

<b>III.</b>	<b>PROGRAM PLANNING AND RESOURCES SECTION</b>
<b>400</b>	<b>Supplemental Nutrition Assistance Program Education (SNAP-Ed) Activity Guidelines</b>

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**401 Supplemental Nutrition Assistance Program Education (SNAP-Ed) Recipient Guidelines**

All Supplemental Nutrition Assistance Program Education (SNAP-Ed) activities must be targeted to SNAP-Ed eligible persons. These are defined as persons currently participating in or eligible for the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (SNAP) potentially because their incomes are not higher than 130 percent of Federal Poverty Level (FPL). With a waiver, activities may also be delivered to target audiences where at least 50 percent do not have household incomes higher than 185 percent of the FPL. The state-side waiver to USDA is completed by the *Network for a Healthy California (Network)* state staff. Table 1 provides the current Federal Poverty Levels.

**Table 1.** 2009 Federal Poverty Level Guidelines

2009 Health & Human Services Poverty Guidelines 48 Contiguous States and District of Columbia			
Persons in Family Unit	Federal Poverty Level	130% of Federal Poverty Level	185% of Federal Poverty Level
1	\$ 10,830.00	\$ 14,079.00	\$ 20,035.50
2	\$ 14,570.00	\$ 18,941.00	\$ 26,954.50
3	\$ 18,310.00	\$ 23,803.00	\$ 33,873.50
4	\$ 22,050.00	\$ 28,665.00	\$ 40,792.50
5	\$ 25,790.00	\$ 33,527.00	\$ 47,711.50
6	\$ 29,530.00	\$ 38,389.00	\$ 54,630.50
7	\$ 33,270.00	\$ 43,251.00	\$ 61,549.50
8	\$ 37,010.00	\$ 48,113.00	\$ 68,468.50
For each additional person, add	\$ 3,740.00	\$ 4,862.00	\$ 6,919.00

**SOURCE:** *Federal Register*, Volume 74, No. 14, January 23, 2009, pp. 4199-4200.

USDA has categorized potential recipients of State SNAP-Ed activities into three categories, which are provided in Table 2.

**Table 2.** Audiences for Supplement Nutrition Assistance Program Education (SNAP-Ed)

	<b>Audience</b>	<b>Likelihood of Reaching SNAP Eligibles</b>	<b>Examples</b>	<b>State Waiver Needed</b>
<b>Category 1</b>	<p><b>Certified Eligibles</b> Includes persons currently participating in or applying for the SNAP and/or persons residing in a SNAP household. <i>This is the known SNAP target audience.</i></p>	SNAP-Ed activities delivered to this audience clearly benefit SNAP eligibles.	<ul style="list-style-type: none"> <li>• Persons referred by the local SNAP office.</li> <li>• Persons reached through direct marketing to SNAP participants.</li> <li>• Persons participating in the Food Distribution Program on Indian Reservations (FDPIR; see Appendix C, of SNAP-Ed Plan Guidance, Section A.3).</li> <li>• Ineligible parents who receive SNAP benefits on behalf of their child.</li> <li>• SNAP participants in a SNAP Job Readiness Training Program</li> </ul>	No
	<p><b>Likely Eligibles as Established by Proxy Criteria</b> One of the following proxy criteria must be met: <b>A. By Income.</b> Persons not falling into category 1 above that have gross incomes at or below 130% of poverty guidelines. This criterion does <b>not</b> include persons typically ineligible for the SNAP (e.g., incarcerated persons, boarders, or college/university students. See Appendix C of SNAP-Ed Plan Guidance).</p>	SNAP-Ed activities delivered to this audience are very likely to benefit SNAP eligibles. For the income-based proxy, partnerships are needed with other programs that have formal means-tested certification processes or similar income participation criteria. These partnerships will involve the implementation of a referral procedure that is based on income eligibility criteria.	<ul style="list-style-type: none"> <li>• Income eligible persons (130% of poverty guidelines) referred by WIC, Medicaid, or Child Nutrition Programs.</li> <li>• Persons receiving Supplemental Security Income (SSI) or Temporary Assistance for Needy Families (TANF; see Appendix C of SNAP-Ed Plan Guidance, Section A.3 for more details on categorical eligibility).</li> <li>• Persons participating in TANF Job Readiness Training Programs.</li> </ul>	No
<b>Category 2</b>	<p><b>B. By Location.</b> Persons receiving SNAP-Ed at:</p> <ul style="list-style-type: none"> <li>• SNAP/TANF offices</li> <li>• public housing (See Appendix D of SNAP-Ed Plan Guidance: Definitions)</li> <li>• food banks, food pantries, and soup kitchens in conjunction with the distribution of foods to needy persons at these sites (see Appendix D of SNAP-Ed Plan Guidance: Definitions).</li> </ul>	SNAP-Ed activities delivered to this audience are very likely to benefit SNAP eligibles. For the income-based proxy, partnerships are needed with other programs that have formal means-tested certification processes or similar income participation criteria. These	<ul style="list-style-type: none"> <li>• Persons in a TANF office waiting area or conference room.</li> <li>• Persons at a public housing apartment community room or lobby.</li> <li>• Persons visiting a food pantry to obtain food.</li> <li>• Persons receiving a meal at a soup kitchen.</li> </ul>	No

