

<b>III.</b>	<b>PROGRAM PLANNING AND RESOURCES SECTION</b>
<b>700</b>	<b>Campaigns, Programs and Resources</b>

This Section contains information about the *Network for a Healthy California (Network)* campaigns and programs and additional resources to assist contractors in planning, developing and implementing a Scope of Work (SOW). *Network* campaigns, programs and resources include:

- 701 *Network Campaigns and Programs*
  - A. *Children’s Power Play! Campaign*
  - B. *Latino Campaign*
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  - D. *Worksite Program*
  - E. *Retail Program*
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- 702 *Network and non-Network Resources*
  - A. Champions for Change
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  - J. Websites for Nutrition Information and Resources

Note: Contractors are encouraged to contact their assigned Program Manager for assistance in determining which campaigns, programs, and resources would best fit their SOW needs.

**701 Network Campaigns and Programs**

The *Network* statewide campaigns and programs empower Supplemental Nutrition Assistance Program Education (SNAP-Ed) eligible Californians to consume the recommended amounts of fruits and vegetables and enjoy physical activity every day by creating environments in which these behaviors are both easy to do and socially supported. The fruit and vegetable and physical activity behavioral objectives are designed to reduce the risk of diet-related chronic diseases, especially obesity, type 2 diabetes, heart disease, stroke and some cancers. The targeted campaigns and programs include the *Children’s Power Play! Campaign*, *Latino Campaign*, *African American Campaign*, *Retail Program*, and the *Worksite Program*.

**A. Children’s Power Play! Campaign**

**Program Description:** The *Children’s Power Play! Campaign* uses a tested, multi-channel, community-based approach to target 9- to 11-year-old children and their families with the fruit and vegetable and physical activity messages. The *Children’s Power Play! Campaign* reaches approximately 230,000 SNAP-Ed eligible children annually through low-resource schools and qualifying community youth organizations, farmers’ markets, supermarkets, food services/restaurants, community events, and the media. The *Campaign* is led at the regional level by the 11 *Regional Networks for a Healthy California (Regional Networks)* who

provide training, technical assistance, and materials to organizations and intermediaries serving the *Power Play!* target audience.

**Resources Available:** Regional *Campaign* staff will work with Local Incentive Awardee (LIA) contractors to determine how the *Children’s Power Play! Campaign* can support the contractor’s efforts. In addition to training and technical assistance, contractors can request a variety of tested *Power Play!* educational and promotional materials to help increase fruit and vegetable consumption and physical activity levels among 9- to 11-year-old children (fourth and fifth graders). Materials include the *School Idea & Resource Kits* for fourth and fifth grades, *Power Up for Learning: A physical activity supplement to the School Idea & Resource Kit*, *Community Youth Organization (CYO) Idea & Resource Kit*, *Kids...Get Cookin’!* cookbook, parent brochures, parent tip sheets, posters, nutrition education reinforcement items, and more. Some of the *Campaign’s* materials are described in more detail below:

<p><i>School Idea &amp; Resource Kit (School Kit)</i></p>	<p>The <i>School Kit</i> includes both fourth- and fifth-grade editions. These <i>Kits</i> each include ten activities related to fruits and vegetables and physical activity. The <i>Kits</i> are designed to improve children’s awareness, knowledge, skills, self-efficacy and behaviors related to fruit and vegetable consumption and physical activity. Activities are designed to be easy to implement and to link to the fourth and fifth grade California Content Standards for English/Language Arts, Mathematics, and Health Education. The English-language student worksheets contained within the two <i>School Kits</i> are packaged into fourth- and fifth-grade student workbooks. Spanish-language worksheets are available to teachers within the <i>Kit</i>.</p>
<p><i>Power Up for Learning: A physical activity supplement to the School Idea &amp; Resource Kit</i></p>	<p>This supplement provides teachers with large-space activities and classroom energizers to help them integrate physical activity into the instructional day while reinforcing the nutrition concepts taught through the <i>School Idea &amp; Resource Kits</i>.</p>
<p><i>Community Youth Organization Idea &amp; Resource Kit (CYO Kit)</i></p>	<p>The <i>CYO Kit’s</i> 20 activities are for youth leaders in afterschool programs, summer programs, and clubs serving 5- to 11-year-old children. The <i>Kit</i> includes educational activities related to fruits and vegetables and physical activity, and also includes physically-active games that incorporate key concepts related to fruits and vegetables. The games are intended to reinforce ideas learned during the educational activities. The worksheets included in the <i>Kit</i> are in both English and Spanish.</p>
<p><i>Kids...Get Cookin’!</i> cookbook</p>	<p>This kid-oriented bilingual cookbook features fun graphics, tasty recipes in both English and Spanish, and celebrities. The cookbook includes 20 recipes that meet the National Fruit and Vegetable Program’s recipe criteria for amount of fruits and/or vegetables, fat, saturated fat, sodium, and cholesterol. The cookbook can be provided to teachers and youth leaders to help reinforce the activities they conduct with children.</p>

Parent brochure	A full-color brochure in both English and Spanish, designed to give parents easy ideas for helping their kids eat more fruits and vegetables and be more active.
Children's Cups of Fruits and Vegetables poster	This 18" x 24" poster features photos of children's hands holding fruits and vegetables and demonstrates easy ways to approximate how many cups of fruits and vegetables you are eating each day. The color poster is in English on one side and Spanish on the other.
<i>Power Play!</i> Game Wheel	The game wheel features the names of a variety of fruits and vegetables in segments around the perimeter of the wheel, with the <i>Campaign</i> logo and messages in the center. The wheel attracts children and adults to an event table or booth, where they will have the opportunity to learn about the <i>Children's Power Play! Campaign</i> and its messages. The wheel also allows participants to see the variety of fruits and vegetables available to enjoy. The wheel can be borrowed from the <i>Regional Networks</i> offices for use at special events.

**Required for what type of agencies:** Schools with fourth and fifth grade students; community youth organizations serving 9- to 11-year-old children, including afterschool programs, clubs, faith-based youth groups, summer programs, and other out-of-school youth groups; and other programs serving 9- to 11-year-old children.

**Possible Scope of Work (SOW) Activities:**

- **Schools:** Implement **seven to ten** activities from the *School Idea & Resource Kit* and *Power Up for Learning* in fourth and fifth grade classrooms; facilitate *Children's Power Play! Campaign* training for all qualifying fourth and fifth grade teachers; partner with the *Children's Power Play! Campaign* to conduct cafeteria-based promotions and activities to encourage fruit and vegetable consumption and physical activity; participate in special promotions, such as **Power Up Your Summer, TV Turnoff Week**, American Cancer Society's Spring into Health and Kid Healthy--Steps to Healthy Living Campaign; involve afterschool programs with the *Campaign* (see Community Youth Organizations below); maintain communication with *Power Play!* regional staff to learn of new resources and promising practices in the areas of nutrition education and environmental changes that support good health; if invited, participate in the *Campaign's* regional advisory committee; provide *Power Play!* regional staff with required process evaluation data (contact information for participating teachers, number of participating schools, teachers, children; number of activities conducted; etc.); contractors are encouraged to contact regional *Children's Power Play! Campaign* staff to discuss other possible SOW activities and areas of collaboration.
- **Community Youth Organizations (CYOs):** Implement **14-20** activities from the *Community Youth Organization Idea & Resource Kit*; partner with the *Power Play! Campaign* to conduct special promotions and activities to encourage fruit and vegetable consumption and physical activity, including **Power Up Your Summer, TV Turnoff Week, and Spring into Health**; maintain communication with *Power Play!* regional staff to learn of new resources and promising practices in the areas of nutrition education and environmental changes that support good health; if invited, participate in the *Campaign's* regional advisory committee; provide *Power Play!* regional staff with required process evaluation data (contact information for participating sites, number of participating sites, children; number of activities conducted; etc.); contractors are encouraged to contact

- **All organizations serving 9- to 11-year-old children:** Contractors are encouraged to contact regional *Children’s Power Play! Campaign* staff to discuss possible SOW activities and areas of collaboration.

