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I. Local Incentive Awardees (LIAs)

Index of Network Local Projects (LIAs)

- Children & Families Commissions
- City Governments
- Colleges/Universities – Public
- County Offices of Education

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State:
Training:
- IGAM

Special Projects:
- Alameda COE (Healthy Kids Resource Center)
- California Department of Public Health - Project LEAN – Community & School Policy & Training
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Local Incentive Awardees

NON-PROFIT ORGANIZATIONS

California Association of Food Banks (Nutrition Education)

California State University, Chico, Research Foundation (SCNAC)

Central Valley Health Network

San Francisco General Hospital Foundation (Chinatown Public Health Center)

1. STATE LEVEL GOALS AND OBJECTIVES
See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **California Association of Food Banks – Nutrition Education**
Program Area: **Local Incentive Awardee: Non Profit**
Contract Number: ***10-10042***

a. **Related State Objectives.**
See State-level objectives 1, 2, 4, 8, and 9.

b. **Audience.**
Gender: Male 40%Female 60%
Ethnicity: X African American 35%; X Asian 3%; X Caucasian 30%; X Latino 30%; ☐Native American _____%; X Pacific Islander 2%; ☐Other (specify)_____: _____%
Languages: X English 54%; X Spanish 40%; ☐Arabic _____%; ☐Armenian _____%; ☐Bosnian _____%; X Cantonese 2%; ☐Farsi _____%; X Hmong 2%; X Khmer (Cambodian) 1%; ☐Korean _____%; ☐Lao _____%; ☐Mandarin _____%; ☐Russian _____%; ☐Tagalog _____%; X Vietnamese 1%; ☐ Other (specify)_____: _____%; ☐ Other (specify)_____: _____%
Ages: ☐ Under 5 years old _____%; X 5 to 8 15%; X 9 to 11 15%; X 12 to 17 15%; X 18 to 59 50%; X 60 years old and over 5%

c. **Focus on SNAP Eligibles.**
Income Targeting Data Source:
X See attached Census Tract data sheet
X See attached Free/Reduced Price Meal % data sheet
☐Other (Specify): _____ (_____% equal to or less than 185% FPL)
☐Other (Specify): _____ (_____% equal to or less than 185% FPL)

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

X Food Banks	10%	X Shelters/Temporary Housing	1%
X Food Pantries	30%	x Soup Kitchens	1%
☐Food Stamp Offices	_____%	☐TANF Job Readiness Program	_____%
X Public Housing	5%	☐WIC Offices	_____%

d. **Project Description.**
Key Methods:
☐Advisory Council/Task Force (specifiy): _____; ☐Internet/Web Sites-website address: _____; ☐Print Media; ☐Radio _____; ☐TV_____; X Nutrition Education Classes (2235 occurrences at 1 hour(s) each); XCommunity Education Events (449 occurrences at 2 hour(s) each); X Training/Workshop/Conference (201 occurrences at 3 hour(s) each); ☐Point of Purchase (_____ occurrences at _____hours each); XOther (specify)Soup Kitchen: (300 occurances at 1 hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources X Fats and Oils; X Fiber-Rich Foods; X Food Safety; X Food Shopping/Preparation; X Lean Meat and Beans; X Limit Added Sugars or Caloric Sweeteners; X MyPyramid – Healthy Eating Plan; ☐Promote Healthy Weight; ☐Sodium and Potassium; ☐Whole Grains; ☐Other (Specify):

SNAP-Ed Delivery Sites by Type of Setting:
_____ Adult Education & Job Training Sites; _____Adult Rehabilitation Centers; _____Churches; 25 Community Centers; _____Elderly Service Centers; 3000 Emergency Food Assistance Sites (includes Food Banks); _____Extension Offices; 20 Farmers Markets; _____Food Stamp Offices; _____Food Stores; Head Start Programs; _____Individual Homes; _____Libraries; _____Other Youth Education Sites (includes Parks and Recreation); _____Public/Community Health Centers (includes Public Health Departments); 10 Public Housing; _____Schools – students (Preschool); 35 Schools – students (K-12); Schools – students (Afterschool Program); 48 Schools – parents; 40 Shelters/Temporary Housing; _____WIC Programs; _____Worksites; Other (specifiy):_____

*** Reminder: Every non-school site noted above must be listed with address and census tract on the separate Site Data Collection Form.**

*** Note: afterschool programs located at eligible school sites**

Projected Number of Unduplicated Participants: 71,357

Narrative (max. 200 words)
The California Association of Food Banks (CAFB) will subcontract with 19 Food Banks and 9 additional Non-profit organziation to distribute nutrition education materials, conduct nutrition education classes and nutrition education food tastings at food bank member agencies, Kid's Café Programs, Afterschool and Summer Lunch Programs and mobile produce pantries. Some CAFB subcontractors will host an agency nutrition conference for member agencies serving low-income people, others will include nutrition education in their annual agency conferences. CAFB subcontractors use a widerange of strategies and materials that focus on preparing healthy meals with very low-incomes and with donated foods, including foods donated through California's Farm To Family Project and the Emergency Food Assistance Program (EFAP).

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

XWe have not modified our methods/strategies	☐Changing audience participation
☐Improving cultural relevancy	☐Adding new partners
☐Enhancing/updating existing strategies	☐Other (specify): _____
☐Utilizing research/program tool	☐Other (specify): _____

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*

CAFB will capture process evaluation to determine if sub-contractors have completed activities in SOW.

3. EVALUATION PLANS
All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. **COORDINATION EFFORTS (MAX. 100 WORDS)**

CAFB will continue to coordinate with DSS Commodity Food Distribution Program and CAFB Farm To Family Produce Distribution Programs - both administered by local, participating food banks. Many Nutrition Education subcontractors are also CAFB Food Stamp Outreach Subcontractors. We will continue to encourage coordination between FSO and NE activities, however many subcontractors are wary of violating the firewall so coordination between these two programs is difficult. Finally, all subcontractors are required to participate in their regional collaborative and Network trainings.