	Note: food distribution is not a reimbursable SNAP-Ed expense (see Appendix C of SNAP-Ed Plan Guidance).	partnerships will involve the implementation of a referral procedure that is based on income eligibility criteria.		
<b>Category 3</b>	<b>Potentially Eligible by Site/Location</b> <b>A.</b> Venues serving low-income populations based on income. Persons at venues when it can be documented that the location/venue serves generally low-income persons where at least 50% of persons have gross incomes at or below 185% of poverty guidelines/thresholds.	SNAP-Ed activities delivered to this audience provide a fair likelihood of benefiting SNAP eligibles by providing services in sites/locations primarily frequented by a low-income audience. This audience may be served when it is not possible or practical to separate out Program eligibles and/or identify Program eligibility (e.g., social marketing campaigns). SNAP-Ed delivered to this audience should still be designed to meet the needs of SNAP eligibles.	<ul style="list-style-type: none"> <li>▪ Persons residing or schools located in census tract areas where at least 50% of persons have gross incomes that are equal to or less than 185% of the poverty threshold.</li> <li>• Children in schools where at least 50% of children receive free and reduced priced meals.</li> <li>• Persons participating in the WIC program.</li> <li>• Persons shopping in grocery stores located in census tracts where at least 50% of persons have gross incomes that are equal to or less than 185% of the poverty threshold.</li> <li>• Persons shopping in grocery stores when the store has been documented to redeem average monthly SNAP benefits of \$50,000 or more.</li> </ul>	Yes
	<b>B.</b> Based on SNAP redemptions. Persons at stores with average monthly SNAP redemptions of \$50,000. Stores with lower redemptions that do not meet the \$50,000 threshold but do meet the 50 percent of 185 percent low income criterion may continue to be used as SNAP-Ed sites with an approved waiver.			
<b>SOURCE:</b> Federal Fiscal Year 2009 USDA SNAP-Ed Plan Guidance				

The *Network* provides a list of all qualifying census tracts and a list of the free/reduced price meal data for California schools on the *Network* website, [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net). Additionally, the *Network* provides an online Geographical Information System (GIS) Map Viewer, [www.cnngis.org](http://www.cnngis.org), to assist contractors in identifying qualifying sites. Information about the GIS Map Viewer is provided in Section 900, Technical Assistance and Support. For more information about SNAP-Ed participant guidelines, contractors are encouraged to read the current USDA SNAP-Ed Plan Guidance, which is available at <http://snap.nal.usda.gov>, or contact their assigned Program Manager.

#### 402 Educational/Promotional Materials Guidelines

##### A. Existing *Network* Approved Materials

There are many excellent nutrition education and physical activity promotion materials that contractors are encouraged to use. Many of these materials have been thoroughly pre-tested and evaluated. These include USDA and *Network* produced educational and promotional materials. Examples include the *Network Children's Power Play! Campaign*, the *Network Latino Campaign*, the *Network Retail Program*, the *Network Worksite Program*,

*Harvest of the Month*, MyPyramid, Team Nutrition, and *Loving Your Family Feeding Their Future*. Examples of physical activity promotion materials that meet *Network* standards include Sports, Play, and Active Recreation for Kids (SPARK), Coordinated Approach To Child Health (CATCH), Governor's Council on Physical Fitness and Sport, Shape of Yoga booklet, and Instant Recess DVD.

Additional materials are available on the USDA SNAP-Ed Connection website at <http://snap.nal.usda.gov> and the *Network* website at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net). Section 700, Campaigns, Programs and Resources also provides information on *Network* approved materials. Contractors working with children are encouraged to review Section 600, School-Based Programs and visit the California Healthy Kids Resource Center (CHKRC) website at [www.californiahealthykids.org](http://www.californiahealthykids.org), to find high quality nutrition and physical activity curricula and age-appropriate materials for kindergarten through grade twelve. A listing of Recommended Curricula and Supplemental Instructional Resources for Nutrition and Physical Activity for kindergarten through grade twelve is available in the Appendix.

For questions regarding *Network* approved materials, contractors are encouraged to contact their assigned Program Manager. Contractors that are school-based or working with schools may also contact their assigned *Network* regional Nutrition Education Consultant. For previously approved materials and/or materials developed by other local contractors that may be outdated, contractors should contact their assigned Program Manager.

## **B. Other Existing Materials**

The *Network* requires contractors to research and identify existing *Network* approved nutrition education and physical activity promotion materials for use in their programs before using other existing materials. This includes materials that are either purchased, available at no cost, or donated.

The *Network* understands that in some instances it is appropriate to use existing materials that have not yet been *Network* approved. Contractors are not required to submit the existing materials for review to their Program Manager, but it is the responsibility of the contractor to make sure the material meets the following criteria.