**Contact Person:** Contact information for each *Children’s Power Play! Campaign* regional coordinator is provided below and available online at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) by clicking on “Fruit, Vegetable, and Physical Activity Campaigns.” Contractors may also contact the state-level staff listed on the *Children’s Power Play! Campaign* webpage or by calling the *Network* main line at (916) 449-5400.

Region	Regional Coordinator	Phone	Email
Bay Area	Tuline Baykal	(510) 639-1272	<a href="mailto:tnbaykal@ucdavis.edu">tnbaykal@ucdavis.edu</a>
Central Coast	Andrea Estrada	(831) 796-2898	<a href="mailto:estradaA1@co.monterey.ca.us">estradaA1@co.monterey.ca.us</a>
Central Valley	Melissa Murphy	(559) 255-4300 x11	<a href="mailto:mmurphy@cvhnclinics.org">mmurphy@cvhnclinics.org</a>
Desert Sierra	Pamela Sit	(909) 382-3913	<a href="mailto:psit@dph.sbcounty.gov">psit@dph.sbcounty.gov</a>
Gold Coast	Carolina Ugarte	(805) 677-5262	<a href="mailto:carolina.ugarte@ventura.org">carolina.ugarte@ventura.org</a>
Gold Country	Sita Kuteira	(916) 556-3344 x117	<a href="mailto:skuteira@healthedcouncil.org">skuteira@healthedcouncil.org</a>
Los Angeles	Carly Marino	(323) 260-3388	<a href="mailto:camarino@ucdavis.edu">camarino@ucdavis.edu</a>
Northcoast	Deb Harris	(707) 543-5810	<a href="mailto:dharris@scfymca.org">dharris@scfymca.org</a>
Orange County	Gaby Hernandez	(714) 899-3684 x5316	<a href="mailto:Ghernandez@capoc.org">Ghernandez@capoc.org</a>
San Diego/ Imperial Valley	Michael Gieck	(619) 681-0659	<a href="mailto:mgieck@ucsd.edu">mgieck@ucsd.edu</a>
Sierra Cascade	Emily Ruffner	(530) 345-2483 x210	<a href="mailto:eruffner@healthcollaborative.org">eruffner@healthcollaborative.org</a>

## B. *Latino Campaign*

**Program Description:** The *Latino Campaign* works with public and private partners, key stakeholders, and opinion leaders to reach SNAP-Ed eligible Latino adults, aged 18 to 54 years with fruit and vegetable and physical activity information and opportunities for action. The *Latino Campaign* is led at the regional level by nine *Regional Networks* throughout California who provide trainings, technical assistance, conduct skill-building and empower consumers through nutrition education activities at farmers’/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, community clinics, and Latino cultural gatherings. These activities, which reach over 500,000 SNAP-Ed eligible Latinos annually, are reinforced with Spanish- and English-language television, radio, and outdoor advertising, media advocacy, and special community events.

**Resources Available:** The *Latino Campaign* regional staff distributes nutrition education materials to community-based organizations (CBOs), direct health service providers, and other partners who are interested in promoting healthful eating and physical activity among Latinos. The resources include the following:

<p><i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators</i></p>	<p>The <i>Latino Campaign</i> developed the <i>Toolbox</i> so that community educators can easily teach SNAP-Ed eligible Latino adults about eating the recommended amount of fruits and vegetables and engage in physical activity every day. Each item in the <i>Toolbox</i> was tested with the Latino community and other intermediaries to make sure it fits the culture and language. Although the <i>Toolbox</i> was originally created by the <i>Latino Campaign</i> the second edition has been tested with broader adult audiences.</p>
<p><i>Healthy Latino Recipes Made with Love Cookbook</i></p>	<p>The second edition, multi-color bilingual cookbook features more than 30 Latino recipes that can be prepared with readily available, low-cost ingredients. Each recipe has clear, easy-to-follow instructions and a color photo of the prepared dish. The cookbook also contains a seasonality chart and a nutritional analysis for each recipe.</p>
<p><i>Latino Campaign Goodie Bags</i></p>	<p>The goodie bag serves as a skill-building informational package that contains brochures on healthful eating and physical activity, the Latino cookbook, and other educational items.</p>
<p><i>Fruits and Vegetables for Your Health, Your Neighborhood, and Your Life Brochure</i></p>	<p>A full-color brochure in both English and Spanish, designed to give easy ideas on why it is good to eat fruits and vegetables, how many fruits and vegetables should we eat every day, and how we can eat more fruits and vegetables every day when life gets so busy.</p>
<p><i>Physical Activity for Your Health, Your Neighborhood, and Your Life Brochure</i></p>	<p>A full-color brochure in both English and Spanish, designed to give easy ideas on why it is good to be physically active, how often should we be physically active, and how can we be more physically active everyday when life gets so busy.</p>
<p><i>Latino Campaign Game Wheel</i></p>	<p>The game wheel features the names of a variety of fruits and vegetables in segments around the perimeter of the wheel, with the <i>Network</i> logo and messages in the center. The wheel attracts both children and adults to an event table or booth, where they will have the opportunity to learn about the <i>Network Latino Campaign</i> and its messages. The wheel also allows participants to see pictures of a variety of fruits and vegetables.</p>

**Required for what type of agencies:** CBOs, direct health service providers, and other local entities that serve Latino adults, aged 18 to 54 years, and are concerned with the nutritional health of the Latino populace, should establish a working relationship with the *Latino Campaign's* regional coordinator.

**Possible SOW Activities:**

- **Advisory Committee:** Each regional *Latino Campaign* is required to recruit a minimum of 15 members for its Advisory Committee. The committee membership must represent all of the counties within the *Regional Network* designated region of responsibility. In addition, committee members should be recruited from entities that relate to the *Latino Campaign* activities, including LIA contractors that conduct outreach to the Latino

- **Community-Based Organizations (CBOs) and Direct Health Service Providers:** The *Latino Campaign* staff have developed and tested an educational kit for use by direct health service providers and CBOs that can serve an English- or Spanish-speaking Latino community. The kit, entitled *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators*, includes nutrition education videos, a nutrition and physical activity guide, and collateral materials for use in nutrition or health education classes. Each regional coordinator must identify a minimum of 40 CBOs and direct health service providers who are interested in using the kit. Contractors should contact the *Latino Campaign* regional coordinator if their organization provides nutrition education to the Latino community and would like to receive the *Toolbox*.
- **Latino Health Awareness Month (LHAM) events:** Annually, the *Latino Campaign* conducts regional LHAM events in September in celebration of Latino Health Awareness Month. The events focus on local health issues facing the Latino community and offer community residents and leaders an opportunity to discuss ways to alter their community to support increased fruit and vegetable consumption and physical activity for SNAP-Ed eligible Latino families. These events are a result of the collaborative efforts of *Regional Networks*, LIA contractors and public and private partnerships. Contractors are encouraged to contact the *Latino Campaign* regional coordinator to discuss participation in the Latino Health Awareness Month events.
- **All organizations serving Latino adults, aged 18 to 54 years of age, and their families:** Contractors should contact the *Latino Campaign* regional coordinator to discuss possible collaborations and to receive training, technical assistance, and materials or to participate in the region’s *Latino Campaign* Advisory Committee.

**Contact Person:** Contact information for each *Latino Campaign* regional coordinator is provided below and available online at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) by clicking on “Fruit, Vegetable, and Physical Activity Campaigns.” Contractors may also contact the state-level staff listed on the *Latino Campaign* webpage or by calling the *Network* main line at (916) 449-5400.