Census Tract Data Sheet

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
ALAMEDA	06001401400	ALL	69%
ALAMEDA	06001401300	ALL	59%
ALAMEDA	06001405900	ALL	56%
ALAMEDA	06001401000	AFRICAN AMERICAN	51%
ALAMEDA	06001407100	AFRICAN AMERICAN	52%
ALAMEDA	06001423500	AFRICAN AMERICAN	60%
ALAMEDA	06001422800	ALL	78%
ALAMEDA	06001406201	ALL	62%
ALAMEDA	06001406300	ALL	54%
ALAMEDA	06001407400	ALL	54%
ALAMEDA	06001408800	ALL	55%
ALAMEDA	06001420400	ALL	53%
ALAMEDA	06001403000	ALL	60%
ALAMEDA	06001403100	ALL	64%
ALAMEDA	06001403300	ALL	56%
ALAMEDA	06001422900	ALL	58%
ALAMEDA	06001405400	ASIAN & LATINO	55%
ALAMEDA	06001402900	ASIAN	75%
ALAMEDA	06001405500	ASIAN	51%
ALAMEDA	06001405800	ASIAN	52%
ALAMEDA	06001406000	ASIAN	53%
ALAMEDA	06001422400	ASIAN	55%
ALAMEDA	06001423700	ASIAN	56%
ALAMEDA	06001422700	ALL	72%
ALAMEDA	06001423602	ALL	61%
ALAMEDA	06001401600	ALL	65%
ALAMEDA	06001401700	ALL	58%
ALAMEDA	06001402200	ALL	67%
ALAMEDA	06001402700	ALL	58%
ALAMEDA	06001406100	ALL	51%
ALAMEDA	06001407300	ALL	58%
ALAMEDA	06001407500	ALL	59%
ALAMEDA	06001409500	ALL	53%
ALAMEDA	06001409600	ALL	52%
ALAMEDA	06001410300	ALL	59%
ALAMEDA	06001401500	ALL	61%
ALAMEDA	06001401800	ALL	60%
ALAMEDA	06001402100	ALL	68%
ALAMEDA	06001402400	ALL	55%
ALAMEDA	06001402500	ALL	72%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
ALAMEDA	06001402600	ALL	54%
ALAMEDA	06001402800	ALL	71%
ALAMEDA	06001409700	ALL	54%
ALAMEDA	06001401100	AA& LATINO	52%
ALAMEDA	06001422100	AA& LATINO	53%
ALAMEDA	06001400300	AFRICAN AMERICAN	54%
ALAMEDA	06001406400	AFRICAN AMERICAN	50%
ALAMEDA	06001409300	AFRICAN AMERICAN	57%
ALAMEDA	06001427600	AFRICAN AMERICAN	55%
ALAMEDA	06001437700	LATINO	54%
ALAMEDA	06001406202	ALL	58%
ALAMEDA	06001408900	ALL	51%
ALAMEDA	06001409400	ALL	51%
ALAMEDA	06001422600	ALL	51%
ALAMEDA	06001407200	CAUCASION & LATINO	51%
ALAMEDA	06001400800	LATINO	51%
ALAMEDA	06001405700	LATINO	55%
ALAMEDA	06001408200	LATINO	53%
ALAMEDA	06001408400	LATINO	66%
ALAMEDA	06001408500	LATINO	53%
ALAMEDA	06001408600	LATINO	51%
ALAMEDA	06001408700	LATINO	53%
ALAMEDA	06001409000	LATINO	53%
ALAMEDA	06001410200	LATINO	75%
ALAMEDA	06001437500	LATINO	64%
CONTRA COSTA	06013376000	ALL	58%
CONTRA COSTA	06013373000	LATINO	52%
CONTRA COSTA	06013374000	NATIVE AMERICAN	60%
CONTRA COSTA	06013382000	NATIVE AMERICAN	61%
CONTRA COSTA	06013365002	ALL	66%
CONTRA COSTA	06013375000	ALL	59%
CONTRA COSTA	06013377000	ALL	52%
CONTRA COSTA	06013379000	ALL	57%
CONTRA COSTA	06013380000	AA& LATINO	57%
CONTRA COSTA	06013313101	AFRICAN AMERICAN	54%
CONTRA COSTA	06013316000	AFRICAN AMERICAN	71%
CONTRA COSTA	06013358000	AFRICAN AMERICAN	56%
CONTRA COSTA	06013305000	LATINO	58%
CONTRA COSTA	06013310000	LATINO	51%
CONTRA COSTA	06013312000	LATINO	57%
CONTRA COSTA	06013314104	LATINO	51%
CONTRA COSTA	06013328000	LATINO	57%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
CONTRA COSTA	06013336102	LATINO	59%
CONTRA COSTA	06013336200	LATINO	50%
CONTRA COSTA	06013381000	LATINO	51%
FRESNO	06019000500	ALL	80%
FRESNO	06019000600	ALL	81%
FRESNO	06019002000	ALL	69%
FRESNO	06019000200	ALL	87%
FRESNO	06019000900	ALL	79%
FRESNO	06019001000	ALL	77%
FRESNO	06019001302	ALL	75%
FRESNO	06019001405	ALL	66%
FRESNO	06019002300	ALL	65%
FRESNO	06019004800	ALL	57%
FRESNO	06019001403	LATINO, AA, ASIAN	56%
FRESNO	06019002901	LATINO, AA, ASIAN	57%
FRESNO	06019004701	LATINO, AA, ASIAN	63%
FRESNO	06019005201	LATINO, AA, ASIAN	62%
FRESNO	06019003801	ASIAN & AA	58%
FRESNO	06019001301	ALL	71%
FRESNO	06019002400	ALL	78%
FRESNO	06019002601	ALL	76%
FRESNO	06019002800	ALL	78%
FRESNO	06019003001	ALL	66%
FRESNO	06019005403	ALL	73%
FRESNO	06019001800	ALL	50%
FRESNO	06019002501	ALL	76%
FRESNO	06019002502	ALL	86%
FRESNO	06019002702	ALL	77%
FRESNO	06019002902	ALL	66%
FRESNO	06019003201	ALL	55%
FRESNO	06019003202	ALL	53%
FRESNO	06019003400	ALL	61%
FRESNO	06019003500	ALL	50%
FRESNO	06019004207	ALL	58%
