

I. INTRODUCTION SECTION

100 Introduction

Welcome to the *Network for a Healthy California (Network)*. Your leadership in promoting the health and well-being of low-income families and their children will make a significant difference in the lives of individuals, families, and communities in California.

This manual is designed to help your organization successfully participate in the *Network's* Local Incentive Award (LIA) and Non-Profit Incentive Award (NIA) Programs. LIA and NIA Programs promote healthy eating, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases through a variety of social marketing techniques, including coordination and collaboration with a wide variety of stakeholders.

The format of this manual will allow you to easily locate specific information and documents, and incorporate updates for each topic area. Please keep a copy of the manual and have it available to all staff and subcontractors working on your *Network* contract. This document is posted on the *Network* website at www.networkforahealthycalifornia.net.

Emails or Program Letters will be sent on a periodic basis notifying you of any changes to either the Fiscal or Program sections. Also they will be posted on the website. As a *Network* contractor, you will be assigned a team of professionals, consisting of a Contract Manager, Program Manager, and Nutrition Education Consultant (for contractors working with schools) to provide technical assistance throughout your contract term. Do not hesitate to contact your assigned staff with any questions.

The *Network* welcomes your participation, and hopes that this manual helps your organization to maximize the benefits of healthy eating, regular physical activity, and participation/awareness of Federally-funded nutrition assistance programs such as United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (SNAP) for the low-income population you serve.

101 *Network for a Healthy California, Background and Goals*

The *Network* is a public/private social marketing campaign administered by the *Network for a Healthy California*, Cancer Control Branch, within the California Department of Public Health (CDPH). *Network* funding is provided primarily by the USDA SNAP. Funding to LIA and NIA Programs is conducted on a cost reimbursement basis.

The mission of the *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. The overall goal of the *Network* is to *reform the norm* which accepts the conditions that cause overweight, obesity, and sedentary lifestyles and replace it with a norm that expects fresh, healthy food and active living. We must focus on eliminating the disparities that place low-income California families at greater risk of so many chronic diseases and empowering them to make healthy choices. To achieve our goal, we specifically focus on increasing fruit and vegetable consumption, increasing physical activity levels, increasing food security and preventing diet-related chronic diseases. These are the four pillars for the *Network for a Healthy California*. These in turn support the key USDA SNAP-Ed behavioral outcomes:

- Eat fruits and vegetables, whole grains, and fat-free or low-fat milk products every day;
- Be physically active every day as part of a healthy lifestyle;

- Balance caloric intake from food and beverages with calories expended.

The behavioral changes sought by the *Network* are based on the *Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity* (CDC, 2001), the *Dietary Guidelines for Americans* (USDA and DHHS, 2005) and MyPyramid. The trends in eating and exercise practices revealed through statewide biennial surveys from 1989 through 2007 *California Dietary Practices Survey (CDPS)*, the *California Teen Eating, Exercise and Nutrition Survey (CalTEENS)* and the *California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS)*, along with the rise in obesity rates among adults and young people also support current *Network* approaches. This is also supported by the California Obesity Prevention Plan.

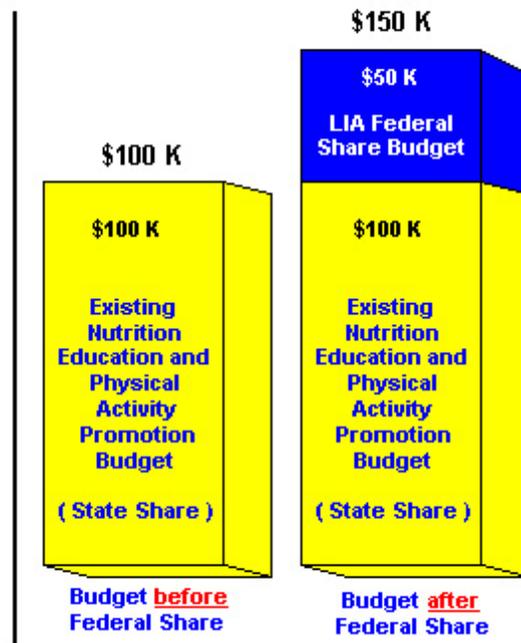
The target audience of *Network* activities is Californians who are food stamp recipients or eligible to receive food stamps, or households living at or below 185 percent of the Federal Poverty Level. *Network* funded projects must demonstrate that at least 50 percent of its target audience meets the above income criteria. In their entirety, the activities of *Network* partners are designed to increase low-income consumer demand for healthy eating and physical activity while at the same time helping to increase the supply of and access to healthy food choices and physical activity opportunities.

102 How the LIA/NIA Program Works

The LIA/NIA Program was created to increase nutrition education and physical activity promotion targeted to Food Stamp recipients and persons from similar low-income households. Public and non-profit sector organizations, which are already providing allowable activities to the target population, are encouraged to participate in the LIA/NIA Program. For the purposes of this award, "State Share" refers to the nutrition education and physical activity promotion funded by your organization. The LIA/NIA Program provides additional funding, referred to as "Federal Share", to qualifying public and non-profit organizations to enhance their existing nutrition education and physical activity promotion delivered as part of the *Network's* campaign. Please note that *Network* contracts are conducted on a cost reimbursement basis.

If your organization is a public or non-profit organization currently using **non-Federal funds** to provide nutrition education and physical activity promotion programs to a low-income target audience, the *Network* may provide up to 50 percent of your existing budget (State Share), for new or additional nutrition education and physical activity promotion (Federal Share). **Note that these activities must be in addition to your existing program.** For example, if your organization is funding a position to conduct nutrition education and physical activity promotion to **SNAP-Ed** qualifying Californians for \$100,000 a year, the LIA Program will provide an additional \$50,000 to fund an increase/expansion of your nutrition education and physical activity promotion. The additional funds may be used for, but are not limited to, supplies, personnel/consultants, educational and promotional activities to augment your current nutrition education program. This is illustrated in Figure 1.

