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California Department of Public Health



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Funding Alert

January 26, 2010

**Network for a Healthy California (Network)
Request for Application (RFA) RFA - 11
Local Incentive Award (LIA) and Non-Profit Incentive Award (NIA) Programs**

The *Network* will be releasing **RFA 11 - LIA/NIA** soliciting LIAs and NIA applications from eligible local government agencies and non-profit organizations.

RFA Release Date: February 8, 2010 (tentative)
The RFA will be available on the *Network* website at:
<http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx>

Proposal Due Date: April 5, 2010 (tentative)

Funding: The funding for the LIA and NIA Programs is from the Supplemental Nutrition Assistance Program (SNAP) Education Plan (SNAP-Ed) and made possible by in-kind contributions from these public agencies and non-profits that qualify for federal financial participation dollars from United States Department of Agriculture's (USDA) SNAP. For every dollar an organization spends on qualifying nutrition education activities, USDA reimburses the *Network* a dollar. The *Network* then reimburses each organization fifty cents to enhance their nutrition education program, and uses the other fifty cents to fund technical assistance, media and public relations services, a regional infrastructure, materials production and development for participating contractors, evaluation and branded social marketing campaigns and programs. The *Network* is 100 percent federally funded through USDA.

Goals: The mission of the *Network* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases. The overall goal of the *Network* is to reform the norm which accepts the conditions that cause overweight, obesity, and sedentary lifestyles, and replace it with a norm that expects fresh, healthy food and active living. We must focus on eliminating the disparities that place low-income California families at greater risk of so many chronic diseases and

empowering them to make healthy choices. To achieve our goal, we specifically focus on increasing fruit and vegetable consumption, increasing physical activity levels, increasing food security and preventing diet-related chronic diseases. These are the four pillars of the *Network*. These in turn support the key USDA SNAP-Ed behavioral outcomes:

- Eat fruits and vegetables, whole grains, and fat-free or low-fat milk products every day;
- Be physically active every day as part of a healthy lifestyle;
- Balance caloric intake from food and beverages with calories expended.

Term: October 1, 2010 through September 30, 2011 or
October 1, 2010 – September 30, 2013.

To receive a hard copy of RFA LIA 11 - LIA/NIA via mail (U.S. Postal Service), please complete the requested information below and mail or fax the request no later than February 17, 2010 to:

Christopher Florendo
California Department of Public Health
Network for a Healthy California
P O Box 997377, MS 7204
Sacramento, CA 95899-7377
Fax: (916) 449-5414

Agency Name: _____

Mailing Address: _____

City/State/Zip: _____

Attention: _____ Phone: _____

Email: _____ Fax: _____