FRESNO	06019004404	ALL	63%
FRESNO	06019005202	ALL	64%
FRESNO	06019005304	ALL	58%
FRESNO	06019005602	ALL	53%
FRESNO	06019008200	ALL	69%
FRESNO	06019004900	LATINO & ASIAN	76%
FRESNO	06019005302	LATINO & ASIAN	62%
FRESNO	06019003002	ASIAN	74%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
FRESNO	06019003700	ASIAN	73%
FRESNO	06019003804	ASIAN	62%
FRESNO	06019005301	ASIAN	70%
FRESNO	06019005407	ASIAN	67%
FRESNO	06019005704	ASIAN	81%
FRESNO	06019005803	ASIAN	62%
FRESNO	06019005902	ASIAN	78%
FRESNO	06019000300	ALL	76%
FRESNO	06019000700	ALL	64%
FRESNO	06019001100	ALL	76%
FRESNO	06019001202	ALL	64%
FRESNO	06019004704	ALL	64%
FRESNO	06019001406	AFRICAN AMERICAN	50%
FRESNO	06019004205	AFRICAN AMERICAN	52%
FRESNO	06019004212	AFRICAN AMERICAN	55%
FRESNO	06019006402	NATIVE AMERICAN	69%
FRESNO	06019000400	ALL	73%
FRESNO	06019001201	ALL	74%
FRESNO	06019000100	ALL	81%
FRESNO	06019000800	ALL	84%
FRESNO	06019001500	ALL	62%
FRESNO	06019002100	ALL	58%
FRESNO	06019002200	ALL	55%
FRESNO	06019002602	ALL	54%
FRESNO	06019002701	ALL	64%
FRESNO	06019003300	ALL	56%
FRESNO	06019003805	ALL	50%
FRESNO	06019003900	ALL	61%
FRESNO	06019004000	ALL	51%
FRESNO	06019004703	ALL	50%
FRESNO	06019006200	ALL	63%
FRESNO	06019006500	ALL	76%
FRESNO	06019006601	ALL	56%
FRESNO	06019006602	ALL	60%
FRESNO	06019006801	ALL	71%
FRESNO	06019006802	ALL	61%
FRESNO	06019006900	ALL	55%
FRESNO	06019007002	ALL	52%
FRESNO	06019007100	ALL	64%
FRESNO	06019007600	ALL	53%
FRESNO	06019007700	ALL	50%
FRESNO	06019007800	ALL	69%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
FRESNO	06019007900	ALL	55%
FRESNO	06019008301	ALL	73%
FRESNO	06019008302	ALL	72%
FRESNO	06019008401	ALL	57%
FRESNO	06019008402	ALL	65%
FRESNO	06019001600	LATINO	54%
FRESNO	06019001700	LATINO	59%
FRESNO	06019001900	LATINO	66%
FRESNO	06019004100	LATINO	67%
FRESNO	06019004505	LATINO	64%
FRESNO	06019005100	LATINO	59%
FRESNO	06019005404	LATINO	51%
FRESNO	06019005604	LATINO	57%
FRESNO	06019006100	LATINO	53%
FRESNO	06019006300	LATINO	52%
FRESNO	06019006403	LATINO	53%
FRESNO	06019006700	LATINO	58%
FRESNO	06019007201	LATINO	61%
FRESNO	06019007300	LATINO	54%
FRESNO	06019007400	LATINO	59%
FRESNO	06019007500	LATINO	64%
FRESNO	06019008000	LATINO	66%
FRESNO	06019008100	LATINO	66%
IMPERIAL	06025012500	ALL	65%
LOS ANGELES	06037207300	ALL	72%
LOS ANGELES	06037208800	ALL	71%
LOS ANGELES	06037221900	ALL	72%
LOS ANGELES	06037576300	ALL	69%
LOS ANGELES	06037211920	ALL	70%
LOS ANGELES	06037218110	ALL	59%
LOS ANGELES	06037221301	ALL	69%
LOS ANGELES	06037221302	ALL	73%
LOS ANGELES	06037570401	ALL	61%
LOS ANGELES	06037570601	ALL	59%
LOS ANGELES	06037573201	ALL	59%
LOS ANGELES	06037573202	ALL	66%
LOS ANGELES	06037573300	ALL	69%
LOS ANGELES	06037575101	ALL	67%
LOS ANGELES	06037575103	ALL	60%
LOS ANGELES	06037575201	ALL	71%
LOS ANGELES	06037575300	ALL	73%
LOS ANGELES	06037576401	ALL	79%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037576402	ALL	76%
LOS ANGELES	06037576403	ALL	74%
LOS ANGELES	06037576901	ALL	71%
LOS ANGELES	06037576902	ALL	61%
LOS ANGELES	06037206200	ALL	77%
LOS ANGELES	06037402403	AFRICAN AMERICAN	59%
LOS ANGELES	06037554002	AFRICAN AMERICAN	51%
LOS ANGELES	06037190200	ALL	59%
LOS ANGELES	06037190510	ALL	66%
LOS ANGELES	06037191203	ALL	67%
LOS ANGELES	06037192610	ALL	67%
LOS ANGELES	06037211200	ALL	71%
LOS ANGELES	06037221820	ALL	69%
LOS ANGELES	06037265303	ALL	80%
LOS ANGELES	06037117510	ALL	71%
LOS ANGELES	06037127102	ALL	57%
LOS ANGELES	06037127802	ALL	56%
LOS ANGELES	06037185320	ALL	58%
LOS ANGELES	06037191410	ALL	69%
LOS ANGELES	06037192510	ALL	58%
LOS ANGELES	06037192520	ALL	68%
LOS ANGELES	06037192620	ALL	70%
LOS ANGELES	06037195802	ALL	65%
LOS ANGELES	06037197300	ALL	55%
LOS ANGELES	06037197420	ALL	57%
LOS ANGELES	06037197500	ALL	52%
LOS ANGELES	06037197600	ALL	65%
LOS ANGELES	06037197700	ALL	66%
LOS ANGELES	06037199000	ALL	68%
LOS ANGELES	06037199120	ALL	68%