Figure 1



The LIA/NIA Program **does not** allow a participating organization to use Federal Share funding to pay for existing activities. In the previous example of a position funded for \$100,000 per year, the Federal Share funding **could not** be used to reimburse your organization \$50,000 of the original \$100,000. Instead, Federal Share funding must pay for eligible activities in addition to those already being conducted.

Network funded activities must not supplant existing nutrition education. Funds must only be used to enhance existing activities or to develop and establish new activities. If activities are repeated from year to year, justification for continuation in terms of evaluation data must be provided.

Qualifying State Share Contribution Sources

Qualifying State Share contribution costs may be funded entirely with your organization's own resources, or they may be a combination of your organization's resources and donations from other organizations in the form of cash or goods and services.

Cash Contributions

Your organization may accept cash donations as long as the funds are spent on qualifying nutrition education and physical activity promotion and incurred during the contract budget period. Assurances must be made that: 1) no endorsements of donors or products will be given in connection with the nutrition education activities and; 2) no contributed funds shall revert back to or benefit the donor. Only cash donations (e.g., excluding staff time, equipment, supplies, etc.) from private sector organizations can be applied as State Share contributions.

Non-Cash Contributions

If it is mutually agreed to, your organization may accept non-cash State Share contributions such as the actual cost of paid staff time, space, equipment, and supplies from another organization, as long as all the following conditions exist:

- The contributing organization must be a public sector organization (e.g., city government, local health department, public school/school district, college/university, University of California Cooperative Extension, tribal organization, etc.);
- The organization donating State Share contributions to your organization must document the costs donated and be willing to make such documentation available to the *Network* and/or USDA in the event of an audit;
- Costs donated by another organization to your organization to be used as State Share contributions must be actual "out-of-pocket" expenses to the donating organization and not an assessment of fair market value of services or goods donated. All costs must be incurred during the contract period;

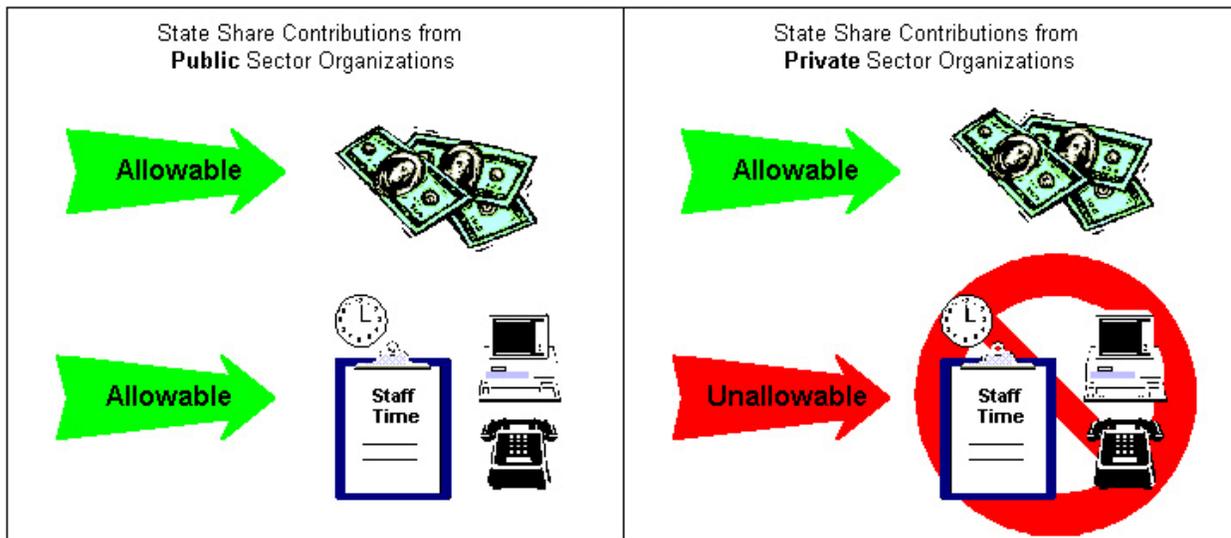
For example, if a school donated space to your project for conducting qualifying activities, and there is no acquisition or lease/rent costs associated with the facility, the fair market value of such a space cannot be counted as a qualifying State Share contribution, (i.e., what your organization may have to pay for the rent of such space in the open market may not be a basis for assessing the value of such a donation because there is no actual expense incurred). However, a portion or all of the expenses such as maintenance costs, and insurance costs associated with the same space could qualify as State Share contributions. Care should be taken to prorate only an appropriate

percentage of such costs to your nutrition program if there is cost sharing involved in the use of such space;

- State Share contributions must not include federal funds. Exception: Indian Tribal Organizations may claim federal funds that are specifically approved for nutrition education; and
- State Share contributions are not used to match for any other federal matching program.

These restrictions are illustrated in Figure 2.

Figure 2



103 Administration of the Program

The *Network* is responsible for administering the LIA/NIA Program for USDA in California. The *Network* prepares an Annual Plan each year and submits it to USDA for review and approval. The Plan is a collaborative effort, incorporating activities conducted by all of the various participants in the *Network*. After the plan is approved, the *Network* contracts with public and non-profit organizations that wishes to become LIA/NIA Program participants. These contractors then conduct the activities in their Scope of Work (SOW) and submit Progress Reports, Invoices, and State Share Documentation Reports to the *Network*. This process is illustrated in Figure 3.

The *Network's* business schedule for the LIA/NIA Program coincides with the Federal Fiscal Year (FFY), which runs from October 1st through September 30th.



Figure 3

