemonth.com/EdCorner/translated-newsletter.asp. Prior to starting a translation, we encourage partners to first search the Web site to determine whether a translation has already been completed for a monthly element.

Approval Process for Allowable Translations:

If translating a HOTM monthly element, the following is required:

1. Check the HOTM Web site to ensure the translation has not been done by another local agency. If it has not been posted on the site, then obtain prior approval from the *Network* (through assigned Program Manager).
2. Use internal staff and partners to review translation for accuracy.
3. Use the English HOTM logo and appropriate acknowledgement statement on translated material. (See below for instructions on [Logo Usage and Acknowledgement Statements](#).)*

Logo Usage and Acknowledgement Statement:

If an allowable translation has been developed for a HOTM monthly element, then the high-resolution, full-sized, English HOTM logo shall be used. (Logo is downloadable from the *Network's* Communications Resource Library.) In addition to the logo, the following USDA/*Network* acknowledgement statement should be used:

ENGLISH:

This material is translated from Harvest of the Month produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In

California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663 [or local food stamp office telephone number]. For important nutrition information, visit www.cachampionsforchange.net.

SPANISH:

[Not applicable. Please translate the above English acknowledgement statement in the language in which the newsletter is written. Or, use the English statement.]

*Note: After development, we encourage local agencies to share any new translations with the *Network* so it can be posted on the state Web site for other partners to use.

Section 4. Development of Complementary Materials

This section applies to development of HOTM materials that have not been previously developed by the *Network*. The overall goal is for *Network*-funded projects to utilize existing HOTM materials rather than create new ones. The current USDA Food Stamp Nutrition Education Guidance Plan also encourages use of existing materials. However, the *Network* recognizes that some contractors may elect to create complementary materials (also sometimes referred to as “supplemental materials” or “extension pieces”) to be used in conjunction with the monthly elements. Examples of these complementary materials may include:

- *student workbooks*
- *calendars*
- *Farmer of the Month fliers*
- *bulletin boards*
- *lessons/lesson plans*
- *newsletters*
- *brochures*
- *fact sheets*
- *note cards*
- *videos*
- *banners*
- *posters*
- *bookmarks*
- *stickers*
- *Web pages*

Allowable Complementary Materials:

Complementary materials should be used in conjunction with the HOTM monthly elements. (*Note:* Actual content in the complementary material does not necessarily need to come from the monthly elements.) Any agency that is considering developing a complementary material should first contact the assigned Program Manager to discuss the need for developing this new material and obtain prior approval. These materials should be reviewed by the assigned Program Manager prior to printing or distribution.

Unallowable Complementary Materials:

Complementary materials must comply with all state and federal safety requirements with respect to production including the California Department of Public Health’s guidelines for promotional items and Proposition 65 requirements for lead content. Current guidelines for distribution of promotional items related to potential lead hazards are available on the California Department of Public Health (CDPH) Web site at www.cdph.ca.gov.

Approval Process for Complementary Materials:

If developing a material(s) to complement the monthly elements, the following is required:

1. Obtain prior approval from the *Network* (through assigned Program Manager).*
2. Use correct HOTM logo and appropriate acknowledgement statement on each material. (See below for instructions on [Logo Usage and Acknowledgement Statements](#).)

* Please refer to Section 402C in the Program Planning and Resources Section of the LIA Guidelines Manual, which provides *Network* guidelines for developing/revising materials.

Logo Usage and Acknowledgement Statement:

If complementary material is approved by the Program Manager, then the full-size, high-resolution HOTM logo may be used and printed on the material. (Logo is downloadable from the *Network's* Communications Resource Library.) In addition to the logo, the following complete acknowledgement statement should be used:

ENGLISH:

This material was created and approved as an extension to Harvest of the Month produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663 [or insert your local food stamp office telephone number here]. For important nutrition information, visit www.cachampionsforchange.net.

SPANISH:

Este material fue creado y aprobado como un anexo a la Cosecha del Mes, el cual es producido por el Departamento de Salud Pública de California y la *Red para una California Saludable*, con fondos del *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Estas instituciones son proveedores y empleadores que ofrecen oportunidades equitativas. En California, los Cupones para Alimentos pueden ayudar a gente con bajos ingresos a comprar comida nutritiva para una mejor salud. Para información sobre los Cupones para Alimentos, llame al 877-847-3663 [o ponga el número telefónico de su oficina local de cupones para alimentos aquí]. Para información nutricional, visite www.campeonesdelcambio.net.

When space is limited, the following statement may be used.

ENGLISH:

For important nutrition information, visit www.cachampionsforchange.net. For food stamp information, call 877-847-3663 [or insert your local food stamp office telephone number here]. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.

SPANISH:

Para información nutricional, visite www.campeonesdelcambio.net. Para información sobre los Cupones para Alimentos, llame al 877-847-3663 [o ponga el número telefónico de su oficina local de cupones para alimentos aquí]. Con fondos del *Supplemental Nutrition Assistance Program* del Departamento de Agricultura de los Estados Unidos, un proveedor y empleador que ofrece oportunidades equitativas.