LOS ANGELES	06037199201	ALL	76%
LOS ANGELES	06037199202	ALL	60%
LOS ANGELES	06037199300	ALL	51%
LOS ANGELES	06037199400	ALL	62%
LOS ANGELES	06037199700	ALL	67%
LOS ANGELES	06037199800	ALL	66%
LOS ANGELES	06037199900	ALL	68%
LOS ANGELES	06037206010	ALL	76%
LOS ANGELES	06037207100	ALL	72%
LOS ANGELES	06037208300	ALL	73%
LOS ANGELES	06037208400	ALL	72%
LOS ANGELES	06037208500	ALL	61%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037209403	ALL	80%
LOS ANGELES	06037211320	ALL	73%
LOS ANGELES	06037211410	ALL	62%
LOS ANGELES	06037211910	ALL	66%
LOS ANGELES	06037212202	ALL	77%
LOS ANGELES	06037212500	ALL	62%
LOS ANGELES	06037212620	ALL	58%
LOS ANGELES	06037213201	ALL	66%
LOS ANGELES	06037213310	ALL	70%
LOS ANGELES	06037213320	ALL	67%
LOS ANGELES	06037213401	ALL	72%
LOS ANGELES	06037213402	ALL	69%
LOS ANGELES	06037221810	ALL	65%
LOS ANGELES	06037224410	ALL	72%
LOS ANGELES	06037275520	ALL	79%
LOS ANGELES	06037432402	ALL	51%
LOS ANGELES	06037432802	ALL	75%
LOS ANGELES	06037433200	ALL	56%
LOS ANGELES	06037433402	ALL	67%
LOS ANGELES	06037433502	ALL	68%
LOS ANGELES	06037433801	ALL	61%
LOS ANGELES	06037433901	ALL	78%
LOS ANGELES	06037481712	ALL	55%
LOS ANGELES	06037482303	ALL	64%
LOS ANGELES	06037482304	ALL	64%
LOS ANGELES	06037482502	ALL	54%
LOS ANGELES	06037482503	ALL	58%
LOS ANGELES	06037575102	ALL	74%
LOS ANGELES	06037575202	ALL	77%
LOS ANGELES	06037602502	ALL	56%
LOS ANGELES	06037265305	ALL	70%
LOS ANGELES	06037481714	ALL	58%
LOS ANGELES	06037482401	ALL	50%
LOS ANGELES	06037267700	LATINO & ASIAN	53%
LOS ANGELES	06037294300	LATINO & ASIAN	52%
LOS ANGELES	06037462200	LATINO & ASIAN	54%
LOS ANGELES	06037570502	LATINO & ASIAN	56%
LOS ANGELES	06037577000	LATINO & ASIAN	57%
LOS ANGELES	06037115201	ASIAN	50%
LOS ANGELES	06037201501	ASIAN	59%
LOS ANGELES	06037207500	ASIAN	51%
LOS ANGELES	06037265510	ASIAN	50%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037402000	ASIAN	65%
LOS ANGELES	06037480902	ASIAN	51%
LOS ANGELES	06037482301	ASIAN	53%
LOS ANGELES	06037552100	ASIAN	56%
LOS ANGELES	06037574902	ASIAN	52%
LOS ANGELES	06037224700	ALL	88%
LOS ANGELES	06037207710	ALL	78%
LOS ANGELES	06037212203	ALL	80%
LOS ANGELES	06037542501	ALL	67%
LOS ANGELES	06037265304	ALL	86%
LOS ANGELES	06037302201	ALL	58%
LOS ANGELES	06037265301	ALL	62%
LOS ANGELES	06037139302	LATINO	50%
LOS ANGELES	06037119330	ALL	53%
LOS ANGELES	06037206300	ALL	86%
LOS ANGELES	06037293202	ALL	63%
LOS ANGELES	06037297110	ALL	65%
LOS ANGELES	06037551100	ALL	51%
LOS ANGELES	06037572500	ALL	66%
LOS ANGELES	06037576200	ALL	66%
LOS ANGELES	06037900602	ALL	64%
LOS ANGELES	06037910501	ALL	80%
LOS ANGELES	06037104106	ALL	53%
LOS ANGELES	06037104320	ALL	52%
LOS ANGELES	06037127602	ALL	53%
LOS ANGELES	06037127910	ALL	55%
LOS ANGELES	06037212900	ALL	56%
LOS ANGELES	06037218210	ALL	63%
LOS ANGELES	06037218400	ALL	52%
LOS ANGELES	06037218800	ALL	66%
LOS ANGELES	06037219020	ALL	63%
LOS ANGELES	06037219800	ALL	58%
LOS ANGELES	06037221400	ALL	66%
LOS ANGELES	06037221500	ALL	60%
LOS ANGELES	06037221600	ALL	61%
LOS ANGELES	06037222000	ALL	58%
LOS ANGELES	06037222100	ALL	60%
LOS ANGELES	06037222200	ALL	67%
LOS ANGELES	06037222600	ALL	66%
LOS ANGELES	06037226000	ALL	74%
LOS ANGELES	06037226420	ALL	69%
LOS ANGELES	06037228100	ALL	75%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037228210	ALL	62%
LOS ANGELES	06037228220	ALL	74%
LOS ANGELES	06037228310	ALL	69%
LOS ANGELES	06037228320	ALL	62%
LOS ANGELES	06037228600	ALL	78%
LOS ANGELES	06037228720	ALL	74%
LOS ANGELES	06037228800	ALL	69%
LOS ANGELES	06037228900	ALL	79%
LOS ANGELES	06037229200	ALL	72%
LOS ANGELES	06037229300	ALL	82%
LOS ANGELES	06037229420	ALL	68%
LOS ANGELES	06037231210	ALL	62%
LOS ANGELES	06037231220	ALL	73%
LOS ANGELES	06037231300	ALL	61%
LOS ANGELES	06037231600	ALL	65%
LOS ANGELES	06037231710	ALL	84%
LOS ANGELES	06037231720	ALL	81%
LOS ANGELES	06037231800	ALL	68%