### **Existing materials must:**

- Address an Activity/Objective within the Scope of Work.
- Be based on accurate scientific information related to diet and physical activity, and be consistent with information found in USDA Dietary Guidelines for Americans 2010 and ChooseMyPlate.gov.
- Support the behavioral objectives of the *Network*, which is to increase:
  - Daily fruit and vegetable consumption;
  - Daily physical activity;
  - Food security; and
  - Chronic disease prevention starting with obesity.
- Comply with the most current *Network* Allowable/Unallowable Chart.
- Be reviewed by a Registered Dietitian or someone with a Master's in Nutrition, if available.
- Not endorse or promote brand name products or retail stores, as well as not disparage specific foods, beverages, or commodities.
- Be written at a fifth grade literacy level, easy to read, targeted to the SNAP-Ed eligible population, family-friendly, age-appropriate, economical, and culturally appropriate (e.g.,

African American, Latino, etc.). Training materials for intermediaries do not need to meet the fifth grade literacy level.

- Align with the skills and behaviors in the: Nutrition Competencies for California's Children, Kindergarten through Grade 12 (CDE, 2010), Health Education Content Standards for California Public Schools (CDE, 2008), Physical Education Model Content Standards for California Public Schools (CDE, 2005), and Standards for Evaluating Instructional Materials for Social Content (CDE, 2000) for those materials used in schools.
- If purchased:
  - Be budgeted for within the Budget Justification. It does not have to be listed specifically, but should be applicable within a line item expense (e.g., nutrition education materials within Other Costs).
  - Be cost-effective. For example, if a material is only going to be used once by one staff person it may not be cost-effective, compared to if the material were used multiple times and/or by multiple staff.

Copies of existing materials that contractors have determined to be allowable should be available onsite for *Network* staff review (e.g., during a site visit). For questions regarding existing materials, contractors are encouraged to contact their assigned Program Manager.

### **C. Developing New Materials**

The *Network* requires contractors to research and identify existing nutrition education and physical activity promotion materials for use in their programs before developing new materials, which includes revising existing materials. Examples of such materials include, but are not limited to: curricula, lessons, newsletters, brochures, fact sheets, and posters. 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 material, but only with prior approval from their assigned Program Manager.

Compilations of *Network* approved materials that have not been altered do not need prior approval for use (e.g., use of ChoosMyPlate.gov information with *Network Latino Campaign* recipes).

The *Network* understands that in some instances it is appropriate to create new materials for a local audience. The following guidelines, must be followed when developing nutrition education and physical activity promotion materials.

#### **Newly developed materials must:**

- Be accompanied by a completed Educational Materials Checklist, available in the Appendix. If a contractor develops a series of materials on a regular basis (e.g., newsletters, newspaper articles, etc.) then only one Checklist has to be submitted for the series each contract year. Health education/communication materials require further California Department of Public Health (CDPH) approval, in which a *Network* Document Review and Approval Background form must be submitted as well. The form is available in the Appendix. For questions regarding CDPH approval, contractors should contact their assigned Program Manager.
- Be accompanied by the English text, if the new material is in a language other than English.
- Be submitted to the Program Manager at the *Network* prior to printing, filming (send video script), and disseminating the finished product.

- Be reviewed by a Registered Dietitian or someone with a Master’s in Nutrition, if available, prior to submitting it to the Program Manager for review, if the material is used for educational/teaching purposes.
- Be based on accurate scientific information related to diet and physical activity, and be consistent with information found in the USDA Dietary Guidelines for Americans 2010 and ChooseMyPlate.gov.
- Align with the skills and behaviors in the: Health Education Content Standards for California Public Schools (CDE, 2008), Physical Education Model Content Standards for California Public Schools (CDE, 2005), and Standards for Evaluating Instructional Materials for Social Content (CDE, 2000) for those materials used in schools. These are available on the CDE website: Health Education Content Standards ([www.cde.ca.gov/be/st/ss/](http://www.cde.ca.gov/be/st/ss/)); Physical Education Content Standards ([www.cde.ca.gov/be/st/ss/](http://www.cde.ca.gov/be/st/ss/)); and Standards for Evaluating Instructional Materials (<http://www.cde.ca.gov/ci/cr/cf/>). The CDE resource, *Nutrition Competencies for California’s Children, Kindergarten through Grade 12 (CDE, 2010)*, integrates a more skills-based approach (2010 version will be available online by end of 2011)..
- Support the behavioral objectives of the *Network*, which is to increase:
  - Daily fruit and vegetable consumption;
  - Daily physical activity;
  - Food security; and
  - Chronic disease prevention starting with obesity.
- Be written at a 5<sup>th</sup> grade literacy level, easy to read, targeted to the SNAP-Ed eligible population, family-friendly, age-appropriate, economical, and culturally appropriate (e.g., African American, Latino, etc.). Training materials for intermediaries do not need to meet the 5<sup>th</sup> grade literacy level.
- Meet the website/webpage requirements established by the *Network*, for those contractors developing a website or webpage. Section 408 provides information about the *Network’s* “Local Incentive Awardee Website/Webpage Guidelines”.
- Include the required USDA/*Network* and CDPH acknowledgement statements as outlined in Section 403.
- Include the required *Network* logo as outlined in Section 404.
- Address an Activity/Objective within the Scope of Work (SOW).
- Comply with the most current *Network* Allowable/Unallowable Chart.
- Align with the *Network’s Branding Guidelines Manual*.
- Not endorse or promote brand name products or retailers stores, as well as not disparage specific foods, beverages, or commodities.
- Not reference specific benefits of different colors of fruit and vegetables, but instead recommend eating a variety of colored fruits and vegetables.