Region	Regional Coordinator	Phone	Email
Bay Area	Pamela Harter	(408) 792-5130	<a href="mailto:Pamela@harter@hhs.sccgov.org">Pamela@harter@hhs.sccgov.org</a>
Central Coast	Lupe Covarrubias-Martinez	(831) 796-2873	<a href="mailto:covarrubiasl@co.monterey.ca.us">covarrubiasl@co.monterey.ca.us</a>
Central Valley	Nichole Mosqueda	(559) 255-4300 x17	<a href="mailto:lnmosqueda@cvhnclinics.org">lnmosqueda@cvhnclinics.org</a>
Desert Sierra	Leticia Allen	(909) 387-6851	<a href="mailto:lallen@dph.sbcounty.gov">lallen@dph.sbcounty.gov</a>
Gold Coast	Rene Posada	(805) 677-5234	<a href="mailto:rene.posada@ventura.org">rene.posada@ventura.org</a>
Gold Country	Aide Silva	(916) 556-3344 x126	<a href="mailto:asilva@healthedcouncil.org">asilva@healthedcouncil.org</a>
Los Angeles	Alejandrina Orozco	(323) 260-3829	<a href="mailto:orozco@ucdavis.edu">orozco@ucdavis.edu</a>
Orange County	Maria Rosas	(714) 899-3684 x5311	<a href="mailto:mrosas@capoc.org">mrosas@capoc.org</a>
San Diego	Karemi Alvarez	(619) 681-0684	<a href="mailto:kalvarez@ucsd.edu">kalvarez@ucsd.edu</a>

### C. African American Campaign

The *African American Campaign* oversees two Faith Projects and six *Regional Networks* throughout California that target SNAP-Ed eligible African American mothers, aged 18 to 54

years, with school-age children. This community is also reached through a statewide television advertising campaign. Additionally, a Request for Applications to fund two to three new Faith Projects will be released in the spring of 2010. Historically, these projects have reached over 250,000 African American adults annually by establishing and expanding health ministries that promote fruit and vegetable consumption and physical activity. Past faith projects integrated nutrition education into church sermons, radio programs, newsletters, and websites; conducted activities at community health and fitness fairs, changed church policies to increase the availability of fruits and vegetables at potlucks and other gatherings; integrated physical activity into church meetings; and worked with community advocates and policymakers to establish farmers' markets, neighborhood grocery stores, and safe places for physical activity in African American communities. Six *Regional Networks* receive funding to reach African Americans through partnerships with grocery stores, direct health service providers, festivals and churches. The agencies conduct skill-building activities and empower consumers to take action in building healthier communities.

**Resources Available:** *African American Campaign* Faith Project and *Regional Network* staff distributes nutrition education materials to CBOs and direct health service providers who are interested in promoting healthful eating and physical activity among African Americans. Resources include the following:

<i>Conducting Successful Nutrition Education and Physical Activity Promotion at Community Events Manual</i>	This manual provides guidance and tools to successfully reach adult members of the community through a variety of community events. It provides easy to implement activities that help improve fruit and vegetable consumption and physical activity.
<i>Fruit, Vegetable, and Physical Activity (FVPA) Toolbox for Community Educators</i>	Originally developed by the <i>Latino Campaign</i> , the <i>Toolbox</i> has been updated to help community educators easily teach SNAP-Ed eligible Latino and African American adults about eating the recommended amount of fruits and vegetables and engaging in physical activity every day. The modified <i>Toolbox</i> activities were successfully tested with the African American community to ensure cultural appropriateness. <i>The Toolbox includes the: A Day in the Life Video and Discussion Guide</i>
<i>African American Campaign Goodie Bags</i>	The goodie bag serves as a skill-building informational package that contains brochures on healthful eating and physical activity, a slide guide, and other educational items.
<i>Soulful Recipes: Building Healthy Traditions</i>	This unique full-color cookbook features 36 healthy versions of down-home favorites or new dishes that readers will find quick and easy to make for breakfast, lunch, dinner, and dessert. Each recipe was selected based on taste appeal and ingredients that meet the Centers for Disease Control and Prevention (CDC) criteria for fat, sugar, sodium, and cholesterol content.
<i>Get Your Calcium the Fruit and Vegetable Way Brochure</i>	The brochure helps African Americans meet the recommendation for calcium while increasing fruit and vegetable consumption to reduce the high rates of chronic disease affecting this community.

**Required for what type of agencies:** Churches, faith-based agencies, CBOs, direct health service providers, and other local entities that serve SNAP-Ed eligible (eligible for United States Department of Agriculture [USDA] Supplemental Nutrition Assistance Program nutrition education) African American women, ages 18 to 54 years, with school-age children, and are concerned about the health of the African American community should form partnerships with the *African American Campaign* agencies in their region.

**Possible SOW Activities:**

- **Advisory Committee:** Each *African American Campaign* agency is required to recruit members for its *Advisory Committee*. The committee membership works to increase education and outreach to SNAP-Ed eligible African American mothers, aged 18 to 54 years, with school-age children.. In partnership with committee members, the *Campaign* works to create a collaborative action plan for reaching African Americans in the region based on existing SOW activities. Contractors are encouraged to contact the *African American Campaign* coordinator in their region to discuss participation on *Advisory Committees*.
- **All organizations serving African American adults, aged 18 to 54 years, and their families:** Contractors are encouraged to contact the *African American Campaign* regional coordinator to discuss possible collaborations and to receive training, technical assistance, and materials or to participate in the region’s *African American Campaign* *Advisory Committee*.

**Contact Person:** Contact information for each *African American Campaign* regional coordinator is provided below and available online at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) by clicking on “Fruit, Vegetable, and Physical Activity Campaigns.” Contractors may also contact the state-level staff listed on the *African American Campaign* webpage or by calling the *Network* main line at (916) 449-5400.

Region	Regional Coordinator	Phone	Email
Bay Area	Amina Burrell	(408) 793-2705	<a href="mailto:Amina.Burrell@hhs.sccgov.org">Amina.Burrell@hhs.sccgov.org</a>
Central Valley	Dominique Howell	(559) 255-4300	<a href="mailto:dhowell@cvhnclinics.org">dhowell@cvhnclinics.org</a>
Desert Sierra	Teslyn Henry	(909) 387.0175	<a href="mailto:theny@dph.sbcounty.gov">theny@dph.sbcounty.gov</a>
Gold Country	Cynthia Robinson	(916) 556-3344	<a href="mailto:crobinson@healthedcouncil.org">crobinson@healthedcouncil.org</a>
Los Angeles	Meka Webb	(213) 351-7331	<a href="mailto:mwebb@ladhs.org">mwebb@ladhs.org</a>
San Diego/ Imperial	Blanca Melendrez	(619) 955-1041	<a href="mailto:bmelendrez@ucsd.edu">bmelendrez@ucsd.edu</a>

**D. Worksite Program**

The *Worksite Program* implements worksite wellness programs throughout the state of California which promote fruit and vegetable consumption and increased amounts of physical activity. Currently there are seven Regional Worksite Coordinators and seven Worksite Specialists located in seven regions throughout the state of California. They implement worksite wellness programs using the *California Fit Business Kit*.

In 2010, all Worksite regional staff will encourage all worksites and all businesses with worksite wellness programs to apply for the statewide California Fit Business Awards, sponsored by California Task Force on Youth and Workplace Wellness (Senator Torlakson) and supported by the *Network for a Healthy California-Worksite Program*.