LOS ANGELES	06037231900	ALL	71%
LOS ANGELES	06037232110	ALL	66%
LOS ANGELES	06037232120	ALL	74%
LOS ANGELES	06037232400	ALL	61%
LOS ANGELES	06037232700	ALL	69%
LOS ANGELES	06037232800	ALL	70%
LOS ANGELES	06037234900	ALL	75%
LOS ANGELES	06037236201	ALL	66%
LOS ANGELES	06037236202	ALL	66%
LOS ANGELES	06037237100	ALL	66%
LOS ANGELES	06037237200	ALL	62%
LOS ANGELES	06037237500	ALL	72%
LOS ANGELES	06037237600	ALL	68%
LOS ANGELES	06037237710	ALL	68%
LOS ANGELES	06037237720	ALL	69%
LOS ANGELES	06037238310	ALL	80%
LOS ANGELES	06037238320	ALL	78%
LOS ANGELES	06037239200	ALL	70%
LOS ANGELES	06037239310	ALL	72%
LOS ANGELES	06037239320	ALL	66%
LOS ANGELES	06037239500	ALL	66%
LOS ANGELES	06037239600	ALL	69%
LOS ANGELES	06037239700	ALL	71%
LOS ANGELES	06037239800	ALL	66%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037240010	ALL	79%
LOS ANGELES	06037240020	ALL	60%
LOS ANGELES	06037240200	ALL	66%
LOS ANGELES	06037240300	ALL	76%
LOS ANGELES	06037240400	ALL	64%
LOS ANGELES	06037240500	ALL	70%
LOS ANGELES	06037240600	ALL	69%
LOS ANGELES	06037240800	ALL	67%
LOS ANGELES	06037240900	ALL	67%
LOS ANGELES	06037241000	ALL	64%
LOS ANGELES	06037241120	ALL	73%
LOS ANGELES	06037241200	ALL	60%
LOS ANGELES	06037241400	ALL	65%
LOS ANGELES	06037242000	ALL	62%
LOS ANGELES	06037242100	ALL	91%
LOS ANGELES	06037242200	ALL	68%
LOS ANGELES	06037242300	ALL	64%
LOS ANGELES	06037242600	ALL	85%
LOS ANGELES	06037242700	ALL	68%
LOS ANGELES	06037243000	ALL	75%
LOS ANGELES	06037243100	ALL	83%
LOS ANGELES	06037269600	ALL	58%
LOS ANGELES	06037291120	ALL	62%
LOS ANGELES	06037292000	ALL	53%
LOS ANGELES	06037294410	ALL	52%
LOS ANGELES	06037461900	ALL	59%
LOS ANGELES	06037462000	ALL	67%
LOS ANGELES	06037532900	ALL	77%
LOS ANGELES	06037535000	ALL	69%
LOS ANGELES	06037535101	ALL	65%
LOS ANGELES	06037535102	ALL	66%
LOS ANGELES	06037535200	ALL	69%
LOS ANGELES	06037535300	ALL	69%
LOS ANGELES	06037540000	ALL	63%
LOS ANGELES	06037540203	ALL	59%
LOS ANGELES	06037540400	ALL	70%
LOS ANGELES	06037540600	ALL	70%
LOS ANGELES	06037540700	ALL	66%
LOS ANGELES	06037541400	ALL	62%
LOS ANGELES	06037541604	ALL	67%
LOS ANGELES	06037541605	ALL	70%
LOS ANGELES	06037542602	ALL	58%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037542900	ALL	57%
LOS ANGELES	06037543202	ALL	59%
LOS ANGELES	06037553801	ALL	65%
LOS ANGELES	06037570203	ALL	60%
LOS ANGELES	06037570204	ALL	58%
LOS ANGELES	06037570304	ALL	56%
LOS ANGELES	06037570603	ALL	54%
LOS ANGELES	06037571600	ALL	83%
LOS ANGELES	06037572900	ALL	60%
LOS ANGELES	06037573002	ALL	84%
LOS ANGELES	06037573100	ALL	51%
LOS ANGELES	06037575901	ALL	68%
LOS ANGELES	06037575902	ALL	61%
LOS ANGELES	06037576502	ALL	59%
LOS ANGELES	06037576503	ALL	62%
LOS ANGELES	06037600100	ALL	73%
LOS ANGELES	06037600201	ALL	64%
LOS ANGELES	06037600202	ALL	67%
LOS ANGELES	06037600301	ALL	72%
LOS ANGELES	06037600602	ALL	72%
LOS ANGELES	06037602403	ALL	52%
LOS ANGELES	06037900804	ALL	50%
LOS ANGELES	06037910402	ALL	57%
LOS ANGELES	06037910502	ALL	59%
LOS ANGELES	06037236100	ALL	57%
LOS ANGELES	06037241110	ALL	58%
LOS ANGELES	06037535400	ALL	52%
LOS ANGELES	06037273200	LATINO & AA	59%
LOS ANGELES	06037402600	LATINO & AA	60%
LOS ANGELES	06037402902	LATINO & AA	62%
LOS ANGELES	06037462100	LATINO & AA	50%
LOS ANGELES	06037553601	LATINO & AA	56%
LOS ANGELES	06037576801	LATINO & AA	63%
LOS ANGELES	06037602103	LATINO & AA	51%
LOS ANGELES	06037701802	LATINO & AA	61%
LOS ANGELES	06037900101	LATINO & AA	58%
LOS ANGELES	06037900501	LATINO & AA	58%
LOS ANGELES	06037900504	LATINO & AA	53%
LOS ANGELES	06037900606	LATINO & AA	62%
LOS ANGELES	06037900607	LATINO & AA	55%
LOS ANGELES	06037910601	LATINO & AA	62%
LOS ANGELES	06037552200	CAUCASIAN & AA	56%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037402101	AFRICAN AMERICAN	65%
LOS ANGELES	06037403722	AFRICAN AMERICAN	58%
LOS ANGELES	06037555102	AFRICAN AMERICAN	53%
LOS ANGELES	06037570602	AFRICAN AMERICAN	57%
