

Network for a Healthy California
FFY 2010

PROJECT SUMMARY INSTRUCTIONS

The *Network for a Healthy California (Network)* requires contractors to submit a Project Summary each year. This form provides the United State Department of Agriculture (USDA) and the *Network* with comprehensive information about each *Network* contractor for the annual state plan, facilitates collaboration among contractors and other partners, and is used to respond to queries and questions asked by other State agencies and partners.

Future revisions to your Project Summary need to be approved by both the Program Manager (PM) and Contract Manager (CM) to ensure that any changes are within the approved Scope of Work and that it is consistent with the Budget Justification for FFY 2010.

Instructions for the Project Summary are provided below. Refer to the instructions as you review your Project Summary.

Unless otherwise noted, follow these three general guidelines:

- Your responses are based on the nutrition education activities you conduct with your *Network*-funded activities.
- Check all boxes that apply or type in text.
- If you check an "Other" category, specify the information requested.

Form 7a (Microsoft Word document)

Contractor Name: Enter the name of your agency as it appears on your application.

Project Title: This has been pre-filled by the *Network*.

Contract #: Please leave blank for your RFA application.

Date Submitted: This has been pre-filled by the *Network*.

- 1) Funding Source:** Enter the source of funding for your organization's activities not funded by USDA/SNAP-Ed. Check all boxes that apply.
- 2) Target Audience:** Check all the boxes that apply to your target audience per your *Network*-funded proposed scope of work activities: and enter the percentages for gender, ethnicity, language and age groups. Within each area (gender, ethnicity, language, age group), the percentages should sum to 100%. Please round percentages to the nearest percent and do not use decimals.

Languages: Enter the primary language of the Target Audience. Primary language refers to the language most frequently used by members of the Target Audience.

Participants: Enter an estimate of the projected number of unduplicated participants. This count refers to the actual number of participants served, with each individual counted **only once**, no matter how many times they receive a service. For example, if David attends a 6-session nutrition education class series, he would be counted as one unduplicated participant.

- 3) **Key Educational Messages/Topics**: Most primary messages have been pre-checked by the *Network*. Check any additional key educational messages your program plans to address. Food Stamp promotion activities apply to the "Other" category.
- 4) **Key Methods (State and Federal Share)**: Check the primary methods that apply to your program.

Website: If your agency has a *Network*-funded webpage/site, please enter the website address.

Print Media: Print media may include, press releases, media alerts, media tip sheets, editorial articles or letters, kiosk or poster displays, advertisements on billboards and bus stops.

Nutrition Education Classes, Community Education Events, Training/Workshop/Conference, Point of Purchase, or other direct education: For the methods where you have direct contact with your target audience(s), please estimate the frequency and average duration of the interventions. If multiple interventions fall under one method, enter the average duration, not the sum for that method. See the example provided on the following page.

Other: Youth empowerment activities are an example of methods that would be included here.

Example:

Nutrition Education Classes – Your agency presents an estimated 200 nutrition education classes per year. Class duration ranges from 30 minutes to 2 hours, with an estimated average duration of 1 hour. Under the ‘Frequency’ column enter 200 and under the ‘Duration’ column enter 1. Units for the Duration column are in hours.

Trainings/Workshops/Conferences – Your agency holds 8 teacher trainings throughout the fiscal year. The average duration of the 8 trainings is 1 hour and 30 minutes (1.5 hours). Enter 8 under ‘Frequency’ and 1.5 under ‘Duration’.

Other Key Methods are filled in below as examples.

4) Key Methods

		<i>Frequency</i>	<i>Duration (in hours)</i>
<input type="checkbox"/>	Advisory Council/Task Force (specify): _____	<input checked="" type="checkbox"/>	Nutrition Education Classes <u>200</u> <u>1.0</u>
<input type="checkbox"/>	Internet/Web Sites website address: _____	<input checked="" type="checkbox"/>	Community Education Events <u>4</u> <u>3.0</u>
<input type="checkbox"/>	Print Media	<input checked="" type="checkbox"/>	Training/Workshop/Conference <u>8</u> <u>1.5</u>
<input type="checkbox"/>	Radio	<input type="checkbox"/>	Point of Purchase _____ _____
<input type="checkbox"/>	TV	<input type="checkbox"/>	Other (specify): _____ _____ _____
		<input type="checkbox"/>	Other (specify): _____ _____ _____

5) Modification of Project Methods/Strategies (Not Applicable for RFA; leave blank)

6) Key Performance Measures/Indicators: This has been pre-filled by the *Network*. Please add any additional key measures/ indicators of implementation or performance that you will capture or collect. For activities this could be the type(s) of evaluation you will perform, as well as a description of the specific indicators your project intends to measure (knowledge, changes in behavior, skill improvement, new partnerships, organizational change, etc.), as well as process indicators. Please limit to 100 words.

