

**STATE LEVEL PROJECT SUMMARY  
FFY 2015**

**1. Project Title: State Implementing Agency Technical Assistance and Service Support**

**Budget:** Contracts which support the SNAP-Ed State Implementing Agencies (SIAs) : *CDPH IT Support Contracts –EARS, Materials Support Services, Training Resource Centers Contracts, PHI NCB Contract, UC Berkeley IAA (Research & Evaluation), CSUS Conference Planning Contract.*

**Objective:** By September 30, 2015, CDPH will provide training and technical assistance opportunities to SIAs and their LIA counterparts with 90% customer satisfaction approval rate as measured by post webinar survey results and post-training evaluations to determine if learning objectives were met.

**a. Related State objectives:**

The SIA Technical Assistance and Service Support Project supports 1, 2, 3 and 4 of the State Level Objectives.

**b. Audience:**

California State Implementing Agencies (SIAs) working with SNAP-Ed target populations. The SIAs include CDSS, NEOPB, Catholic Charities, California Department of Aging and the UC Davis CalFresh Program.

**SNAP-Ed populations**

**Gender:** Female and Male

**Ethnicity:** All races and ethnicities with specific targeting for African American, Latino and Asian communities.

**Ages:** Adults 18+, primarily women with children, and children ages 5 – 17 years with concentrated efforts aimed at young adolescent's ages 9-11 years.

**SNAP-Ed Target:** Interventions target individuals and families at or below 185% FPL.

**c. Food and Activity Environments:**

SIAs implement SNAP-Ed in the following settings: Local Health Departments Offices of Education, Preschools, Schools, Afterschool Programs, Retail,

## STATE LEVEL PROJECT SUMMARY FFY 2015

Farmer's Markets, Parks, Community-based Organizations, Health Clinics, Work sites and Media. Interventions include direct education message and in many cases promote a policy, systems and/or environmental change message.

### **d. Project Description and Educational Strategies:**

- i. **Administrative and Programmatic Best Practices** – Meet with SIAs to identify up to two best practices both administrative and programmatic and other time-tested processes that could be used or modified by CDSS to implement with other SIAs to have a more uniform state process. Aside from an integrated work plan that is now in place, this could include a SIA Desk Manuals, semi-annual certification and Bi-weekly time tracking processes, Semi-annual progress report, and civil rights training for state staff and local agencies.

- ii. **Training and Technical Assistance** –

As appropriate and based on availability, SIAs will be invited to participate in trainings (SNAP-Ed 1.0, other administrative and programmatic topics) conducted by CDPH, LHDs and Training Resource Centers. Additionally, SIAs will be invited to participate in all training needs assessment surveys that will inform the FFY 2015 Training schedule.

All NEOPB web-based trainings will be offered to SIAs for participation. SIA participation will be tracked as part of each NEOPB trainings evaluation.

NEOPB in-person trainings will be offered to SIAs or made available online as recording wherever possible. In-person trainings are limited to those trainings that contain interactive components that require in-person in order to accomplish the training goals and objectives. NEOPB will make every effort to accommodate SIAs, but will need to recoup additional cost/participant to cover additional logistics, materials, etc...

**See Local Agency Support Project Summary, Training Section for information of the trainings for FFY 2015.**

**STATE LEVEL PROJECT SUMMARY  
FFY 2015**

**iii. The Warehouse, Web-based Ordering, Fulfillment, Development, Evaluating and Print Materials Services.**

During Federal Fiscal Year 2015 (FFY15) CDPH will provide comprehensive warehouse, fulfillment and web-based online ordering services for materials and resources for up to 120 clients (LHDs, SIAs and subcontractors) conducting SNAP-Ed interventions. Allocations of materials and resources are based on population of SNAP eligible served and usage history.

SIAs will have access to all intermediary and consumer materials on the NEOPB materials through the web storefront online ordering system administered by the Office of State Publishing.

**See Information and Communications – 2) Warehouse, Web-based Ordering, Fulfillment, Development, Evaluating and Print Materials Services Project Summary for more details.**

**iv. Evaluation Administrative Reporting System**

During FFY 2015, all SIAs and their funded projects will receive web access to CDPH NEOPB Education and Administration Reporting System (EARS) online reporting system to track activities for progress reporting. CDPH will train SIAs on collecting and entering information into online Activity tracking Form (ATF) and the EARS data system. CDPH Research and Evaluation Section (RES) staff will also be available to provide technical assistance on EARS.

In addition, CDPH NEOPB RES staff will provide technical assistance and monitoring SIAs in collecting and effectively using information for the *Communities of Excellence for Nutrition, Physical Activity and Obesity Prevention* (CX3) used to assess healthy retail access and other community settings.

**CDPH will offer technical assistance on evaluation and research to SIAs through the UC Berkeley IAA. Additionally,** CDPH NEOPB staff will train and provide technical assistance and monitor SIAs' collection and effective use of information for the IOE of education classes.

CDPH NEOPB staff will provide training and technical assistance to SIAs on policy, systems and environmental change interventions and evaluation methods and reporting using a) the RE-AIM evaluation

## **STATE LEVEL PROJECT SUMMARY FFY 2015**

framework for measuring indicators of reach, effectiveness, adoption, implementation and maintenance.

CDPH will provide SIAs access to research and evaluation resources and assistance to LHDs and SIAs on web-based tools like 2014 Compendium of Surveys and other reliable, validated, evaluation tools used to participant's healthy living behavioral change.

**See Research and Evaluation Summary, for more detailed information for FFY 2015.**

### **e. Developing New Materials**

- I. Desk Manual for SIA on SNAP-Ed
- II. Guidelines Manual (Programmatic and Fiscal) for SIA
- III. Civil Rights Training
- IV. SIA Time Tracking Process

### **f. Evidence Base:**

All materials used will be evidence-based and tested with the target audience.

### **g. Environmental Supports:**

- I. PSE Guidelines Manual –training and technical assistance for all SIAs on PSE interventions and evaluation strategies.

### **h. Use of Existing Educational Materials:**

All projects use materials from the approved NEOPB Materials List or SIA approved materials.

### **i. Key Performance Measures/Indicators**

The number of the SIAs that participated in the four elements listed under Project Description and Educational Strategies.

Develop and conduct SIA Customer Survey – Overall satisfaction rating of minimum of 90%.

## **2. Evaluation Plans**

- a. Name – SIA Training and Technical Assistance tracking and SIA customer service survey
- b. Type – Log & Survey monkey
- c. Questions – Developed by REU using standardized questions from Training Unit

**STATE LEVEL PROJECT SUMMARY  
FFY 2015**

- d. Evaluation – Coordinated with REU using standardized questions from Training Unit

**3. Coordination Efforts:**

- a) Work with CDSS and all SIAs to identify administrative and programmatic best practices for SNAP-Ed that can be adopted uniformly by all implementing agencies.
- b) Work with all SIAs to offer, store, and distribute approved materials produced by NEOPB and/or non-funded programs including United States Department of Agriculture (USDA), Produce for Better Health Foundation, and other USDA approved materials.
- c) Work with all SIAs to coordinate trainings for implementing agencies and partners delivering SNAP-Ed in California. Make available to SIAs (based on availability) trainings conducted by CDPH, LHDs, and TRCs and other key NEOPB contractors.
- d) Work in collaboration with all SIAs and their partners on evaluation reporting by providing web access to CDPH NEOPB EARS online reporting system.