LOS ANGELES	06037572302	AFRICAN AMERICAN	63%
LOS ANGELES	06037670100	AFRICAN AMERICAN	61%
LOS ANGELES	06037900502	AFRICAN AMERICAN	61%
LOS ANGELES	06037900701	AFRICAN AMERICAN	71%
LOS ANGELES	06037900703	AFRICAN AMERICAN	57%
LOS ANGELES	06037900803	AFRICAN AMERICAN	51%
LOS ANGELES	06037910603	AFRICAN AMERICAN	52%
LOS ANGELES	06037910704	AFRICAN AMERICAN	52%
LOS ANGELES	06037910707	AFRICAN AMERICAN	57%
LOS ANGELES	06037117406	ALL	72%
LOS ANGELES	06037121900	ALL	56%
LOS ANGELES	06037122110	ALL	55%
LOS ANGELES	06037123410	ALL	63%
LOS ANGELES	06037123420	ALL	66%
LOS ANGELES	06037128302	ALL	59%
LOS ANGELES	06037186402	ALL	53%
LOS ANGELES	06037190520	ALL	70%
LOS ANGELES	06037190700	ALL	60%
LOS ANGELES	06037190901	ALL	66%
LOS ANGELES	06037190902	ALL	72%
LOS ANGELES	06037191110	ALL	68%
LOS ANGELES	06037191120	ALL	70%
LOS ANGELES	06037191201	ALL	62%
LOS ANGELES	06037191204	ALL	62%
LOS ANGELES	06037191300	ALL	59%
LOS ANGELES	06037191500	ALL	64%
LOS ANGELES	06037191610	ALL	62%
LOS ANGELES	06037191620	ALL	61%
LOS ANGELES	06037191720	ALL	66%
LOS ANGELES	06037192700	ALL	63%
LOS ANGELES	06037211802	ALL	60%
LOS ANGELES	06037212100	ALL	51%
LOS ANGELES	06037302202	ALL	55%
LOS ANGELES	06037302302	ALL	54%
LOS ANGELES	06037302501	ALL	60%
LOS ANGELES	06037402501	ALL	64%
LOS ANGELES	06037402802	ALL	67%
LOS ANGELES	06037408800	ALL	67%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037534002	ALL	52%
LOS ANGELES	06037575803	ALL	71%
LOS ANGELES	06037576501	ALL	65%
LOS ANGELES	06037900704	ALL	56%
LOS ANGELES	06037900806	ALL	68%
LOS ANGELES	06037104201	ALL	51%
LOS ANGELES	06037104310	ALL	60%
LOS ANGELES	06037104402	ALL	58%
LOS ANGELES	06037104500	ALL	51%
LOS ANGELES	06037104620	ALL	51%
LOS ANGELES	06037104701	ALL	76%
LOS ANGELES	06037104702	ALL	57%
LOS ANGELES	06037104820	ALL	54%
LOS ANGELES	06037106404	ALL	59%
LOS ANGELES	06037115302	ALL	69%
LOS ANGELES	06037117405	ALL	74%
LOS ANGELES	06037117520	ALL	57%
LOS ANGELES	06037117530	ALL	62%
LOS ANGELES	06037119320	ALL	51%
LOS ANGELES	06037119340	ALL	64%
LOS ANGELES	06037120010	ALL	50%
LOS ANGELES	06037120020	ALL	52%
LOS ANGELES	06037120030	ALL	75%
LOS ANGELES	06037120101	ALL	64%
LOS ANGELES	06037120102	ALL	68%
LOS ANGELES	06037121210	ALL	54%
LOS ANGELES	06037121800	ALL	54%
LOS ANGELES	06037122410	ALL	73%
LOS ANGELES	06037123010	ALL	58%
LOS ANGELES	06037123203	ALL	72%
LOS ANGELES	06037123204	ALL	64%
LOS ANGELES	06037123205	ALL	57%
LOS ANGELES	06037123206	ALL	58%
LOS ANGELES	06037123303	ALL	55%
LOS ANGELES	06037123304	ALL	52%
LOS ANGELES	06037123520	ALL	56%
LOS ANGELES	06037124101	ALL	58%
LOS ANGELES	06037124102	ALL	53%
LOS ANGELES	06037124202	ALL	58%
LOS ANGELES	06037125310	ALL	54%
LOS ANGELES	06037125320	ALL	54%
LOS ANGELES	06037127210	ALL	51%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037127220	ALL	55%
LOS ANGELES	06037127400	ALL	50%
LOS ANGELES	06037127520	ALL	69%
LOS ANGELES	06037127601	ALL	51%
LOS ANGELES	06037127920	ALL	55%
LOS ANGELES	06037128100	ALL	53%
LOS ANGELES	06037128210	ALL	75%
LOS ANGELES	06037128303	ALL	66%
LOS ANGELES	06037134305	ALL	64%
LOS ANGELES	06037134510	ALL	58%
LOS ANGELES	06037134520	ALL	58%
LOS ANGELES	06037134710	ALL	56%
LOS ANGELES	06037183520	ALL	63%
LOS ANGELES	06037183610	ALL	64%
LOS ANGELES	06037183810	ALL	65%
LOS ANGELES	06037183820	ALL	58%
LOS ANGELES	06037185310	ALL	59%
LOS ANGELES	06037186401	ALL	76%
LOS ANGELES	06037190800	ALL	60%
LOS ANGELES	06037191000	ALL	61%
LOS ANGELES	06037191420	ALL	58%
LOS ANGELES	06037191710	ALL	66%
LOS ANGELES	06037191810	ALL	64%
LOS ANGELES	06037191820	ALL	60%
LOS ANGELES	06037195600	ALL	62%
LOS ANGELES	06037195710	ALL	68%
LOS ANGELES	06037195720	ALL	64%
LOS ANGELES	06037195801	ALL	51%
LOS ANGELES	06037199110	ALL	52%
LOS ANGELES	06037201110	ALL	56%
LOS ANGELES	06037201120	ALL	50%
LOS ANGELES	06037201200	ALL	58%
LOS ANGELES	06037201301	ALL	52%
LOS ANGELES	06037201401	ALL	53%