**Resources Available:** The *Worksite Program* provides technical assistance to SNAP-Ed eligible worksites in implementing the *California Fit Business Kit*. Resources include the following:

<p><i>California Fit Business Kit</i></p>	<p>The <i>California Fit Business Kit</i> has ten evidence-based <b>interventions</b> and resources designed to help employers develop and implement a worksite wellness culture and program that supports healthy eating and physical activity. <b>Funding for <i>California Fit Business Kit</i> was provided by the Preventive Health and Health Services Block Grant of the CDC and the USDA Food Stamp Program.</b></p> <p>For assistance or to find out if a company qualifies to be a <i>Network</i> worksite and obtain a free copy of the <i>California Fit Business Kit</i>, contractors may contact their local Regional Coordinator. The PDFs for each of the ten interventions can be downloaded free of charge at <a href="http://www.takeactionca.com/california-fit-business-kit-tools.asp">www.takeactionca.com/california-fit-business-kit-tools.asp</a>.</p>
<p><i>California Fit Business Kit Promo Sheet</i></p>	<p>The California Fit Business Kit Promo Sheet is a one page double-sided printout that describes each intervention of the <i>California Fit Business Kit</i>.</p>
<p><i>Sell-in Brochure</i></p>	<p>The Sell-in Brochure is an empowering piece that is given to potential worksites when worksite regional staff is trying to sell the <i>Worksite Program</i>.</p>
<p><i>Worksite Program Posters</i></p>	<p>There are three <i>Worksite Program Posters</i>. One poster advocates fruit and vegetable consumption in worksites. One poster advocates physical activity in worksites. One poster is for the ten-week <i>Take Action!</i> Program. Each poster is printed double-sided in either English/Spanish or English/Chinese.</p>
<p><i>Fit Business Tips Newsletter</i></p>	<p><b>Quarterly tips are</b> distributed to partners, businesses, and the general public to educate working Californians on the importance of fruit and vegetable consumption and physical activity. Each <b>quarter</b>, the Fit Business Tips Newsletter provides practical suggestions for incorporating fruits and vegetables and physical activity into the workday. Contractors may contact <a href="mailto:Sheila.Chinn@cdph.ca.gov">Sheila.Chinn@cdph.ca.gov</a> to be added to the distribution list.</p>

**Required for what type of agencies:** Worksites with 50 percent of its employees at or below 185 percent of the federal poverty level qualify for technical assistance from the *Worksite Program* and a copy of the *California Fit Business Kit*. The *Worksite Program* targets the SNAP-Ed eligible population in companies that are interested in **improving the health of their employees**, reducing absenteeism, and increasing productivity, energy, and morale.

**Contact Person:** Contact information for each *Worksite Program* Regional Coordinator is provided below and available online at [www.takeactionca.com/take-action-contact-us.asp](http://www.takeactionca.com/take-action-contact-us.asp) under **Contact Us, Regional Worksite Coordinator Contact Information**. Contractors may

also contact the state-level staff listed on the *Worksite Program* webpage or by calling the *Network* main line at (916) 449-5400.

Region	Regional Coordinator	Phone	Email
Bay Area	Suellen Haggerty	(408) 793-2719	<a href="mailto:Suellen.Haggerty@hhs.sccgov.org">Suellen.Haggerty@hhs.sccgov.org</a>
Central Valley	Jerry Herrera	(559) 255-4300 x23	<a href="mailto:jherrera@cvhnclinics.org">jherrera@cvhnclinics.org</a>
Desert Sierra	Valerie Comeaux	(951) 358-5385	<a href="mailto:vacomeaux@co.riverside.ca.us">vacomeaux@co.riverside.ca.us</a>
Gold Country	Mai Linh Tompkins	(916) 556-3344	<a href="mailto:mltompkins@healthedcouncil.org">mltompkins@healthedcouncil.org</a>
Los Angeles	Marc Saenz	(213) 351-7835	<a href="mailto:masaenz@ph.lacounty.gov">masaenz@ph.lacounty.gov</a>
Orange County	Henry Torres	(714) 834-8130	<a href="mailto:htorres@ochca.com">htorres@ochca.com</a>
San Diego/ Imperial	Daisy Lozano	(619) 243-7254	<a href="mailto:dalozano@ucsd.edu">dalozano@ucsd.edu</a>

### E. Retail Program

The *Retail Program* provides training and merchandising materials for CBOs who partner with members of the California produce supply chain including farmers, distributors, commodity boards, supermarkets, small chain grocery stores, and independent stores in an effort to increase the purchase and consumption of fruits and vegetables among SNAP-Ed eligible Californians. The *Program* uses a combination of in-store merchandising, such as point-of-sale signage, cookbooks, and recipe cards and promotional activities, such as food donation programs, food demonstrations, and store tours to educate consumers about selecting and preparing fresh, canned, frozen, dried and juiced fruits and vegetables at the point-of-sale.

**Resources Available:** The *Retail Program* provides training materials for promotional retail activities and point-of-sale materials for community-based projects that partner with food retailers that sell fruits and vegetables. Resources available through the *Regional Networks* include the following:

<i>Food Demonstration Training Kit</i>	This training kit provides CBO staff with the knowledge and resources to effectively conduct a fun and interactive food demonstration that highlights fruits and vegetables.
<i>Store Tour Guide</i>	This guide provides CBO staff with enough knowledge and direction to confidently perform an engaging fruit and vegetable tour at a local retailer that empowers consumers to purchase, prepare, and consume more fruits and vegetables.
<i>Produce Quick Tips</i>	This deck of cards provides community health leaders with selection, preparation, storage, seasonality, and nutrition information for 50 different fruits and vegetables.
<i>Promotional Activity Materials</i>	The <i>Retail Program</i> offers a selection of materials to assist implementation of store tours and food demonstrations such as food demonstration tables, food demonstration signage, and produce quick tips for store tour preparation.

<i>Point-of-Sale Materials</i>	The <i>Retail Program</i> offers a menu of merchandising items for placement in markets and grocery stores, including recipe cards, posters, wobblers, floor stands, countertop signage, <i>Harvest of the Month</i> newsletters, and in-store audio.
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**Required for what type of agencies:** Community based organizations, schools, and other local entities that plan to partner with local retailers who sell fresh, frozen, canned, or dried produce to SNAP-Ed eligible audiences should establish a working relationship with the *Retail Program* staff at their local *Regional Network*. *Regional Retail Program* staff can provide guidance in selecting retailer partners, materials for retail activities, and access to retail trainings. Contractors are also encouraged to work with *Retail Program* staff because they have access to a list of retailers in non-qualifying census tracts that may participate in SNAP-Ed activities. Due to confidentiality restrictions, this information is only provided to *Retail Program* staff at the regional and state level. *Retail Program* staff may also assist with forming partnerships with commodity boards, farmers, and produce distributors depending on the region and the needs of the organization.

**Possible SOW Activities:**

- **Promotional activities:** Conduct promotional activities, such as food demonstrations or store tours, at a qualifying retail location that has been merchandised by *Retail Program* staff in the region.
- **Fruit and Veggie Fest:** Fruit and Veggie Fest is a month-long state-wide celebration in May of the important role that retailers play in the health of the communities they serve. Fruit and Veggie Fest activities should involve qualifying retail partners and provide community members with the skills they need to eat the recommended amount of fruits and vegetables, and to participate in 30 minutes of physical activity every day. Contractors may work with *Regional Network* staff (Latino Campaign, African American Campaign, and Physical Activity Specialist), and retail partners to coordinate either a Fruit and Veggie Fest Kick-off event at the beginning of May or to coordinate smaller Fruit and Veggie Fest promotional activities across the region throughout the month of May.
- **In-Store merchandising:** It is highly recommended that contractors work with *Regional Retail Program* staff to conduct promotional activities in qualifying locations that have already been merchandised by *Retail Program* staff, however contractors have the option of ordering merchandising materials from their *Regional Network* to merchandise a store themselves.
- **Donation programs:** Contractors work with *Regional Retail Program* staff to identify retailers, farmers, commodity boards, or distributors interested in providing CBOs with a variety of *Harvest of the Month* donations throughout the year.
- **Retailer education programs:** CBOs that have identified independent retailers or corner stores that have expressed interest in improving the quality and variety of fresh produce may contact *Regional Retail Program* staff for training materials that help retailers learn how to properly to handle, display, and promote fresh fruits and vegetables.

**Contact Person:** Contact information for each *Retail Program* Regional Lead is provided below and available online at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) by clicking on “Fruit, Vegetable, and Physical Activity Campaigns.” Contractors may also contact the state-level staff listed on the *Retail Program* webpage or by calling the *Network* main line at (916) 449-5400.