Contractors are required to list all materials they would like to develop on their Project Synopsis (PS), which is a Request for Funding Application form updated or renewed annually. If contractors decide to develop materials not listed on their approved PS, they will be required to submit an updated form to their Program Manager prior to developing the material. The process for submitting revised PS forms is provided in Section 200, Project Synopsis. If materials are developed without prior approval and do not comply with the above guidelines, the cost of development, production, and printing of such materials will not be reimbursed by the *Network*.

In general, contractors should allow ten working days from receipt of the material for approval from their Program Manager. If the material is a curriculum with several

components, additional review time may be required. For those items requiring further CDPH approval, the Program Manager will advance it through this process and contractors should allow 30 additional working days for approval. Contractors may submit new materials, Educational Materials Checklists, and *Network* Document Review and Approval Background forms (if applicable) to their Program Manager by e-mail, fax, regular mail, and overnight mail.

**Network fax number:** (916) 449-5414

**Network regular mail address:**

*(Assigned Program Manager's Name here)*

*Network for a Healthy California*  
California Department of Public Health  
P.O. Box 997377  
Mail Station 7204  
Sacramento, CA 95899-7377

**Network overnight mail address:**

*(Assigned Program Manager's Name here)*

*Network for a Healthy California*  
California Department of Public Health  
1616 Capitol Avenue, Suite 74.516  
Mail Station 7204  
Sacramento, CA 95814

Contractors are invited to share their newly developed, *Network* approved materials with the USDA SNAP-Ed Connection website, <http://snap.nal.usda.gov>. The SNAP-Ed Connection website is an online resource provided by the USDA's Food and Nutrition Services and National Agriculture Library's Food and Nutrition Information Center. The website is designed to improve access to SNAP nutrition resources, including curricula, lesson plans, research, training, tools, and participant materials. The website provides information on how to submit materials for review and consideration for use on the SNAP-Ed Connection website.

#### **D. Locally-Produced Media Activities**

All locally-produced media activities (local media activities, public relations activities, and those designed for mass public consumption) must go through the *Network's* media review process. All messaging conveyed through public channels, even through closed circuit channels like a school district's radio or television station, qualify as media designed for mass public consumption.

Locally-produced media activities that must go through the media review process including, but are not limited to:

- Public Service Announcements scripts prior to production, and the finished product
- radio scripts prior to production
- cooking demonstrations produced for TV
- outdoor advertising concepts prior to production, including transit ads and catering trucks
- press advisories and/or press releases prior to release
- contractor authored newspaper articles on SNAP-Ed topics
- videos produced for public view

Contractors should follow the same guidelines for newly developed materials when developing and submitting their locally-produced media activities. Once submitted for approval, the Program Manager will advance it through the *Network's* media review process. Some materials may be submitted to USDA Western Regional Office (WRO) for approval. In general, contractors should allow at least ten working days from receipt of the material for *Network* approval, for items submitted to USDA WRO for approval. For those items requiring further CDPH approval, the Program Manager will advance it through this process and contractors should allow 30 additional working days for approval.

#### **403 Acknowledgement/Funding Statement Guidelines**

Contractors are required to use specific USDA, *Network*, and CDPH acknowledgment/funding statements when developing materials, including but not limited to: educational and promotional materials, websites/webpages, and surveys.

According to the USDA SNAP-Ed Plan Guidance, all newly developed and reprinted materials must have the following:

1. Non-discrimination statement;
2. Funding acknowledgement of USDA's SNAP; and
3. Brief Food Stamp outreach message.

Additional information about USDA's acknowledgment/funding statement requirements is available in the current USDA SNAP-Ed Plan Guidance, which can be accessed on the USDA website at <http://snap.nal.usda.gov>.

In addition to USDA requirements, newly developed materials must acknowledge the *Network* and CDPH. The required USDA, *Network*, and CDPH acknowledgement/funding statements are available in the *Network's* Branding Guidelines Manual [www.cachampionsforchange.net/Library/download/pdfs/CFC%20Brand%20Manual.pdf](http://www.cachampionsforchange.net/Library/download/pdfs/CFC%20Brand%20Manual.pdf). The Branding Guidelines Manual provides a variety of statement versions to accommodate for space, in English and Spanish. To make it easier on contractors, lists of materials are provided with the corresponding statement version that applies to each. For materials not listed, contractors should contact their Program Manager to determine which statement is appropriate.

For questions regarding acknowledgement/funding statements, contractors are encouraged to contact their assigned Program Manager.

#### **404 Network and CDPH Logo Guidelines**

Newly developed materials must include the *Network* (Champions for Change) logo. Contractors are required to include the CDPH logo only on highly visible regional advertisements and marketing efforts that have been adapted from state-level materials or advertising efforts. For example, when a contractor adapts *Network* state-level produced transit ads, billboards, print advertisements, etc. for local use the CDPH logo should be included.

The *Network* and CDPH logos are available on the *Network's* Communication Resource Library website at [www.cachampionsforchange.net/Library/logohome.php](http://www.cachampionsforchange.net/Library/logohome.php), in English and Spanish, as are other *Network* logos (e.g., *Harvest of the Month*, *Power Play!*). Guidelines about the correct usage of *Network* logos are provided in the *Network's* Branding Guidelines Manual ([www.cachampionsforchange.net/Library/download/pdfs/CFC%20Brand%20Manual.pdf](http://www.cachampionsforchange.net/Library/download/pdfs/CFC%20Brand%20Manual.pdf)).