7) FSNE Delivery Sites by Type of Setting: For each type of setting your project targets, enter the number of different sites/locations. For example, if your agency plans to conduct nutrition education at three food stamp offices, enter “3” in the space before “Food Stamp Offices.” If your nutrition education intervention and/or activity involve more than one location, choose the location that best reflects the **primary delivery** of service or the group you are attempting to reach. For instance, if you are a school contractor or a contractor working in schools and you have nutrition education activities in a school garden or school clinic, please use the school category, not gardens or clinics.

In general, a site should only be listed under one location; however, a site can be listed twice if the site is used to conduct activities for more than one target audience. For example:

- If a preschool and an afterschool program are housed at the same location, list them separately under “Preschools” and “Afterschool Programs”.
- If your afterschool program is housed at a K-12 school site and no other nutrition education activities are conducted during regular school hours, only list under “Afterschool Programs.”
- If your program reaches both parents and students at the same school, then list the school twice under “Schools – students (K-12)” and “Schools - adults/parents.”

8) Coordination Efforts: This item has been pre-filled by the *Network*. Describe any additional efforts to coordinate, complement, and supplement other local/regional programs in order to deliver consistent behavior-focused nutrition messages. Include participation in *Regional Collaboratives of the Regional Networks for a Healthy California*, a County Nutrition Action Plan (CNAP), or other local coalitions addressing the FSNE population. Please state that written agreements are attached if you submitted Memorandums of Understanding (MOUs) with your application packet. This section should be limited to 100 words.

9) Project Narrative: This item has been pre-filled by the *Network*. The narrative is a brief description of your overall FSNE program, covering main intervention approaches and highlighting any unique aspects of your project. Write in the third person (do not use “I” or “we”), do not use bullets, and limit to 200 words.

10) Income Targeting Data Source: Enter the data source(s) you use to qualify your target audience(s) to meet the $\leq 185\%$ Federal Poverty Level (FPL) requirement. If you are using census tract data, complete Section 12 on Form 7b. School-based contractors and other contractors working with schools should use free and reduced price meals enrollment data found on the California Department of Education website to verify that each school site qualifies (at least 50 percent of the student body must be enrolled in Free and Reduced Price Meal Program) (<http://www.cde.ca.gov/ds/sh/sn/freereduced0506.asp>). This information should be reported under Section 13 on Form 7b.

11) Location Based Proxy Sites: Check all boxes that apply and indicate the percentage of your target audience that are at these locations. No additional targeting data are needed for these delivery sites.

<p style="text-align: center;">Form 7b (Microsoft Excel spreadsheet)</p>

Note:

- If you are planning to cut and paste information into the spreadsheets from a Word document, it is recommended that you use the “Paste Special” function located under the Edit menu and select “Text” from the list provided in the Paste Special dialog box. Form 7b is protected so that the user can only make certain modifications. As a result, if you try to copy and paste information into the spreadsheet from a Word document without using Paste Special, you will not be able to edit the information once it is pasted.
- When printing it is recommended that you specify which pages you would like to print in the page range section of the Print dialog box.
- You will only be able to enter information into the cells with a white background.

Date Submitted, Contractor Name, and Contractor Number: Information must match the data on Form 7a. Once you fill in the white rows, the grey areas will automatically fill in; this sheet is part of the *Network* internal tracking systems. Do not attempt to type in the grey area.

12) Intervention Site Census Tracts: Using the *Network* Qualifying Census Tracts database located on the *Network* Funding Application website, identify and enter the qualifying census tracts your agency plans to target. There are drop-down boxes for the County and Ethnicity columns. For each census tract you are targeting, enter the county, the qualifying census tract number, ethnicity (e.g., "All Races", "Black or African American", "Hispanic or Latino"), and the percentage of the target audience at or below 185% FPL. Enter in actual percentages; do not round numbers.

Ethnicity: If you are using an ethnicity for your census data (vs. "All Races"), you need to make sure the ethnicity matches the ethnicity data you entered in Form 7a, Section 2 (Target Audience).

School Sites: List the census tract of the schools that qualify by census tract, but not by Free and Reduced Price Meal data. Please **do not** include qualifying school sites if you are not conducting *Network* activities there.

Note:

- The *Network* Qualifying Census Tract database is available online under Resources at: <http://www.cdph.ca.gov/programs/CPNS/Pages/AACampaignRFA.aspx>.
- You may also use the *Network's* GIS system to verify the location of a census tract listed on the *Network* Qualifying Census Tracts database.
- Below are instructions on how to use GIS to determine if a physical address is in a qualifying census tract:
 1. Go to the *Network* – GIS Map Viewer website: <http://www.cnngis.org>. A *Quick Reference Tutorial* is available for new users.
 2. Click on "**Launch Map Viewer**" at the bottom of the webpage. It will take a couple of seconds to load the site.
 3. On the right side of the screen, there are five tabs: Map Layers, Locate, Advanced, Layer List, and Legend. If not already selected, click on the Layer List tab.
 4. Click on the box to the left of "**Admin. Boundaries.**" A drop down list of options will appear. Scroll down to "**Administrative Divisions**" to find "**2000 Census Tracts.**" Click on the white box (a check will appear in the box).
 5. Scroll down to "**Demographics**" and click on the box to the left of "**Demographics.**" A drop down list of demographic options will appear. Scroll down to "**Economic Indicators**" to find "Proportion <185% FPL - All Races." Click on the white circle (a dot will appear inside the circle). Specific target groups may be selected such as "Proportion <185% FPL – Hispanic." Next, click on the blue circle with the white "i" adjacent to the white circle, the blue circle will change to gold.
 6. Click on the "Locate" tab. Enter the address of the intervention site. Click on "**Search.**" A list of addresses may appear, click on the correct address with the highest score. A map will load onto the screen.