Region	Regional Leads	Phone	Email
Bay Area	Carlos Torres	(408) 792-5135	<a href="mailto:Carlos.Torres@hhs.sccgov.org">Carlos.Torres@hhs.sccgov.org</a>
Central Coast	Kathryn Ramirez	(831) 755-8928 x8928	<a href="mailto:ramirezKL@co.monterey.ca.us">ramirezKL@co.monterey.ca.us</a>
Central Valley	Erica Mireles	(559) 255-4300 x28	<a href="mailto:EMireles@cvhnclinics.org">EMireles@cvhnclinics.org</a>
Desert Sierra	Maureen Medina	(909) 387-9196	<a href="mailto:mmedina@dph.sbcounty.gov">mmedina@dph.sbcounty.gov</a>
Gold Coast	Cristina Wells	(805) 677-5235	<a href="mailto:cristina.wells@ventura.org">cristina.wells@ventura.org</a>
Gold Country	Edith Gomez	(916) 556-3344	<a href="mailto:egomez@healthedcouncil.org">egomez@healthedcouncil.org</a>
Los Angeles	Teresa Blanco	(213) 351-7304	<a href="mailto:tblanco@ph.lacounty.gov">tblanco@ph.lacounty.gov</a>
North Coast	Angie Corwin	(707) 543-5810 x201	<a href="mailto:ACorwin@healthcollaborative.org">ACorwin@healthcollaborative.org</a>
Orange County	Elsa Amezuca	(714) 834-7842	<a href="mailto:eamezuca@ochca.com">eamezuca@ochca.com</a>
San Diego/ Imperial	Victor Paz	(619) 681-0640	<a href="mailto:vpaz@ucsd.edu">vpaz@ucsd.edu</a>
Sierra Cascade	Kim Ames	(530) 345-2483	<a href="mailto:kames@healthcollaborative.org">kames@healthcollaborative.org</a>

#### F. Physical Activity Integration Program

Each region has a Physical Activity (PA) Regional Specialist that is a primary contact and resource for physical activity promotion and integration. The PA Regional Specialists' main role is to assist with integrating physical activity into nutrition education efforts. In addition, the PA Regional Specialists: create and maintain a regional resource directory that includes information on low-cost, free, and accessible community physical activities; provide technical assistance on physical activities; offer train-the-trainer activities and consultations; and is up-to-date on current physical activity recommendations, requirements, programs, curriculum, statistics, literature, and events. For allowable physical activities, the Network PA Regional Specialists should be consulted.

**Contact Person:** Contact information for each Network PA Regional Specialist is provided below and available online at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) by clicking on "Physical Activity Integration." Contractors may also contact the state-level staff listed on the *Physical Activity Integration* webpage or by calling the Network main line at (916) 449-5400.

Region	PA Specialist	Phone	Email
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) 755-4541	<a href="mailto:BarreraMR@co.monterey.ca.us">BarreraMR@co.monterey.ca.us</a>
Central Valley	Starr Cloyd	(559) 255-4300 x31	<a href="mailto:scloyd@cvhnclinics.org">scloyd@cvhnclinics.org</a>
Desert Sierra	Pamela Sampson	(909) 387-9144	<a href="mailto:PSampson@dph.sbcounty.gov">PSampson@dph.sbcounty.gov</a>
Gold Coast	Evette Howe	(805) 677-5232	<a href="mailto:Evette.Howe@ventura.org">Evette.Howe@ventura.org</a>
Gold Country	Phillip Bensing	(916) 556-3344	<a href="mailto:Pbensing@healthedcouncil.org">Pbensing@healthedcouncil.org</a>
Los Angeles	Ismael Aguila	(213) 663-3603	<a href="mailto:isaguila@ph.lacounty.gov">isaguila@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) 8796-8022	<a href="mailto:fhernandez@ochca.com">fhernandez@ochca.com</a>
San Diego/ Imperial	Larissa Johnson	(619) 681-0671	<a href="mailto:lrjohnso@ucsd.edu">lrjohnso@ucsd.edu</a>
Sierra Cascade	Michele Buran	(530) 898-4318	<a href="mailto:mburan@csuchico.edu">mburan@csuchico.edu</a>

## **G. Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>)**

*Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>)* is an innovative program planning framework that is being implemented through *Network* funded local health departments. It involves evaluating the neighborhood environment in relation to a variety of benchmarks known as community indicators. *CX<sup>3</sup>* involves taking an in-depth look at a range of neighborhood nutrition factors in three to six low-income neighborhoods selected by the health department. It follows four steps:

1. Compile localized data to evaluate a neighborhood's strengths and weaknesses in relation to *CX<sup>3</sup>* indicators. The data collection consists of mapping (primarily using the *Network's* Geographical Information System) and survey work.
2. Set priorities based on localized data.
3. Add or modify one SOW objective based on local data to implement a strategic, community-focused action plan.
4. Track progress over time.

*CX<sup>3</sup>* is proving to be a powerful way to inspire and facilitate consumer and community empowerment. It is an opportunity to collect real-world data on neighborhoods, information that helps evaluate the (1) access, availability, and quality of various food sources and (2) marketing cues and promotion of foods around schools in low-income neighborhoods. Six health departments were pilot sites in Federal Fiscal Year (FFY) 2006, reviewing and testing the *CX<sup>3</sup>* tools and methodologies that have been revised for use by renewing health departments. As of FFY 2009, 23 *Network*-funded health departments have been or are currently involved in *CX<sup>3</sup>*. The local health departments tapped into an array of existing resources to collect data, and approaches include engaging neighborhood youth, Promotoras, public health nurses, student interns, and staff.

The *CX<sup>3</sup>* data collection process, which takes place over a three to four month period, requires time for coordination of the field survey work, training, and oversight. Pilot sites have recommended that between a .3 - .5 Full Time Equivalent staff member with appropriate skills (e.g., Masters of Public Health or master's work involving research) is assigned data collection oversight responsibility. In addition, it is recommended that someone with this level of responsibility or higher oversees overall *CX<sup>3</sup>* planning, coordination, and implementation of appropriate strategies, which are designed to fit the empowerment approach.

A *CX<sup>3</sup>* fact sheet is provided in the Appendix. For questions regarding *CX<sup>3</sup>*, contractors should contact their Program Manager.

### **702 Network and Non-Network Resources**

The *Network* provides a variety of resources to contractors that may be helpful as they plan, develop, implement, and evaluate their programs. There are also several non-*Network* resources available that the *Network* considers reputable and recommends. For school-based contractors or contractors working with schools (e.g., health departments), Section 600, School-Based Programs, provides additional resources for planning effective nutrition instruction as part of a comprehensive nutrition education plan.

#### **A. Champions for Change**

In May 2007, the *Network for a Healthy California*, Champions for Change was introduced. It was the culmination of a year-long review of its strategic purpose throughout the state and the people served everyday. The new name and brand design captures all that the *Network*

represents – empowerment, agents for change, and champions. People will come to know the *Network for a Healthy California*, Champions for Change through a range of contact and touch points: advertising; direct mail; online; telephone; printed collateral; and through the media. The more the brand is correctly and consistently used across all touch points, the more it will grow in value and reinforce the *Network's* commitment to excellence and helping Californians live healthier lives.

The *Network's* Communications and Media Unit provides technical assistance and training to all *Network* funded partners to advance the Champions for Change message and *Network* brand to empower SNAP-Ed eligible Californians to meet and exceed the mission of the brand's four pillars: increasing fruit and vegetable consumption and daily physical activity; increase food security; and decrease the rate of chronic disease in their homes and neighborhoods. Additional information is available on the Champions for Change consumer website, [www.cachampionsforchange.net](http://www.cachampionsforchange.net), and its Spanish-language sister website, [www.campeonesdelcambio.net](http://www.campeonesdelcambio.net). Section 702C below provides additional information about the *Network's* Communications and Media Unit.