For questions regarding *Network* and CDPH logos, contractors are encouraged to contact their assigned Program Manager.

#### **405 Non-Network Nutrition Education Reinforcement Items (NERIs)**

Nutrition Education Reinforcement Items (NERIs) refer to a class of goods that are given to SNAP-Ed eligible persons and intermediaries containing or conveying good nutrition and physical activity messages for the purpose of reinforcing nutrition education and enabling behavior change. The *Network* has made a wide selection of NERIs available at no cost to contractors through an online ordering system. Information about the *Network* online ordering system is provided in Section 900, Technical Assistance and Support.

Occasionally, a contractor may exhaust its allotted supply of *Network* NERIs or have a specific need for a NERI that the *Network* does not provide, and therefore may want to develop or purchase a non-*Network* NERI. If contractors want to develop or purchase non-*Network* NERIs, they must obtain *Network* approval prior to development or purchase.

Non-*Network* NERIs should meet the following criteria:

- Be targeted to SNAP participants or SNAP-Ed eligible consumers;
- Have a clear relevance and useful connection to the *Network's* nutrition and physical activity messages and objectives, contain an educational message, and have a use that is directly related to reinforce *Network* messages;
- Have value as useful nutrition education tools integrated within the local program's SOW;
- Be offered only after weighing and assessing other relative needs and cost-effectiveness;
- Be of nominal value of \$4 or less per item, which does not include shipping and handling and tax;

- Be provided in conjunction with a relevant nutrition message, if for physical activity promotion; and
- Must comply with all state and federal safety requirements with respect to production including Proposition 65 requirements for lead content. Current guidelines for distribution of promotional items related to potential lead hazards are available on the CDPH website at [www.cdph.ca.gov](http://www.cdph.ca.gov).

Cash awards or coupons and food are not permitted with the exception of food purchased for healthy recipe taste testing, food demonstrations, or cooking competitions. In addition, NERI should not endorse or promote brand-name products or retail stores or provide additional financial assistance such as manufacturer or store coupons. Donated coupons may be allowable if they do not favor one vendor over another, if they are made available to all customers and do not single out SNAP recipients specifically, and do not prevent smaller grocers from being competitive.

#### Examples of ALLOWABLE Nutrition Education Reinforcement Items

- Calendars that contain nutrition and physical activity messages.
- Refrigerator magnets, shopping lists, white boards picturing MyPyramid or other *Network* approved messaging.
- Non-sport specific equipment for demonstration purposes or games with a nutrition message and provided in conjunction with relevant nutrition and physical activity messages.
- Other items of nominal value which reinforce *Network* messages (< \$4) and conform to CDPH guidelines.
- “Green prescriptions” for healthy eating and physical activity.

Many of the above items are available from the *Network*.

#### Examples of UNALLOWABLE Nutrition Education Reinforcement Items

- Celebratory items and items designed primarily as staff morale boosters.
- Items (even of nominal value) which have no nutrition education message.
- Any item intended for persons who are not SNAP participants, applicants, or SNAP-Ed eligible.
- Any item costing more than \$4.

For questions about non-*Network* NERIs, contractors should contact their Program Manager or refer to the current USDA SNAP-Ed Plan Guidance, which can be accessed on the USDA website at <http://snap.nal.usda.gov>.

#### **406 Harvest of the Month Materials Guidelines**

*Harvest of the Month* provides materials and resources to help educate students to eat a variety of colorful fruits and vegetables and be active every day. The *Harvest of the Month* monthly elements include educator newsletters, English and Spanish family newsletters, community newsletters, and English and Spanish menu slicks. 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 *Harvest of the Month* (students and families).

To assist contractors in modifying, translating, and developing complementary materials, the *Network* developed “*Harvest of the Month* Guidelines”. These guidelines provide guidance on allowable/unallowable criteria, the approval process, logo usage, and acknowledgement

statements. Please note that contractors must get approval for modifying, translating, and developing complementary *Harvest of the Month* materials from their Program Manager.

The “*Harvest of the Month Guidelines*” document is available on the *Network* website at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) and in the Appendix.

#### **407 Newly Developed Recipes and Cookbooks**

There are many reputable cookbooks and other resources available that provide hundreds of healthy recipes, including those developed by the *Network* and by the National Fruit and Vegetable Program (formerly 5 A Day). Additional reputable resources are provided in Section 700, Campaigns, Programs and Resources. Contractors are encouraged to review existing healthy recipes before considering developing new recipes or cookbooks. Prior to developing new recipes or cookbooks, contractors should contact their assigned Program Manager, who will help determine whether it is necessary and feasible.

If it is determined that developing new recipes or cookbooks is necessary and feasible, then the contractor is required to adhere to the guidelines provided in the *Network’s Recipe Guidelines Criteria Manual*. The manual provides important recipe criteria, nutrition terminology and nutrient claims, content and format requirements, nutritional analysis guidelines, approval forms and templates. The content of the manual should also apply to those recipes that are from non-*Network* approved resources. It is anticipated that the *Recipe Guidelines Criteria Manual* will be available in 2010 on the *Network* website at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net).