LOS ANGELES	06037201503	ALL	61%
LOS ANGELES	06037201504	ALL	57%
LOS ANGELES	06037201700	ALL	52%
LOS ANGELES	06037203100	ALL	76%
LOS ANGELES	06037203200	ALL	61%
LOS ANGELES	06037203300	ALL	80%
LOS ANGELES	06037203500	ALL	58%
LOS ANGELES	06037203600	ALL	69%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037203710	ALL	68%
LOS ANGELES	06037203720	ALL	73%
LOS ANGELES	06037203800	ALL	63%
LOS ANGELES	06037203900	ALL	56%
LOS ANGELES	06037204110	ALL	60%
LOS ANGELES	06037204120	ALL	59%
LOS ANGELES	06037204200	ALL	72%
LOS ANGELES	06037204300	ALL	60%
LOS ANGELES	06037204410	ALL	67%
LOS ANGELES	06037204420	ALL	77%
LOS ANGELES	06037204600	ALL	70%
LOS ANGELES	06037204700	ALL	61%
LOS ANGELES	06037204810	ALL	55%
LOS ANGELES	06037204910	ALL	64%
LOS ANGELES	06037204920	ALL	53%
LOS ANGELES	06037205110	ALL	73%
LOS ANGELES	06037205120	ALL	84%
LOS ANGELES	06037206030	ALL	59%
LOS ANGELES	06037206040	ALL	64%
LOS ANGELES	06037206050	ALL	74%
LOS ANGELES	06037207900	ALL	51%
LOS ANGELES	06037208000	ALL	72%
LOS ANGELES	06037208620	ALL	55%
LOS ANGELES	06037208720	ALL	78%
LOS ANGELES	06037208902	ALL	83%
LOS ANGELES	06037208903	ALL	81%
LOS ANGELES	06037208904	ALL	83%
LOS ANGELES	06037209101	ALL	80%
LOS ANGELES	06037209102	ALL	81%
LOS ANGELES	06037209200	ALL	87%
LOS ANGELES	06037209300	ALL	79%
LOS ANGELES	06037209401	ALL	75%
LOS ANGELES	06037209402	ALL	81%
LOS ANGELES	06037209510	ALL	75%
LOS ANGELES	06037209520	ALL	65%
LOS ANGELES	06037209810	ALL	80%
LOS ANGELES	06037209820	ALL	76%
LOS ANGELES	06037210010	ALL	74%
LOS ANGELES	06037211110	ALL	56%
LOS ANGELES	06037211310	ALL	77%
LOS ANGELES	06037211420	ALL	52%
LOS ANGELES	06037211702	ALL	52%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037211801	ALL	51%
LOS ANGELES	06037212204	ALL	72%
LOS ANGELES	06037212303	ALL	79%
LOS ANGELES	06037212304	ALL	77%
LOS ANGELES	06037212305	ALL	72%
LOS ANGELES	06037212306	ALL	60%
LOS ANGELES	06037212410	ALL	66%
LOS ANGELES	06037212420	ALL	65%
LOS ANGELES	06037212610	ALL	54%
LOS ANGELES	06037213100	ALL	52%
LOS ANGELES	06037213202	ALL	68%
LOS ANGELES	06037218120	ALL	57%
LOS ANGELES	06037218700	ALL	52%
LOS ANGELES	06037218900	ALL	54%
LOS ANGELES	06037219300	ALL	55%
LOS ANGELES	06037219900	ALL	56%
LOS ANGELES	06037221110	ALL	72%
LOS ANGELES	06037221120	ALL	70%
LOS ANGELES	06037221220	ALL	66%
LOS ANGELES	06037221710	ALL	65%
LOS ANGELES	06037222500	ALL	54%
LOS ANGELES	06037224010	ALL	82%
LOS ANGELES	06037224020	ALL	65%
LOS ANGELES	06037224200	ALL	75%
LOS ANGELES	06037224310	ALL	78%
LOS ANGELES	06037224320	ALL	67%
LOS ANGELES	06037224420	ALL	57%
LOS ANGELES	06037224600	ALL	67%
LOS ANGELES	06037226410	ALL	65%
LOS ANGELES	06037226700	ALL	71%
LOS ANGELES	06037227010	ALL	81%
LOS ANGELES	06037227020	ALL	75%
LOS ANGELES	06037228410	ALL	77%
LOS ANGELES	06037228420	ALL	83%
LOS ANGELES	06037228500	ALL	73%
LOS ANGELES	06037228710	ALL	74%
LOS ANGELES	06037229100	ALL	63%
LOS ANGELES	06037229410	ALL	69%
LOS ANGELES	06037231100	ALL	73%
LOS ANGELES	06037231400	ALL	51%
LOS ANGELES	06037232200	ALL	58%
LOS ANGELES	06037232300	ALL	54%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037232500	ALL	56%
LOS ANGELES	06037232600	ALL	55%
LOS ANGELES	06037235202	ALL	57%
LOS ANGELES	06037237400	ALL	55%
LOS ANGELES	06037239330	ALL	67%
LOS ANGELES	06037240700	ALL	60%
LOS ANGELES	06037241300	ALL	55%
LOS ANGELES	06037273300	ALL	53%
LOS ANGELES	06037291110	ALL	55%
LOS ANGELES	06037294420	ALL	63%
LOS ANGELES	06037294510	ALL	56%
LOS ANGELES	06037294520	ALL	63%
LOS ANGELES	06037294610	ALL	50%
LOS ANGELES	06037294620	ALL	54%
LOS ANGELES	06037294700	ALL	69%
LOS ANGELES	06037294810	ALL	67%
LOS ANGELES	06037294820	ALL	71%
LOS ANGELES	06037294830	ALL	68%
LOS ANGELES	06037294900	ALL	68%
LOS ANGELES	06037296210	ALL	67%
LOS ANGELES	06037296220	ALL	81%
LOS ANGELES	06037296600	ALL	54%
LOS ANGELES	06037297120	ALL	52%
LOS ANGELES	06037320300	ALL	54%
LOS ANGELES	06037402302	ALL	65%
