

<b>II. ADMINISTRATIVE SECTION</b>
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<b>800. Educational and Media Materials and Recipe Guidelines</b>
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### **801. General Information**

The following information presented within this section, has been largely extracted from the LIA Guidelines Manual. However, the *Regional Networks* have some unique roles and functions where it is important to specify distinctions.

As there are many resources and educational materials that are readily available through the State-developed FVPA Campaigns and Programs, the Contractor should not need to rely upon other existing materials or develop new ones. Further, new material development cannot be proposed unless there is strong justification for doing so. Contact the assigned PM for information and assistance for prior approval before any new material is created or purchased. Below are exceptions that are directly related to the *Regional Networks* contracts:

- Mini-grants – Any funded mini-grant agencies should first utilize *Network* approved materials wherever possible, before relying upon other existing materials. Refer to the Administrative Section 500 on Mini-grants, for more information on *Regional Networks* expectations regarding mini-grant materials.
- Nutrition Education Initiatives – The purpose of regional nutrition education initiatives are to engage the FSNE-eligible population in advocating on their own behalf to promote healthful eating and active living. The Contractor should utilize *Network* approved materials, adapting where needed (e.g. Rethink Your Drink) rather than developing new materials. Relying upon other existing materials, and adapting if possible, is also prudent should appropriate materials exist, before proposing any new materials be developed.

A portion of the SOW focuses on intermediaries, through working with Collaboratives, LIA and *Network*-funded partners for regional coordination and training, etc., and producing support materials is expected. These support materials are considered informational in nature. Some examples of informational/support materials are fact sheets and presentations. Contractors are required to ensure that any such materials are routinely updated, adapted if needed, and/or created to be responsive to regional needs, and, of course, are scientifically accurate and meet appropriate branding/attribution requirements.

Please note that informational items to promote events or activities or *Regional Network* programs, including the Collaborative, are not considered educational materials. Informational items to promote *Regional Network*-funded events and activities should utilize template flyers/materials available from the *Network's* resource library.

## **802. Existing *Network*-Approved Materials**

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

USDA allowable materials are available at the USDA SNAP-Ed Connection website at <http://snap.nal.usda.gov> and in the *Network's* Resource Library (on-line ordering system and cost recovery) in the *Network* website [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net). Contractors working with children are encouraged to visit the California Healthy Kids Resource Center (CHKRC) website at [www.californiahealthykids.org](http://www.californiahealthykids.org), to find age-appropriate materials. Contractors that are school-based or working with schools may also contact their assigned *Network* regional Nutrition Education Coordinator.

Local or regional contractors may also have developed materials that can be utilized. For materials developed by other local or regional *Network* contractors, first gather appropriate information about any testing/evaluation and its use to determine its appropriateness. Then, if deemed appropriate, contact your assigned PM for approval.

For other questions regarding use of existing *Network* approved materials, please contact your PM.

## **803. Other Existing Materials**

The *Network* requires contractors to research and identify existing *Network*-approved nutrition education and physical activity promotion materials for use in their programs before using other existing materials developed by other agencies. Unless previously discussed and approved by your PM or FVPA Campaign or Program Lead, this includes materials that are either purchased, available at no cost, or donated.

### **Existing materials must:**

- Address an Activity/Objective within the SOW.
- Be based on accurate scientific information related to diet and physical activity, and be consistent with information found in USDA Dietary Guidelines for Americans 2005 and MyPyramid.
- Support the behavioral objectives of the *Network*, which is to increase:
  - Daily fruit and vegetable consumption;
  - Daily physical activity;
  - Food security; and
  - Chronic disease prevention starting with obesity.

- Comply with the most current *Network* Allowable/Unallowable Chart.
- Be reviewed by a Registered Dietitian or someone with a Master's in Nutrition for any nutrition related information or material used for education/teaching purposes.
- Not endorse or promote brand name products or retail stores, as well as not disparage specific foods, beverages, or commodities.
- Be written at a 5<sup>th</sup> grade literacy level, easy to read, targeted to the FSNE eligible population, family-friendly, age-appropriate, economical, and culturally appropriate (e.g., African American, Latino, etc.). Training materials for intermediaries do not need to meet the 5<sup>th</sup> grade literacy level.
- Align with the skills and behaviors in the: Health Education Content Standards for California Public Schools (CDE, 2008), *Health Framework for California Public Schools* (CDE, 2003), Physical Education Model Content Standards for California Public Schools (CDE, 2005), and Standards for Evaluating Instructional Materials for Social Content (CDE, 2000) for those materials used in schools. If purchased:
  - Must already be approved and listed in the Budget Justification. It does not have to be listed specifically, but should be applicable within a line item expense (e.g., nutrition education materials within Other Costs).
  - Must be cost-effective. For example, if a material is only going to be used once by one staff person it may not be cost-effective, compared to if the material were used multiple times and/or by multiple staff.

