

Project Synopsis Instructions
FFY 2014 (October 1, 2013 – September 30, 2014)

The *Network* requires that all grantees submit a completed Project Synopsis by May 6, 2013. The Project Synopsis provides the United States Department of Agriculture (USDA) and the California Department of Public Health (CDPH) Nutrition and Obesity Prevention Branch (NEOP) with comprehensive information about each *Network* grantee for the annual state plan, facilitates collaboration among grantees and other partners, and is used to respond to queries and questions asked by other State agencies and partners.

Instructions for the Project Synopsis are provided below. Since this form is designed for data collection, we cannot allow any formatting changes. Your Project Synopsis needs to be approved by both the Program Manager (PM) and Grant Manager (GM) to ensure all entries are within the approved Scope of Work (SOW) and is consistent with the Budget Justification for FFY 2014. Please contact your assigned PM if you have any questions regarding filling out the Project Synopsis form.

Overview - Unless otherwise noted, follow these three general guidelines:

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

Use the shaded areas to input project information as it pertains to your project.

1. Description of Projects/Interventions for Each Project

Project Title: Enter your organization's name.

Grant Number: Enter your grant number if you have it. If not, then your Program Manager will enter it once you submit your Project Synopsis.

Program Area: Enter the type of organization your grant best identifies with if it not a Local Health Department.

a) Related State Objectives

Do not enter anything in this field.

b) Target Audience

Check all the boxes that apply to your target audience and enter the percentages for gender, ethnicity, language, and age groups. Percentages within each area (gender, ethnicity, language, age group) should add up to 100%. Please round percentages to the nearest percent and do not use

decimals.

Languages: Enter the primary language staff will use to conduct interventions with the target audience, not the language spoken in participants' homes.

c) Focus on SNAP-Ed Eligibles

Income Targeting Data Source: Check the qualifying data sources you are using to qualify your intervention sites. The three attached qualifying data sheet options: All Race/Ethnicity Census Tract, Means Tested, and Free/Reduced Price Meal (FRPM) Percentage data sheets are located at the end of the Project Synopsis (pages 5 and 6).

If you check "Other," you must indicate the data source and estimate the percentage of your target audience that is equal to or below 185% of the Federal Poverty Level (FPL). You are not required to submit the source of this qualifying data, but are required to have it on file.

Means-Tested Low Income Assistance Programs (formally known as Location Based Proxy Sites): Check all boxes that apply to your intervention sites and indicate the percentage of your total target audience that are at these locations. No additional income targeting data are needed for these delivery sites unless otherwise noted. Since it is possible that not all your intervention sites are Means-Tested, the percentage of total audience at the sites listed in this section may not total 100%

See Sections 4, 5 and 6 below for detailed instructions

d) Project Description

Key Methods: Check the primary methods that apply to your program.

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

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

NOTE: Only select the Print Media method if *Network* funds are being used for print media, radio or TV. Additionally, for these types of media activities, you must have documentation that demonstrates at least 50 percent of the target audience (at or below 185% FPL) is being reached.

Multi-level Approaches with Environmental Support: examples include Worksite, Schools, Organization, Institution, City, County, Regional, and

State-Level.

Nutrition Education Classes, Community Education Events, Training/Workshop/Conference and Point of Purchase: For the methods where you have direct contact with your target audience(s), please estimate the frequency and average duration of the interventions. If multiple interventions fall under one method, enter the average duration for that method.

Other: Activities that are not classified as nutrition education classes, community education events, training/workshop/conference, point of purchase should be indicated here.

Key Educational Messages: Remains the same for all grantees. Do not enter anything in this field.

Delivery Sites by Type of Setting: Enter the number of different sites/locations for each type of setting your project targets. For example, if your agency plans to conduct nutrition education at three CalFresh offices, enter “3” in the space before “CalFresh Offices.” If your nutrition education intervention and/or activity involves more than one location, choose the location that best reflects the primary delivery of service or the group you are attempting to reach. For instance, if you are a school grantee or a grantee working in schools and you have nutrition education activities in a school garden, please use the school category, and do not list as Other-gardens.

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

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

NOTE: List only sites you plan to work in during FFY 2014. Listing sites where you do not have interventions planned may prevent other SNAP-Ed programs from providing services at these sites thereby reducing SNAP-Ed services to the community.

New sites being added to your SNAP-Ed plan **must** not have overlapping interventions from other *Network* Local Programs, UC-CalFresh (formerly

called UC-FSNP), or the California Department Social Services (CDSS) SNAP- Ed program.

All LHD's are required to contact any other *Network* Local Programs, the County UC-CalFresh office, and the CDSS Cal Fresh program in the area to determine where they are delivering programs and to insure there are not any SNAP-Ed programs being delivered at the same proposed locations. Contact information for county UC-CalFresh offices is available on the UC-CalFresh website at <http://fsnep.ucdavis.edu/contact-us/contact-us/county>.

Projected Unduplicated Number of Contacts: Enter an estimate of the projected number of unduplicated contacts.