#### **408 Contractor-Developed Website/Webpage Guidelines**

The *Network* has created a range of specialized websites, a general partner website, and a consumer website. Regional and local websites that are part of a contractor’s SOW should be developed to link with and complement these sites. It is important for contractors to build out their sites and link with partners because it provides a clear linkage among partners and makes it easier for consumers and partners to find out what is going on.

To assist contractors in building out their sites the *Network* developed website/webpage guidelines to provide guidance on design and usability, as well as requirements for content, “look and feel,” and USDA/*Network* attributions and acknowledgement. It is not the intent to prescribe a definitive template that will keep contractors from developing their own unique sites/pages. Rather it is the *Network’s* goal to have quality websites/webpages that are developed efficiently, generally consistent, and branded among *Network* funded partners.

Please note that contractors must get approval for developing a website/webpage from their Program Manager. It is strongly suggested that contractors keep in communication with their Program Manager during the development of a website/webpage. This communication will allow the contractor to discuss specific needs and concerns, for example, challenges in meeting the *Network* website/webpage guidelines. Upon the request of the contractor to their Program Manager, the website/page will be reviewed by the Program Manager and *Network* Information and Technology staff. Contractors will receive suggestions and approvals via email communication.

The “Local Incentive Awardee Website/Webpage Guidelines” are available on the *Network* website at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net).

#### 409 Physical Activity Promotion Guidelines

The USDA supports the Dietary Guidelines for Americans (DGA) inclusion of physical activity promotion in *Network* SOWs. Based on the 2008 Physical Activity Guidelines published by the U.S. Department of Health and Human Services, *Network* contractors should be promoting children and adolescence do one hour (60 minutes) or more of physical activity every day; most of the one hour or more should either be moderate- or vigorous-intensity aerobic physical activity. Adults should do two hours and 30 minutes a week of moderate-intensity or 75 minutes a week of vigorous-intensity aerobic physical activity.

Physical activity (PA) promotion is an allowable cost when integrated into a nutrition education program. Allowable PA promotion costs are limited to activities that educate about and promote PA per the DGA and the 2008 Physical Activity Guidelines, such as providing eligible participants with information and encouragement to “be active” or exercise. Weaving PA promotion messages and one time demonstrations with nutrition education messages is encouraged to further expose participants to accessible PA and encourage them to get the recommended amount of daily PA.

#### Examples of ALLOWABLE Physical Activity Education and Promotion Costs

- **Development of PA Materials:** Contractors should research existing PA promotion materials before developing new materials. Contractors should consult with their *Network* Program Manager and PA Regional Specialist to review all existing material. If no existing material suiting the needs of the agency is found, then the development of educational materials to teach PA concepts and to reinforce the health benefit of PA is an allowable cost. Contractors should consult with their *Network* Program Manager and the state *Network* PA Specialist prior to developing new materials. The *Network* recommends the assessment of the target audience and its needs in the development of accurate PA statements and advice. A certified physical fitness professional should be consulted throughout the development phases of these materials. The cost of such consultation is allowable if it is reasonable.
- **Purchase of PA Materials:** Purchases of educational materials promoting PA for program participants are allowable costs. Examples of educational materials include brochures, newsletters, posters, public service announcements, DVDs, and audiotapes. These materials may be purchased, or obtained free of charge, from reliable sources such as government organizations, physical activity associations, or other authorities on the subject.
- **PA Promotional Events:** *Network* funded PA events that are associated with a cost are limited to one event per contract per year. *Network* funds cannot be used to fund multiple PA events per contract year. Cost of such events should be reasonable and requires prior PM approval.
- **PA Trainings:** Special PA trainings are limited to one training per contract per year. The *Network* currently has trainings available through SPARK or CATCH. A contractor can choose one training from either SPARK or CATCH per contract year.
- **PA Demonstrations:** PA education and promotion as part of nutrition education sessions for the SNAP-Ed audience may include provision of advice, demonstrations (instructional in nature, on a one-time basis), and community resource information (such as a free local fitness event), in order to encourage program participants to engage in regular physical activities.
- **PA Resource/Referral Information:** In addition to promoting PA, contractors should provide referral information to clients regarding low-cost or free PA programs available at local sites.

**Utilizing the 11 Network Physical Activity Regional Specialists:** For all of the above allowable activities, the *Network* PA Regional Specialists should be consulted. The PA Regional Specialists' main role is to assist with integrating PA into nutrition education efforts. Each region has a PA Regional Specialist who is a primary contact and resource for PA promotion and integration. PA Regional Specialists have created a regional resource directory that includes information on low-cost, free, and accessible community physical activities. In addition, they provide technical assistance on PA promotion and are able to offer trainings and consultation. The PA Regional Specialist is up-to-date on current PA recommendations, requirements, programs, curriculum, statistics, literature, and events. Below is the contact information for local *Network* PA Regional Specialists:

Region	PA Specialist	Phone	Email
<i>Network-CDPH PA Manager</i>	Eydie Abercrombie	(916) 445-6311	<a href="mailto:Eydie.abercrombie@cdph.ca.gov">Eydie.abercrombie@cdph.ca.gov</a>
Network - CDPH	Mary Coordt	(916) 445-7727	<a href="mailto:Mary.Coordt@cdph.ca.gov">Mary.Coordt@cdph.ca.gov</a>
Bay Area	Carmen Bogan	(510) 482-8827	<a href="mailto:carmenbo@pacbell.net">carmenbo@pacbell.net</a>
Central Coast	Maggie Barrera	(831) 796-2861	<a href="mailto:BarreraMR@co.monterey.ca.us">BarreraMR@co.monterey.ca.us</a>
Central Valley	Abrie Gerhardt	(559) 255-4300 x 12	<a href="mailto:AGerhardt@cvhnclinics.org">AGerhardt@cvhnclinics.org</a>
Desert Sierra	Pamela Sampson	(909) 387-9144	<a href="mailto:PSampson@dph.sbcounty.gov">PSampson@dph.sbcounty.gov</a>
Gold Coast	JoAnn Torres	(805) 677-5267	<a href="mailto:JoAnn.Torres@ventura.org">JoAnn.Torres@ventura.org</a>
Gold Country	Phillip Bensing	(916) 556-3344	<a href="mailto:Pbensing@healthedcouncil.org">Pbensing@healthedcouncil.org</a>
Los Angeles	Carly Marino	(213) 351-7821	<a href="mailto:camarino@ph.lacounty.gov">camarino@ph.lacounty.gov</a>
North Coast	Laurel Chambers	(707) 543-5810 x202	<a href="mailto:lchambers@healthcollaborative.org">lchambers@healthcollaborative.org</a>
Orange County	Frank Hernandez	(714) 796-8022	<a href="mailto:fhernandez@ochca.com">fhernandez@ochca.com</a>
San Diego/Imperial	Starr Cloyd	(619) 681-0676	<a href="mailto:scloyd@ucsd.edu">scloyd@ucsd.edu</a>
Sierra Cascade	Michele Buran	(530) 898-4318	<a href="mailto:mburan@csuchico.edu">mburan@csuchico.edu</a>

Examples of UNALLOWABLE Physical Activity Promotion Costs

- Ongoing exercise or PA classes, (e.g., yoga classes, walking clubs, sports teams, running classes, gym classes).
- The implementation of PA environmental interventions (i.e., PA community assessments, walkability workshops, development of community plans to improve walkability, and the implementation of any environmental improvements to increase neighborhood walkability).
- Costs incurred for health club or gym memberships, dues, equipment, (e.g., bicycles, treadmills, stair steps, weights, etc.); facilities (rental or modifications); or exercise leaders for ongoing exercise classes.
- Personnel costs for conducting or maintaining exercise or PA classes. (Exception: one-time PA demonstration).
- The costs for any training to become certified in any kind of curriculum or instructional materials (e.g., Yoga, Zumba, etc.).
- PA supplies for class participants are not allowable except for instructor demonstrations.

- PA promotional materials developed with SNAP-Ed funds without *Network* prior approval.

Section 700, Campaigns, Programs and Resources provides a list of PA resources. For questions regarding PA activities, contractors are encouraged to contact either their local *Network* PA Regional Specialist or assigned Program Manager.

#### **410 CalFresh Program Promotion Guidelines**

The state of California has one of the lowest Supplemental Nutrition Education Program (SNAP) participation rates in the country, 50 percent compared to a national average of 66 percent.<sup>1</sup> Additionally, a mere 31 percent of the eligible working poor participate.<sup>2</sup> SNAP is known in California as CalFresh.

The CalFresh Program is the first line of defense against hunger and an important source of nutrition assistance. Partners can play a critical role by providing those who may be eligible, but are not participating, with a brief informational message about CalFresh when delivering nutrition education. **Please note that CalFresh promotion may only be done in conjunction with nutrition education.**

The Food Stamp Program (FSP) was renamed the Supplemental Nutrition Assistance Program (SNAP) in Title IV of the 2008 Farm Bill. This change went into effect October 1, 2008. As in previous Farm Bills, the 2008 Farm Bill allows states the option to use their own names for the FSP/SNAP. Assembly Bill 433 required the California Department of Social Services (CDSS) to partner with stakeholders to develop a new name for the FSP in California by July 1, 2009. Because of this process and the pending name change, CDSS elected not to adopt the new SNAP name and therefore in California the program is known as CalFresh.

#### Examples of ALLOWABLE Promotion Activities

- **Providing a Educational Message:** Including an educational message about CalFresh in nutrition education activities and interventions. The message can be as simple as: *The CalFresh Program provides nutrition assistance to people with low incomes. It can help you buy nutritious foods for a better diet. For more information, call 1-877-847-3663 [or insert a local phone number].* Or the message can be more interactive (e.g., leading participants through activities to identify CalFresh as a way to supplement households' grocery budgets so that healthier foods can be purchased).  
**Distributing Promotional Materials:** Distributing flyers, handouts, and brochures that provide information about the CalFresh Program as part of nutrition education activities. Contractors are encouraged to use existing materials, such as those produced by the *Network* and USDA that are available to contractors at no cost. The USDA SNAP brochures may be ordered, free at: <http://foodstamp.ntis.gov/>, but cannot be duplicated or printed using SNAP-Ed funds. Local CalFresh office locations and contact information may be added to these national brochures. CalFresh materials are available at <http://www.cdph.ca.gov/programs/cpns/Pages/FoodStampOutreach.aspx>
- **Encouraging SNAP-Ed Participants to Call for More Information:** Providing SNAP-Ed participants the Information Line in English (1-877-847-3663) or Spanish (1-888-9-COMIDA), a toll-free hotline where callers can get information about applying for their county of residence.

