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June 4, 2009

TO: PROJECT COORDINATORS
NETWORK FOR A HEALTHY CALIFORNIA (NETWORK)

SUBJECT: PROGRAM LETTER (PL) #09-05
UPDATES TO LOCAL INCENTIVE AWARD (LIA) PROGRAM
GUIDELINES MANUAL

Thank you for your continued support of and involvement in the *Network*. PL #09-05 represents programmatic updates since the last PL dated October 27, 2008. In addition to the PL, the Introduction and Program Planning and Resources sections of the LIA Program Guidelines Manual have also been appropriately updated. These updates are available at <http://www.cdph.ca.gov/programs/CPNS/Pages/GuidelinesManual.aspx>. Please note that all changes are highlighted in yellow and affected pages reflect a “6/4/2009” revision date to ensure contractors are referencing the most up-to-date information.

Significant changes to the LIA Program Guidelines Manual include the name change from Cancer Prevention and Nutrition Section to *Network for a Healthy California*; the name change from University of California (UC) Cooperative Extension to UC-Food Stamp Nutrition Education Program (UC-FSNEP); and the name change from Food Stamp eligible to Supplemental Nutrition Assistance Education (SNAP-Ed) eligible. Other changes include:

Program Planning and Resources Section Updates

- 1) Addition of new information and sections, including United States Department of Agriculture Commercial Endorsement Disclaimer statement (Section 404), *Harvest of the Month (HOTM)* Materials Guidelines (Section 406), Physical Activity Integration Program (Section 701F), and several newly added resources to existing sections (Sections 402A, 606, 608, 609, 611, 702C, 702G, 702H, and 702J).
- 2) Updated information, including existing materials criteria (Section 402B), newly developed materials guidelines (Section 402C), Educational Materials Checklist (formerly Educational/Promotional Materials Review Form [Section 402C and Appendix]), media review process (Section 402D) Physical Activity Regional

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Specialists (Section 409), Food Stamp Promotion Guidelines (Section 410), school-based assessment resources (Section 506), guidelines for LIA school districts and contractors working with schools (Section 604), resources for implementing the Shaping Health as Partners in Education (SHAPE) California approach (Section 605), guidance for implementing effective nutrition education (Section 607), resources for school gardens as part of nutrition education (Section 610), *Children's Power Play! Campaign* (Section 701A), *Latino Campaign* (Section 701B), *African American Campaign* (Section 701C), *Worksite Program* (Section 701D), *Retail Program* (701E), youth engagement (formerly youth empowerment) (Sections 702E and 902G), websites for nutrition information and resources (Section 702J), *HOTM* trainings (Section 902E), contact information for the *Network* Program Compliance Review (Section 905), and updated Cost Recovery information (Section 907F).

- 3) Addition of new Appendix documents, including List of UC-FSNEP County Advisors, *HOTM* Guidelines, List of Recommended K-12 Curricula, and List of Supplemental Instructional K-12 Resources. Most of the previous forms and documents in the Appendix have also been updated.

Please visit the online LIA Program Guidelines Manual for additional background and information about each of the aforementioned changes.

The changes outlined in the PL and LIA Guidelines Manual will take effect immediately, unless otherwise stated. The changes will be further discussed at the June 4, 2009, *Network*-funded projects quarterly call. Should you have any questions in the meantime, please contact your assigned Program Manager.



Neal D. Kohatsu, MD, MPH, Chief
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Enclosures