## **B. Research and Evaluation Unit**

The Research and Evaluation Unit (REU) provides the scientific underpinnings and conducts program evaluations for the *Network* programs. The primary goal of the REU is to advance the evidence base for large-scale, vertically integrated social marketing campaigns targeting SNAP-Ed eligible audiences for the purpose of providing support, guidance, and redirection for nutrition education and physical activity interventions. The REU has eight methods for reaching that goal:

1. Surveillance: Provide valuable state-specific health statistics and data through *Network* and externally-developed statewide surveys of SNAP-Ed eligible child, teen, and adult dietary and physical activity behavior and related factors for program planning, refinement, and evaluation. This includes triangulating data for SNAP-Ed eligible audiences from several external data surveillance systems to supplement internal findings.
2. Process Tracking of Program Work: Develop and maintain an effective process evaluation system to use in planning and conducting summative evaluation and tracking of all direct service projects overseen, managed, or funded by *Network* through the Activity Tracking Form, which is used to compile the Semi-Annual Activity Report (SAAR) (LIAs, Nonprofit Incentive Awardees, Local Food and Nutrition Education, and faith-based contractors), the Regional Networks SAAR, and the Education and Administrative Reporting System (EARS) report.
3. Outcome/Impact Evaluation: *Network for a Healthy California (Network) Project Evaluation*: Provide technical assistance, analysis, and summary reports on outcome/impact evaluation projects of major *Network* contractors, including quantitative reports, qualitative reports, and case studies.
4. Process Tracking and Outcome/Impact Evaluation, Community/Institutional Level: Communities of Excellence<sup>3</sup> (CX<sup>3</sup>) *Network*-wide long-term project: Collaborate with senior management on selection, instrument design, and analysis methods for community-wide assessment of indicators for healthy eating, physical activity, and obesity.
5. Formative, Process, and Outcome/Impact Evaluation: *Network* Unit Statewide Projects: Provide consultation, support, and evaluation on short-term projects for other *Network* units, i.e. *Network* Campaigns and Programs, Communications and Media, Community Development, and Partnership.

6. Formative, Process, and Outcome/Impact Evaluation: *Network* Special Projects and Emerging Issues: Provide evaluation consultation and support to carry out formative, process, and/or outcome evaluations of specific *Network* special projects and new and emerging issues, e.g., opinions of non-English speaking Latino and Asian Californians on healthy eating, physical activity, and **obesity or the relationship between poverty, sprawl and restaurant type on Body Mass Index**.
7. Outcome/Impact Evaluation: Collaborate on external evaluation projects that examine promising areas to advance the field of SNAP-Ed in nutrition, social marketing, physical activity, and obesity prevention among SNAP-Ed eligible audiences. Share SNAP-Ed innovations with those serving SNAP-Ed eligible audiences through professional presentations and publication of reports.
8. Information and Instrument Provision: Provide support to staff, partners, and other professionals serving SNAP-Ed eligible audiences on questions and factual information related to the relationship between fruit and vegetable consumption and physical activity with chronic disease, determinants of fruit and vegetable consumption and physical activity practices, and other related information. Develop and disseminate tools to assist *Network* and *Network* contractors with program planning and evaluation.

Contractors may contact REU state-level staff by calling the *Network* main line at (916) 449-5400.

### C. Communications and Media Unit

The Communications and Media Unit consists of marketing and advertising, public relations, and publications development and distribution. The Communications and Media Unit is responsible for the development and execution of a statewide broad audience advertising effort (FFY 2007-2009 the advertising effort is the Ownership Campaign) and complementary public relations and publications support.

The Communications and Media Unit is parsed into three areas:

1. Marketing and Advertising produces the campaign television and radio advertisements; outdoor advertising (billboards, catering trucks and bus cards). It is responsible for the Food Stamp Office Resource Kit; *Harvest of the Month* materials and website; and consumer websites [www.cachampionsforchange.net](http://www.cachampionsforchange.net) and [www.campeonesdelcambio.net](http://www.campeonesdelcambio.net). This area of the Communications and Media Unit researches new avenues of marketing to reach the target audience where they live, work, play and practice their faith. Direct mail, supermarkets, and other new media are explored. A very comprehensive Benchmark Survey is conducted annually to assess and evaluate the efficacy of the campaign.
  - Marketing and Advertising provides technical assistance to *Network* partners on developing public service announcements and utilizing current campaign components in local areas.
2. Public Relations provide support to all campaigns and programs at the state and local levels. They are involved in supporting local events such as: Consumer Empowerment Forums, Latino Health Awareness Month, and Fruit & Veggie Fests. Public relations conduct three to four media trainings a year including: broadcast media, print media, and developing message points and communications plans. Additionally, message point training is provided to support specific local events. Support and technical assistance for events include, but is not limited to: writing/editing press releases, media advisories, talking points, letters to the editor, components of press kits, and media pitching and follow-up in both English and Spanish. Public relations produces a monthly newsletter, the Champion Press.

3. Publications produce all nutrition education materials including nutrition education reinforcement items. Materials include, but are not limited to: cookbooks, slide guides, posters, brochures, prize wheels, and event tents. Materials are ethnically diverse and bilingual (Spanish). Publications maintains an on-line ordering system and cost-recovery system for all partners and an on-line communications resource library which includes a full photo gallery, templated materials such as letterhead, and flyers. This area of the Communications and Media Unit is also the primary resource for all technical assistance on brand management (use of the brand guidelines).

Resources Available: The Communications and Media Unit provides technical assistance in all areas of marketing/advertising, public relations, and publication development. Resources include:

<i>Consumer Website</i>	English: <a href="http://www.cachampionsforchange.net">www.cachampionsforchange.net</a> Spanish: <a href="http://www.campeonesdelcambio.net">www.campeonesdelcambio.net</a> Provides locally based resources and information on events in different regions.
<i>Harvest of the Month and Website</i>	<a href="http://www.harvestofthemonth.com">www.harvestofthemonth.com</a> Materials and resources for connecting classroom, cafeteria, home and community to promote healthier habits for students.
<i>Online Ordering System</i>	<a href="https://web3.kpcorp.com/v25/entry.asp?Account=CANN">https://web3.kpcorp.com/v25/entry.asp?Account=CANN</a> Online ordering system for all <i>Network</i> education materials including nutrition education reinforcement items. Each funded contractor is assigned a quantity allotment and one user ID and password.
<i>Online Cost Recovery System</i>	<a href="http://www.championsforchangematerials.net">www.championsforchangematerials.net</a> Variety of nutrition education and reinforcement items available to order at the cost of production plus shipping.
<i>Online Communication Resource Library</i>	<a href="http://www.networkforahealthycalifornia.net/Library">www.networkforahealthycalifornia.net/Library</a> Provides access to full photo gallery and <i>Network</i> templated materials.
<i>Branding Guidelines Manual</i>	<a href="http://www.networkforahealthycalifornia.net/Library">www.networkforahealthycalifornia.net/Library</a> Tools and information for creating and promoting materials that reinforce the <i>Network's</i> brand.
<i>Food Stamp Resource Kit (Good Food TV)</i>	<a href="http://www.goodfoodtv.org">www.goodfoodtv.org</a> Resources for bringing nutrition education into food stamp offices.
<i>Copies of all Network Advertising</i>	Includes: television, radio and outdoor. Information on how to obtain copies is available by contacting the Communications and Media Unit through the <i>Network</i> main line at (916) 449-5400.
<i>Champion Press</i>	<a href="http://www.networkforahealthycalifornia.net/ChampionPress">www.networkforahealthycalifornia.net/ChampionPress</a> A monthly e-newsletter featuring successes and upcoming events in all regions; current relevant research, profiles of regional staff and Champion Moms. All contractors are on the e-newsletter distribution list.

All *Network*-funded agencies may access the services and resources of the Communications and Media Unit. Contractors may contact Communications and Media Unit state-level staff by calling the *Network* main line at (916) 449-5400 and ask to speak to someone in the particular area of communications from which assistance is required.

#### D. Partnerships Team

The Partnerships Team oversees the Partnership Development Infrastructure which consists of the *Network* Steering Committee (NSC), the NSC Executive Committee, and NSC Subcommittees.