7. Move the cursor to the map and center the arrow (not the “i”) over the star and click.
8. A pop-up box should appear that lists data including the census tract number and percent of the population (by all races) that are less than 185% FPL.
Note: If a pop-up box does not appear, your security settings may be blocking your pop-ups. To bypass this, hold down the Shift key when clicking on the star. A pop-up box will appear on the screen.
9. In instances where a site/location is not located in a qualifying census tract, block group data is utilized as an alternative method to determine whether a project is located in a qualifying area. Block group data is only available for All Races at 125% FPL and 185% FPL. To activate the block group layer follow the instructions to “Select Map Layers”. This time scroll down to “Economic Indicators” and select either “BG Proportion <185%FPL – All Races” or “BG Proportion <125% FPL – All Races.”

If you are not using census tract data, you must identify in Sections 10 and 11 on Form 7a the qualifying data source(s) you are using to verify your delivery sites meet the ≤ 185% FPL requirement. If you check “Other,” you must indicate the data source and estimate the percentage of your target audience that is ≤ 185% of FPL.

13) Free and Reduced Price Meal/GIS Income Data: *(Only for School Districts, County Offices of Education and other contractors working in schools. If you do not work in schools, skip this section)*

Enter the name of the school district, the County, District, School (CDS) Code, the name of the school site, the percentage of students enrolled in Free Meals, the percentage of students enrolled in Reduced-Price Meals, and the combined percentage of Free and Reduced Price Meal (FRPM) enrollment for each school site **where interventions are occurring**. Please **do not** include qualifying school sites if you are not conducting *Network* activities there. If you do not have these data, you can get them at the California Department of Education website (<http://www.cde.ca.gov/ds/sh/sn/freereduced0506.asp>).

Note:

- Enter in actual percentages; do not round numbers.
- For CDS Codes, please make sure to include the leading zero. See example below.

If you cannot qualify a school site using FRPM data, search the *Network* GIS system for the specific census tract which includes the school site to find the percentage of the target audience ≤ 185% FPL. Instructions for using the GIS are above (see Section 12) and on the GIS webpage (www.cnnqis.org). Enter the school district name and CDS code in their respective columns. Under “School Site Name,” enter the School Site Name and add the qualifying census tract number in parentheses. The census tract number should also be entered in Section 12 above. Leave the % Free, % Reduced, and % Free and Reduced columns blank.

School District Name	CDS Code	School Site Name	Free and Reduced Price Meals Program Enrollment		
			% Free	% Reduced	% Free and Reduced
West Contra Costa Unified	07-61796-6005045	Wilson Elementary (06013371000)			

14) Use of Existing Educational Materials (State and Federal Share): Fill in the Source, Title and Language(s) of the materials you plan to use. Please list each material only once.

- The Source column has a drop down list that may be used if applicable. Pre-approved contractor developed materials should be listed as a “Contractor developed” under “Source.” If the source is not listed for a specific material you may type in the source manually. Doing so will result in a warning that the data entered is not on the drop down list. Click on “Yes” to exit the dialog box and keep the data entered.
- Adapted or revised materials, such as Harvest of the Month newsletters, should be listed with the appropriate source (Harvest of the Month) and should specify under title that the material has been modified, adapted or revised.
- Educational materials that have reference to chronic disease prevention (e.g. diabetes, heart disease, etc) must be used for health promotion activities aimed at primary prevention of disease, not for secondary prevention interventions or medical nutrition therapy.
- Due to lead contamination found in *Network* lunch boxes in 2007, CDPH has placed a moratorium on the purchase and distribution of promotional items pending the development of department-wide guidelines. Any newly purchased or developed materials must meet the guidelines which will be provided in Program Letters as they become available.

15) Development of New Educational Materials: Enter the title of any new materials that you plan to produce, a 25-word description of the materials, and a brief justification of the need and cost. Before developing new materials, the *Network* requires contractors to research and identify existing nutrition education and physical activity promotion materials for use in their program. If existing educational/promotional materials are examined thoroughly and none are found to fit the program or target audience, contractors may use *Network* funds to develop new materials, but only with prior approval from the *Network*.

Thank you for completing this valuable data collection tool.