Narrative: The narrative is a brief description of your overall SNAP-Ed program. It has been templated to match the SOW. Please enter numbers in blanks, and provide three training topics and subcontract information where indicated.

e) Summary of Research

Do not enter anything in this field.

f) Modification of Project Methods/Strategies

The options to check under f are limited to either continuing with methods/strategies from last year, or this is the first year of the project so project/methods are new.

g) Use of Educational Materials

Use only materials from the master *Network for a Healthy California* Nutrition Education Materials list.

Please note that MyPyramid materials are no longer on the Materials List. All educational MyPyramid materials should be replaced with MyPlate materials.

h) Development of New Education Materials

There will be no development of new education materials using *Network* funds for FFY 2014.

i) Key Performance Measures/Indicators

List the key measures/indicators of implementation or performance that you will capture or collect. For example, this could be the type(s) of evaluation you will perform, as well as a description of the specific indicators your project intends to measure (knowledge, changes in behavior, skill improvement, new

partnerships, organizational change, etc.) as well as process indicators.

2. Evaluation Plans

Do not enter anything in this field.

3. Coordination Efforts

This section has been templated for your convenience. At the end of the templated area, please clearly state if your agency is coordinating with an organization or program to accomplish Scope of Work activities other than subcontracts. If so, you must provide a memorandum of understanding (MOU) to your grant manager (GM). For example, if XYZ Nutrition Education Program uses a Boys and Girls Club facility to provide nutrition education to a group of low-income adults in the community, an MOU must be provided to state the agreement between XYZ Nutrition Education Program and Boys and Girls Club for use of the space.

4. Census Tract All Race/Ethnicity Subgroup Qualifying Data Sheet

The All Race/Ethnicity Subgroup Census Tract Data Sheet is for all intervention sites that do not qualify by Free Reduced Price Meals (FRPM) data, Child and Adult Care Food Program (CACFP) data or are classified as Means Tested. Grantees are required to use the American Communities Survey (ACS) 2006 – 2010 or the ACS 2007 – 2011 data as the targeting data source to qualify census tracts at 185% or less of the Federal Poverty Level (FLP). The ACS 2006-2010 and 2007-2011 census tract data is found at our website in the Resources section of the Funding Application Packet.

Instructions for the All **Race/Ethnicity Subgroup Census Tract Data Sheet:**

- In the Type column, the type listed must match the type of site identified in section 1d (Delivery Sites by Type of Setting) on page 3 of the Project Synopsis. For Example: if three churches are indicated in 1d, there must be three entries/lines in the All Race/Ethnicity Subgroup Census Tract Data Sheet, one for each church.
- Enter site name, address, city, zip, for these next four columns.
- In the Census tract column enter the 11 digit census tract number. Please note you have the option of using either the ACS 2006-2010 data or the ACS 2007 – 2011 data.
- The Ethnicity column. Attempt to first qualify a site using the “All Races” category using either of the five year ACS data sets. If the site qualifies under this category use the abbreviation (AR) for “All Races” in the Ethnicity column. If the site does not qualify by the AR category the next option is to see if the site qualifies by a specific race/ethnicity subgroup

category in the ACS data. To use this data the site must have at least 50% of the audience fall within the selected race/ethnicity category, and this subgroup category must be checked off in the Target Audience Ethnicity-Section1b located on page one in the Project Synopsis. Enter the abbreviation for the RaceEthnicity subgroup category selected in the Ethnicity Column. The key for abbreviations are noted in the All Race/Ethnicity Subgroup Census Qualifying Data Sheet footnotes below.

- FPL % columns for 100%, 125%, and 185%: When qualifying by using the 185% FPL data for any category please also include the 125% FPL column data for the census tract and if the 125%FPL is not available include the 100% FPL data. If you have data for 125%FPL you do not have enter the 100% FPL data as well.** If the ACS census tract data does not have data for 185% FPL but does have qualifying data for either 125% or 100% FPL enter the census tract percentage for either 125% or the 100% column. If qualifying data exist for both the 125% column and the 100% column enter only the 125% data. For all ACS census tract percentages data enter actual percentages to one decimal point (xx.x%). Do not round percentage numbers.
- ACS Data Column. Please enter the ACS Census tract five year span you are using. You have the two options Either ACS 2006 -2010 abbreviated (10) or ACS 2007 -2011 abbreviated (11).
- Notes Column. This column is optional. One use of the notes column is as follows: If the intervention site does not qualify by census tract but you are able to qualify it using census blocks data, enter the census block number in the Census Tract column, this is the 11 digit census tract number plus the additional census block digit and identify as census block data in the Notes column.

If you are trying to identify a census tract for an intervention site you may use the *Network's* GIS system to locate a census tract form site location information but the use the ACS tables found in the Funding Application Packet for the Census Tract data percentages rather than data off the GIS. GIS is available online at www.cnngis.org.

