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California Department of Public Health



EDMUND G. BROWN JR.
Governor

January 29, 2013

TO: ALL NETWORK FOR A HEALTHY CALIFORNIA (NETWORK)
2013 LOCAL HEALTH DEPARTMENTS

SUBJECT: CLARIFICATION ABOUT GOAL 1, OBJECTIVE 9, ACTIVITY 1,
INCLUDING CLARIFICATION OF THE FEBRUARY 28, 2013
DELIVERABLE

The *Network for a Healthy California (Network)* Community Development Unit and Research and Evaluation Section (RES) have had several requests from Local Health Departments (LHDs) to provide clarification about Goal 1, Objective 9, Activity 1, including clarification of the February 28, 2013 deliverable.

Goal 1, Objective 9 requires LHDs to select Policies, Systems and Environmental (PSE) strategies that they have identified through community assessments, community engagement processes, or identified by their County Nutrition Action Plan. The PSEs should align with the LHDs chosen significant targeted interventions which would include: 1) reducing consumption of sugar sweetened beverages, and 2) increasing access to healthy, fresh foods and/or physical activity in their jurisdiction.

LHDs are to select PSE strategies only after they have identified them through community assessments, community engagement processes, or identified them through their County Nutrition Action Plan. Assessments can be done by combining an examination of the data in your LHD Profile of Jurisdiction with an appropriate assessment instrument, like a CX³ survey, a school survey, or a Fit Business Kit Check for Health.

Only after the PSEs have been identified by the LHD through the assessments and the intervention strategies have been identified or developed to address the PSEs, should LHDs contact the *Network's* RES to assist them to determine, develop, and implement an appropriate evaluation method(s) for their intervention.

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The initial deliverable for Objective 9 is an "Annual evaluation plan and an evaluation instrument(s), such as a structured interview, moderator's guide, survey, etc." Given the processes required for selecting PSE strategies and identifying an appropriate evaluation plan, we have extended the deadline for this deliverable to April 3, 2013.

When ready to begin on the evaluation, please contact Betty Sun from the *Network RES*, at betty.sun@cdph.ca.gov or (916) 449-5417. She will assign you a RES contact that will be able to provide additional assistance.

Finally, we are pleased to let you know that the *Network* is in the final stages of development of a PSE Change Matrix that identifies strategic PSEs. We anticipate distributing the document to LHDs in February. The Matrix will list PSEs and indicate which strategies could be achieved under SNAP-Ed and which strategies would require collaboration with other partners. Once the PSE Matrix is finalized, LHDs could select from the Matrix or identify their own PSEs based on their community assessment. Your assigned Program Manager will need to approve the PSEs selected to ensure that the selection is allowable.

If you have any questions, please contact your Program Manager for more information.

Sincerely



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Network for a Healthy California