<sup>1</sup> Cunyngnam KE, Castner LA, Schirm AL. Reaching those in need: State food stamp participation rates in 2006. USDA Food and Nutrition Service. November 2008. Available at [www.fns.usda.gov/ora/menu/Published/snap/FILES/Participation/Reaching2006.pdf](http://www.fns.usda.gov/ora/menu/Published/snap/FILES/Participation/Reaching2006.pdf).

<sup>2</sup> Ibid.

- **Partnering with Organizations Conducting CalFresh Outreach:** Contractors are encouraged to partner with organizations (e.g., CalFresh offices, food banks, clinics, social service agencies) conducting CalFresh outreach. Organizations conducting CalFresh outreach are able to provide additional information about the CalFresh Program, as well as help interested parties apply. For a list of these organizations, contractors should contact their Program Manager. Examples of how contractors can partner with organizations include inviting organization representatives to:
  - Sponsor a table/booth at health fairs, farmers' markets, back-to-school nights, and other community venues or events where contractors are providing nutrition education.
  - Be guest speakers at nutrition education classes.
  - Present or display detailed information on applying for food stamps as part of nutrition education activities.
  - Include outreach information at radio, television or newspaper interviews.
  - Sponsor an outreach event with nutrition education.

Examples of UNALLOWABLE Promotion Activities

- CalFresh promotion activities that stand alone and are not integrated into a larger nutrition education activity.
- Pre-screening or assisting individuals with completing CalFresh applications and obtaining verification.
- Accompanying individuals to the CalFresh office to assist with the application process.
- Convening meetings that focus exclusively or primarily on CalFresh outreach and increasing CalFresh participation.
- Producing print materials (e.g. brochures, posters) that are primarily CalFresh outreach in nature.
- Designing a CalFresh outreach program, including the development, publication, and distribution of materials to the community.

Section 700, Campaigns, Programs and Resources provides a list of CalFresh and SNAP promotion resources. For questions regarding CalFresh promotion activities, contractors are encouraged to contact their Program Manager.

**411 Guidelines for Women, Infants, and Children (WIC) and Network Collaboration**

Collaboration between local Women, Infants, and Children (WIC) agencies and *Network* contractors provide opportunities to reinforce and build upon nutrition education messages across programs using multiple sources to the same target audience. Successful collaborative partnerships will allow WIC agencies and *Network* contractors to supplement and complement each other's nutrition education services rather than supplant them. To help ensure this type of partnership, the following guidelines have been established.

**State Share:**

- State share cannot be claimed from any WIC employee that is paid through federal funds.
- Any state share claimed from WIC employees must provide clear documentation that the employee's time is paid through county funds in order to claim such state share.
- Indirect funds cannot be leveraged for state share even if WIC caps the indirect costs.

**Federal Share:**

Contractors may have *Network* employees that are also WIC employees on the federal share budget if:

- Their total percentage of time is equal to or less than 100 percent Full Time Equivalent (FTE).
- The percentage of *Network* time is solely devoted to *Network* allowable nutrition education and/or breastfeeding activities.
- All time is tracked/documented through weekly time logs or other approved tracking system.

#### Examples of ALLOWABLE nutrition education activities in collaboration with WIC

- Providing food demonstrations or taste testing to WIC clinics since WIC traditionally does not do these types of activities.
- Doing *Harvest of the Month* activities (such taste tests, newsletters, etc.) at WIC clinics.
- Conducting nutrition education with non categorical groups such as older siblings, parents/caregivers who are not on the WIC program.
- Providing graduates with a specific nutrition education not otherwise offered by WIC such as information on MyPyramid for kids.

#### Examples of UNALLOWABLE nutrition education activities in collaboration with WIC

- Claiming nutrition education contacts above the WIC minimum per category (e.g., more than two contacts per six months cannot be counted as *Network* activities). This would be considered supplanting since most WIC clients receive more than the minimum number of contacts in California.

#### Examples of ALLOWABLE breastfeeding activities in collaboration with WIC

- General Breastfeeding (BF) education (benefits of BF to moms and babies) to SNAP-Ed eligible prenatal or postnatal moms in the community.
- Information on good nutrition during breastfeeding for moms.
- Peer counseling programs that do not receive federal funds through WIC to operate this program.
- Referrals to WIC in the community for pregnant or breastfeeding moms during nutrition education events.

#### Examples of UNALLOWABLE Breastfeeding Education

- One on one breastfeeding contacts where staff troubleshoot breastfeeding problems such as sore nipples, engorgement, inverted nipple, underweight baby etc.
- Funding an International Board Certified Lactation Consultant to address specific breastfeeding problems.
- Supplanting existing federal funding for peer counseling programs.