Examples:

Type	Site Name	Address	City	Zip	Census Tract	Ethnicity *	100% FPL	125% FPL	185% FPL	ACS Data Source	Notes
Farmers Market	Southern Market	2 Elm Street	Vista	90000	06067000000	AR		14.1%	57.2%	10	
Church	Vista Church	300 Main Street	Vista	90012	06067000001	H		52.4%		11	

*All Races-AR, American Indian or Alaska Native-AI, Asian-AS, Black/African American-B, Native Hawaiian or Other Pacific Islander-NH, Hispanic/Latino-H, White-W

5. Means Tested Sites

This is a new Data Collection Sheet for FFY 2014 for intervention sites that qualify as Means Tested Low-Income Assistance. See examples below. The number of entries reported here should match the number and types of programs indicated in section 1c (Means Tested Low-Income Assistance Programs).

- Enter type, site name, address, city, zip and the 11 digit census tract (CT) number for each entry. CT are required here even though the site is qualifying by the Means Tested definition.
- WIC sites are classified as a Means Tested site but because 98.70% of WIC participants are at or below 185% FPL. This data is from CDPH WIC ISIS report 01/29/13; please add this information under the Census Tract column.

Examples:

Type	Site Name	Address	City	Zip	11 digit Census Tract
Public Housing	The Palm's Complex	77 Palm Ave.	Vista	90008	06067000002
WIC	Main Office	4500 Elm Street	Vista	90013	06067000003 98.70% at 185% FPL CDPH WIC ISIS 01/29/13

6. Free/Reduced Price Meal (FRMP) Percentage Data Sheet

All school sites that qualify by FRPM or Child and Adult Care Food Program (CACFP) data must be entered on the FRPM Percentage Data Sheet. Please do not include qualifying school sites if you are not conducting *Network* activities there for the coming year. To provide a consistent reference point for USDA auditing purposes, the *Network* has provided the most current (October 2010 as of August 26, 2011) FRPM Data (Attachment 2) from the California Department of Education (CDE) in a modified, user-friendly format. Use this data as your source for the FRPM data. **Do not use the CDE website** information, which may change during the application period. The USDA will be using the *Network's* FRPM database to check your data and differences may require clarification, possibly delaying your application process.

To complete the FRPM Percentage Data Sheet:

- If the school site qualifies by Free/Reduced meal then enter the school name, district name, the 14 digit CDS (County, District, School) Code, percentage enrolled in Free Meals, percentage enrolled in Reduced-Price Meals, and the combined percentage of FRPM enrollment for each school

site that qualifies through FRPM data. Schools must have a combined minimum percentage of Free and Reduced of 50.00%. Schools with combined percentage of 49.99% do not qualify. See example on the next page.

- If the school site qualifies by CACFP then enter the school name, district name (if applicable), percentage enrolled in Free Meals, percentage enrolled in Reduced-price Meals, and the combined percentage of FRPM enrollment for each school site that qualifies as a CACFP site. Because CACFP sites do not have CDS codes, in the CDS Code column write CACFP Site and include the month and year of the CACFP FRPM data being used. See example below.
- For each school site listed, please use one or more of the abbreviations provided in the footnotes of the form to indicate the group you will be working with at that site. Multiple abbreviations can be applied to a school site. For example: (P,S) indicating both Parents (P) and K-12 School (S).
- Do not list school sites more than once.
- Enter in percentages to two decimal places (xx.xx%). Do not round numbers.

If you cannot qualify a school site using the *Network* FRPM database and you believe that more current FRPM data from the school site would qualify the school, your next step would be to contact the Food Service Director of the site to obtain the most current FRPM data. If the more recent food service data qualifies the school site please take the following three actions:

- 1) Enter the school information and FRPM data as noted in the instructions.
- 2) In the Code column, after the CDS code, write in "(School Food Service)" and include the month and year of the FRPM data being used. This notation will indicate that you are not using the *Network* FRPM database but more current school food service data. See example below.
- 3) Email or fax the food service data documentation to your Program Manager.

If you cannot qualify a school by FRPM or CACFP data, the next option is to qualify the school location by census tract. You can use the *Network* GIS system to locate the specific census tract and then check the ACS 2006 – 2010 or 2007 – 2011 data to determine if the census tract qualifies. The ACS data is available on the *Network* website in the Resource section of the Funding Application Packet. If qualifying a school site by census tract, enter the school name, district name, CDS Code and add the qualifying census tract number in parentheses. Leave the percentage columns blank. See example below. The school site and census tract number must **also** be entered on the Census Tract Data Sheet.

Examples:

<i>School Name</i>	<i>District Name</i>	<i>14 digit CDS Code</i>	<i>Free Meal %</i>	<i>Reduced Meal %</i>	<i>Free & Reduced Meal %</i>
Vista Elementary (P,S,AS)	Vista School District	04614240430001	61.08%	12.23%	73.31%
Vista Preschool (P)	Vista School District	(CACFP Site, April 2010)	59.57%	19.14%	78.71%
Vista Middle School (P,S)	Vista School District	04614240430005 (School Food Service, March 2010)	40.31%	10.01%	50.32%
Vista High (S)	Vista School District	04614240430010 (Qualified by CT data 06007000603))	--%	--%	--%