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

#### **804. Developing New Educational or Media Materials**

The *Network* requires contractors to research and identify existing nutrition education and physical activity promotion materials for use in their programs before developing new materials. USDA strongly discourages the development of any new educational materials. If existing educational/promotional materials are examined thoroughly and none are found to fit the FSNE target audience, contractors may use *Network* funds to develop new material, but only with **prior** approval from their assigned PM.

The *Network* understands that in some instances it is appropriate to create new materials for a local audience. The following guidelines, **must** be followed when developing nutrition education and physical activity promotion materials. Prior approval must be obtained from the PM before beginning any work on developing new educational (and media) materials.

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

- Be accompanied by a completed [Educational/Promotional Materials Review Form](#). If a contractor proposed to develop a new series of materials on a regular basis (e.g., newsletters, newspaper articles, etc.) then only one form has to be submitted for the series for the contract term.

- Be accompanied by the English text, if the new material is in a language other than English.
- Be submitted to the Program Manager at the *Network* in final draft form, prior to printing, filming (send video script) and disseminating the finished product.
- Be reviewed by a Registered Dietitian or someone with a Master's in Nutrition prior to submitting it to the Program Manager for review, if the material is used for educational/teaching purposes.
- Be based on accurate scientific information related to diet and physical activity, and be consistent with information found in USDA Dietary Guidelines for Americans 2005 and MyPyramid.
- Align with the skills and behaviors in the: Health Education Content Standards for California Public Schools (CDE, 2008), *Health Framework for California Public Schools* (CDE, 2003), Physical Education Model Content Standards for California Public Schools (CDE, 2005), and Standards for Evaluating Instructional Materials for Social Content (CDE, 2000) for those materials used in schools. These are available on the CDE website: Health Education Content Standards and *Health Framework* ([www.cde.ca.gov/ci/he/](http://www.cde.ca.gov/ci/he/)); Physical Education Content Standards ([www.cde.ca.gov/be/st/ss/](http://www.cde.ca.gov/be/st/ss/)); and Standards for Evaluating Instructional Materials (<http://www.cde.ca.gov/ci/cr/cf/>). The CDE resource, *Nutrition Competencies for California's Children, Pre-Kindergarten through Grade 12*, integrates a more skills-based approach and aligns with the *Health Framework*. The 2008 draft may be downloaded from [www.cde.ca.gov/ls/nu/he/ncccindex.asp](http://www.cde.ca.gov/ls/nu/he/ncccindex.asp).
  - Support the behavioral objectives of the *Network*, which is to increase:
    - Daily fruit and vegetable consumption;
    - Daily physical activity;
    - Food security; and
    - Chronic disease prevention starting with obesity.
  - Be written at a 5<sup>th</sup> grade literacy level, easy to read, targeted to the FSNE eligible population, family-friendly, age-appropriate, economical, and culturally appropriate (e.g., African American, Latino, etc.). Training materials for intermediaries do not need to meet the 5<sup>th</sup> grade literacy level.
  - Include the required *Network/USDA* acknowledgement statements.
  - Address an Activity/Objective within the SOW.
  - Comply with the most current *Network* Allowable/Unallowable Chart.
  - Align with the *Network's Branding Guidelines Manual*.
  - Not endorse or promote brand name products or retail stores, as well as not disparage specific foods, beverages, or commodities.
  - Not reference specific benefits of different colors of fruit and vegetables, but instead recommend eating a variety of colored fruits and vegetables.

If materials are developed without prior approval and do not comply with the above guidelines, the cost of development, production and printing of such materials may not be paid for by the *Network*.

In general, contractors should allow ten working days from receipt of the material for approval from their PM. If the material is a curriculum with several components, additional review time may be required. Contractors may submit new materials and the [Review Form](#) to their PM by e-mail, fax, regular mail and overnight mail.

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

### **805. Media Materials and Activities**

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

Regionally-generated media activities that must go through the media review process include the following:

- PSA scripts prior to production, and the finished product
- radio scripts prior to production
- cooking demonstrations produced for TV
- outdoor advertising concepts prior to production, including transit
- press advisories and/or press releases prior to release

Contractors should follow the same guidelines for newly developed materials. Once submitted for approval, the PM will advance it through the *Network's* media review process. Some materials may be submitted to the USDA, Western Regional Office (WRO) for approval. In general, contractors should allow at least ten working days from receipt of the material for *Network* approval, even if it is submitted to the USDA, WRO for approval.

### **806. Newly Developed Recipes and Cookbooks**

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

If it is determined that developing new recipes or cookbooks is necessary and feasible, then the contractor is required to adhere to the guidelines provided in the *Network's* Recipe Guidelines Criteria Manual. The manual provides important recipe criteria, nutrition terminology and nutrient claims, content and format requirements, nutritional analysis guidelines, approval forms and templates. The content of the manual should also apply to those recipes that are from non-Network approved resources. It is anticipated that the Recipe Guidelines Criteria Manual will be available in late 2008/early 2009 on the *Network* website at [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net).