The role of the NSC is to bring together SNAP-Ed local programs (including LIA contractors), *Network Campaigns and Programs*, *Regional Networks* Collaboratives, researchers, state and federal agencies, CBOs, and other partners to actively promote the goals of the *Network* by:

- Coordinating SNAP-Ed activities across the state;
- Helping shape the identity of the *Network*;
- Facilitating decision-making and cohesiveness;
- Inspiring and improving communication and sharing;
- Providing leadership development;
- Providing mutual support through cross-disciplinary knowledge and skill building.
- Encouraging cross-pollination and collaboration between funded-programs and external stakeholders; and
- Recommending program measures and priorities that advance the healthy eating and physical activity goals of SNAP-Ed.

The NSC Executive Committee is an advisory and consultative body of the *Network* and the NSC. This Committee develops recommendations/resolutions to be brought forward to the larger NSC for approval. This committee meets **two to three** times a year, and meetings are coordinated by the members of Partnership Team.

Between NSC meetings, the Partnerships Team conducts NSC **Subcommittee** teleconferences which bring together members of the NSC to coordinate SNAP-Ed activities across the state, encourage collaboration between programs, and recommend program measures that would advance the healthy eating and physical activity goals of SNAP-Ed. The **Subcommittees** focus on specific issues relevant to the delivery of nutrition education for SNAP-Ed eligible populations. The **Subcommittees** may include: children and youth, adults, fruits and vegetables, health disparities, nutrition assistance promotion, and physical activity integration.

By strategically connecting the activities of the funded programs with community organizations and with state and federal partners, the NSC and its Subcommittees can provide leadership, advice, and support for influencing and promoting improved nutrition and increased physical activity of SNAP-Ed eligible Californians. In addition, both the NSC and its **Subcommittees** present an excellent opportunity to strengthen the linkages and coordination with the 11 Regional Collaboratives.

The Partnerships Team also manages projects that provide leadership and training/technical assistance with goals of improving nutrition education, increasing physical activity, and supporting strategies that prevent overweight among food stamp eligible populations. Members of the Partnership Team act as liaisons for the California Fresh Start Program,

California Instructional School Garden Program, the California Food and Justice Coalition, the California Farm to School Taskforce, and the California School Garden Network.

For more information about the Partnerships Team, contractors are encouraged to call the *Network's* main line at (916) 449-5400.

#### **E. Youth Engagement Initiative**

The Youth Engagement Initiative currently oversees 15 demonstration projects that serve youth, ages 12-18 with fruit and vegetable and physical activity information, leadership development, and training around taking action to create positive, healthy changes within their community. The guiding vision for this work is that youth and adults can share knowledge and power to create a more just and healthy society.

Each youth team is engaged in a youth-led action research project over a nine to twelve-month period. The adult leader works in each site to support, facilitate and encourage this process. Youth-led action research encourages young people to play lead roles in designing, doing and following up on research projects that serve to change or initiate a program, organization, or community initiative that will support a more healthy, active community. Youth are charged with identifying strategies to weave nutrition, health, and physical activity into their communities. Youth provide adults in decision making roles with ideas and perspectives that otherwise might not be considered. Engaging youth in decision making and civic action is an important youth development strategy that helps them grow into healthy, confident, well-rounded individuals and community leaders. Youth engagement activities build critical thinking, public speaking and writing skills that boost academic performance and workforce preparation, as well. Youth voice lends credibility and engages young people to offer creative strategies to combat our obesity crisis.

A lessons-learned document and DVD are available for this new initiative and can be ordered through the *Network*. For more information about youth engagement, contractors should contact Youth Initiatives Consultant, Kamaljeet Singh-Khaira at (916) 449-5437 or [kamaljeet.singh-khaira@cdph.ca.gov](mailto:kamaljeet.singh-khaira@cdph.ca.gov).

#### **F. Harvest of the Month**

*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. It allows for collaboration between educators, child nutrition staff, school administrators, students, parents, community, local media, and retail outlets. Additional information about *Harvest of the Month* is available on the *Harvest of the Month* website [www.harvestofthemonth.com](http://www.harvestofthemonth.com) or by calling the *Network* main line at (916) 449-5400. To assist contractors in successfully implementing a *Harvest of the Month* program, a Quick Start Guide is available as well as *Harvest of the Month* trainings. The *Harvest of the Month* Fact Sheet and *Harvest of the Month* Quick Start Guide are provided in the Appendix and at [www.harvestofthemonth.com](http://www.harvestofthemonth.com) in the training corner. The *Harvest of the Month* trainings are discussed in Section 900, Technical Assistance and Support.

#### **G. Leadership Projects**

The *Network's* Leadership Projects represent a wide range of channels and partners and are designed to complement and work synergistically with *Network* LIAs, Fruit, Vegetable and Physical Activity Campaigns, and other partnership initiatives. The Leadership Projects act as an incubator for new ideas and channels, working to enhance, focus, and channel the *Network* Leadership infrastructure to help expand and strengthen selected priority initiatives

and programs focused on SNAP-Ed eligible families. As these projects grow they allow the *Network* to extend the reach and effectiveness of SNAP-Ed programs in California, helping to fill unmet needs; fill program gaps; implement nutrition education activities in underserved SNAP-Ed-eligible audiences; target special populations and influential intermediaries (such as physicians); and develop models of best practice for streamlining effective delivery of these services throughout the state.

For more information about the Leadership Projects, contractors are encouraged to call the *Network's* main line at (916) 449-5400.

## H. Physical Activity Promotion Resources

### PA Resources for General Market Promotion

- United States Department of Health and Human Services – “2008 Physical Activity Guidelines for Americans”: [www.health.gov/paguidelines/guidelines/default.aspx](http://www.health.gov/paguidelines/guidelines/default.aspx)
- Physical Activity and Nutrition Division: Centers for Disease Control and Prevention (CDC): [www.cdc.gov/nccdphp/dnpa/physicalactivity.htm](http://www.cdc.gov/nccdphp/dnpa/physicalactivity.htm)
- National Coalition for Promotion of Physical Activity: [www.ncppa.org/](http://www.ncppa.org/)
- California Center for Physical Activity: [www.caphysicalactivity.org/](http://www.caphysicalactivity.org/)  
Includes Active Aging, Active Community Environments, and many other projects.
- California Department of Education (CDE): Physical Education Standards: [www.cde.ca.gov/be/st/ss](http://www.cde.ca.gov/be/st/ss)
- California After School Physical Activity (CASPA) Guidelines [www.californiaafterschool.org/c/@JAYBDtrXuCOeY/Pages/physical\\_activity.html](http://www.californiaafterschool.org/c/@JAYBDtrXuCOeY/Pages/physical_activity.html)
- California Parks and Recreation: [www.parks.ca.gov/](http://www.parks.ca.gov/)
- After School Physical Activity: A CDE sponsored model program, [www.afterschoolpa.com](http://www.afterschoolpa.com)

### Physical Education (PE)/PA Resources for Schools

#### PE:

- California Department of Education: Physical Education Standards: [www.cde.ca.gov/be/st/ss/](http://www.cde.ca.gov/be/st/ss/)
- Exemplary Physical Education Programs: The following school-based programs have been recognized as exemplary by CDC.
  1. SPARK (Sports, Play & Active Recreation for Kids) - [www.sparkpe.org/](http://www.sparkpe.org/)
  2. CATCH (Coordinated Approach to Child Health)
    - National website promoting CATCH- [www.catchinfo.org/](http://www.catchinfo.org/)
    - Original CATCH Texas website with great resources on CATCH - [www.sph.uth.tmc.edu/catch/](http://www.sph.uth.tmc.edu/catch/)
  3. EPEC (Exemplary Physical Education Curriculum) - [www.michiganfitness.org/](http://www.michiganfitness.org/)
  4. NASPE (National Association for Sport and Physical Education) - [www.aahperd.org/naspe/](http://www.aahperd.org/naspe/)

#### PA:

5. Walk to School - [www.caphysicalactivity.org/](http://www.caphysicalactivity.org/)  
-California Walk to School Day is an international event held on the first Wednesday of October in over 20 countries. The overall goal is to encourage more elementary and middle school children to engage in everyday physical activity by walking and bicycling to and from school. Contractors may participate in California Walk to School events, but cannot take the lead on organizing or conducting these events. Additionally, nutrition education must be integrated into event activities. Contractors

- should visit [www.caphysicalactivity.org](http://www.caphysicalactivity.org) for more information and a walk to school starter kit. Contractors are encouraged to contact their assigned Program Manager to receive more information on how to incorporate California Walk to School Day as a SOW activity.
6. Safe Routes to School - [www.saferoutesinfo.org/](http://www.saferoutesinfo.org/)
  7. California Governor's Council on Physical Fitness and Sports - [www.calgovcouncil.org/](http://www.calgovcouncil.org/)  
- The Governor's Council's *Governor's Challenge Competition* is a challenge among K-12 schools in the state to help California students get active, healthy, and fit. The Governor's Challenge is to be active 30-60 minutes a day at least three days a week for a month. Any student actively enrolled in an accredited California school in grades K-12 or any California teacher may participate by taking the Governor's Challenge on behalf of his or her school. All students and teachers completing the Governor's Challenge will qualify for a Governor's Council patch and Certificate of Completion. Students and teachers can earn one patch and certificate per academic year. Annually the Council also solicits nominations for individuals, organizations, and events that positively impact the physical activity and fitness levels of California's children and youth. More information is available at [www.calgovcouncil.org/](http://www.calgovcouncil.org/).
  8. California Department of Education: Health Education Standards - [www.cde.ca.gov/be/st/ss/](http://www.cde.ca.gov/be/st/ss/)

#### **PA Resources: Free and Low-Cost Materials**

- *The EAT SMART. PLAY HARD.™ Power Pac* is a USDA developed "how to" kit on integrating nutrition and fitness messages into existing nutrition education programs. Power Pacs are available on the basis of one kit per school district or agency. Additional parent brochures, posters, stickers, bookmarks, and kids' activity sheets may be ordered in bulk while supplies last. The order form can be downloaded from: [www.fns.usda.gov/eatsmartplayhard/](http://www.fns.usda.gov/eatsmartplayhard/).
- Directory of Reviewed PA Materials by the University of South Carolina. This website, endorsed by CDC provides a directory of reviewed physical activity health education materials: <http://prevention.sph.sc.edu/directory/index.htm>.
- The President's Council on Physical Fitness and Sports: [www.fitness.gov](http://www.fitness.gov).
- *Promoting Physical Activity: A Guide for Community Action: A step-by-step guide to community-wide behavior change* developed by CDC and Human Kinetics Publishers. The guide book shows how to facilitate behavior change both from an individual and a community perspective. Using a social marketing and behavioral science approach to intervention planning, the text provides step-by-step guidance in addressing the target audience's understanding and skills, the social *Networks*, the physical environments in which they live and work, and the policies that most influence their actions. One copy of the guide book is available for free to each *Network*-funded agency. To inquire about obtaining a copy, contractors may email Mary Coordt at [Mary.Coordt@cdph.ca.gov](mailto:Mary.Coordt@cdph.ca.gov).
- Instant Recess features a 10-minute physical activity break with a professional athlete. The Instant Recess DVDs are a collaborative effort between the *Network*, the Professional Athletes Council, and Dr. Yancey from University of California, Los Angeles. *These materials can be found on the Network's website at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) by clicking on "Physical Activity Integration."*
- *Shape of Yoga: Nutrition and Physical Activity Booklet for the Family: The Shape of Yoga* is a pamphlet of ten basic yoga poses to be used by all the *Network's* Fruit, Vegetable, and Physical Activity campaigns and programs and LIAs. Included in this pamphlet are nutrition education messages and safety tips. This pamphlet was created

in partnership with the Los Angeles Regional Network and students from California State Northridge. These materials can be found on the *Network's* website at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net) by clicking on "Physical Activity Integration."

#### I. Supplemental Nutrition Assistance Program and Food Stamp Program Promotion Resources

- Supplemental Nutrition Assistance Program (SNAP) ([www.fns.usda.gov/snap/](http://www.fns.usda.gov/snap/))  
Contains information about SNAP, and includes frequently asked questions and promotional materials targeted to the general public, working poor, seniors, and immigrants.
- California Department of Social Services ([www.dss.cahwnet.gov/foodstamps/](http://www.dss.cahwnet.gov/foodstamps/))  
Provides information about the Food Stamp Program in California.
- California Food Policy Advocates (<http://cfpa.net>)  
Contains county-level Food Stamp Program participation data for California, as well as other reports and information.
- Center for Budget and Policy Priorities (<http://cbpp.org/>)  
Provides information about SNAP.
- Food Resource and Action Center ([www.frac.org/](http://www.frac.org/))  
Provides information about SNAP.
- MyFoodStamps.org (<http://myfoodstamps.org>) (Spanish: [www.misalimentos.org](http://www.misalimentos.org))  
Provides information about the Food Stamp Program in California.

#### J. Websites for Nutrition Information and Resources

Only reputable sources of information and resources should be used to ensure that nutrition education messages are backed by scientific research, meet the current Dietary Guidelines for Americans, and are appropriate for the SNAP-Ed audience. The following are considered by the *Network* as good sources of nutrition information and resources:

- American Cancer Society – [www.cancer.org](http://www.cancer.org)
- California After School Resource Center - [www.californiaafterschool.org](http://www.californiaafterschool.org)
- California Healthy Kids Resource Center - [www.californiahealthykids.org](http://www.californiahealthykids.org)
- Centers for Disease Control and Prevention (CDC) Fruits and Veggies Matter - [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)
- CDC - [www.cdc.gov/](http://www.cdc.gov/)
- Dairy Council of California - [www.dairycouncilofca.org/](http://www.dairycouncilofca.org/)
- Dietary Guidelines for Americans - [www.cnpp.usda.gov](http://www.cnpp.usda.gov)
- Eat Smart. Play Hard.™ - [www.fns.usda.gov/eatsmartplayhard/](http://www.fns.usda.gov/eatsmartplayhard/)
- Food and Nutrition Service-FNS Nutrition Link - [www.fns.usda.gov/nutritionlink](http://www.fns.usda.gov/nutritionlink)
- Food Stamp Office Resource Kit - [www.goodfoodtv.org/](http://www.goodfoodtv.org/)
- *Harvest of the Month* - [www.harvestofthemonth.com/](http://www.harvestofthemonth.com/)
- Healthfinder.gov - [www.healthfinder.gov](http://www.healthfinder.gov)
- *Let's Move!* - [www.letsmove.gov](http://www.letsmove.gov)
- MyPyramid.gov - [www.mypyramid.gov](http://www.mypyramid.gov)
- National Institutes for Health - [www.nih.gov/](http://www.nih.gov/)
- *Network for a Healthy California* - [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net)
- *Network for a Healthy California* Champions for Change - [www.cachampionsforchange.net/](http://www.cachampionsforchange.net/)
- Nutrition.gov - [www.nutrition.gov](http://www.nutrition.gov)

- Produce for Better Health - Fruits & Veggies—More Matters® - [www.fruitsandveggiesmorematters.org/](http://www.fruitsandveggiesmorematters.org/)
- Supplemental Nutrition Assistance Program – Ed Connection (formerly Food Stamp Nutrition Connection) - <http://snap.nal.usda.gov>
- Team Nutrition - [www.fns.usda.gov/tn](http://www.fns.usda.gov/tn)
- WIC Works Resource System - [www.nal.usda.gov/wicworks/](http://www.nal.usda.gov/wicworks/)

Note: Although these sites provide good sources of nutrition information and resources, not all materials from some of these sites are necessarily SNAP-Ed appropriate. Contractors should check with their Program Manager if they have any questions on what is SNAP-Ed allowable.