LOS ANGELES	06037402401	ALL	53%
LOS ANGELES	06037402502	ALL	60%
LOS ANGELES	06037402702	ALL	63%
LOS ANGELES	06037402801	ALL	69%
LOS ANGELES	06037404301	ALL	57%
LOS ANGELES	06037404701	ALL	51%
LOS ANGELES	06037404703	ALL	52%
LOS ANGELES	06037404802	ALL	52%
LOS ANGELES	06037405102	ALL	51%
LOS ANGELES	06037405202	ALL	50%
LOS ANGELES	06037407600	ALL	52%
LOS ANGELES	06037408202	ALL	59%
LOS ANGELES	06037408301	ALL	50%
LOS ANGELES	06037432801	ALL	65%
LOS ANGELES	06037433100	ALL	55%
LOS ANGELES	06037433301	ALL	62%
LOS ANGELES	06037433303	ALL	61%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037433401	ALL	58%
LOS ANGELES	06037433403	ALL	68%
LOS ANGELES	06037433501	ALL	72%
LOS ANGELES	06037433602	ALL	51%
LOS ANGELES	06037433902	ALL	51%
LOS ANGELES	06037434001	ALL	56%
LOS ANGELES	06037461600	ALL	55%
LOS ANGELES	06037500402	ALL	53%
LOS ANGELES	06037501504	ALL	55%
LOS ANGELES	06037501801	ALL	50%
LOS ANGELES	06037502302	ALL	62%
LOS ANGELES	06037502902	ALL	57%
LOS ANGELES	06037503000	ALL	51%
LOS ANGELES	06037530301	ALL	61%
LOS ANGELES	06037530400	ALL	54%
LOS ANGELES	06037530500	ALL	59%
LOS ANGELES	06037530601	ALL	55%
LOS ANGELES	06037530700	ALL	53%
LOS ANGELES	06037530801	ALL	54%
LOS ANGELES	06037530802	ALL	51%
LOS ANGELES	06037530901	ALL	66%
LOS ANGELES	06037530902	ALL	67%
LOS ANGELES	06037531000	ALL	58%
LOS ANGELES	06037531101	ALL	65%
LOS ANGELES	06037531201	ALL	64%
LOS ANGELES	06037531202	ALL	67%
LOS ANGELES	06037531301	ALL	67%
LOS ANGELES	06037531302	ALL	61%
LOS ANGELES	06037531501	ALL	58%
LOS ANGELES	06037531502	ALL	60%
LOS ANGELES	06037531602	ALL	61%
LOS ANGELES	06037531603	ALL	65%
LOS ANGELES	06037531604	ALL	62%
LOS ANGELES	06037531701	ALL	59%
LOS ANGELES	06037531702	ALL	63%
LOS ANGELES	06037531800	ALL	61%
LOS ANGELES	06037531902	ALL	51%
LOS ANGELES	06037532001	ALL	52%
LOS ANGELES	06037532101	ALL	51%
LOS ANGELES	06037532200	ALL	52%
LOS ANGELES	06037532302	ALL	51%
LOS ANGELES	06037532304	ALL	53%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037532603	ALL	55%
LOS ANGELES	06037532604	ALL	55%
LOS ANGELES	06037532605	ALL	63%
LOS ANGELES	06037532606	ALL	57%
LOS ANGELES	06037532700	ALL	73%
LOS ANGELES	06037532800	ALL	72%
LOS ANGELES	06037533000	ALL	70%
LOS ANGELES	06037533103	ALL	69%
LOS ANGELES	06037533104	ALL	67%
LOS ANGELES	06037533105	ALL	78%
LOS ANGELES	06037533106	ALL	61%
LOS ANGELES	06037533107	ALL	56%
LOS ANGELES	06037533201	ALL	62%
LOS ANGELES	06037533203	ALL	54%
LOS ANGELES	06037533300	ALL	56%
LOS ANGELES	06037533401	ALL	57%
LOS ANGELES	06037533402	ALL	60%
LOS ANGELES	06037533403	ALL	63%
LOS ANGELES	06037533501	ALL	65%
LOS ANGELES	06037533503	ALL	62%
LOS ANGELES	06037533601	ALL	62%
LOS ANGELES	06037533602	ALL	56%
LOS ANGELES	06037533603	ALL	56%
LOS ANGELES	06037533701	ALL	54%
LOS ANGELES	06037533702	ALL	62%
LOS ANGELES	06037533703	ALL	59%
LOS ANGELES	06037533801	ALL	55%
LOS ANGELES	06037533803	ALL	51%
LOS ANGELES	06037533804	ALL	56%
LOS ANGELES	06037533901	ALL	58%
LOS ANGELES	06037533902	ALL	63%
LOS ANGELES	06037534001	ALL	66%
LOS ANGELES	06037534101	ALL	65%
LOS ANGELES	06037534102	ALL	69%
LOS ANGELES	06037534201	ALL	62%
LOS ANGELES	06037534202	ALL	71%
LOS ANGELES	06037534203	ALL	58%
LOS ANGELES	06037534301	ALL	62%
LOS ANGELES	06037534302	ALL	56%
LOS ANGELES	06037534404	ALL	69%
LOS ANGELES	06037534405	ALL	66%
LOS ANGELES	06037534406	ALL	64%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037534803	ALL	51%
LOS ANGELES	06037534804	ALL	55%
LOS ANGELES	06037534900	ALL	64%
LOS ANGELES	06037535501	ALL	60%
LOS ANGELES	06037535503	ALL	62%
LOS ANGELES	06037535603	ALL	61%
LOS ANGELES	06037535604	ALL	60%
LOS ANGELES	06037535605	ALL	52%
LOS ANGELES	06037535606	ALL	57%
LOS ANGELES	06037535607	ALL	55%
LOS ANGELES	06037535702	ALL	52%
LOS ANGELES	06037535803	ALL	59%
LOS ANGELES	06037535804	ALL	60%
LOS ANGELES	06037536000	ALL	56%
LOS ANGELES	06037540201	ALL	57%
LOS ANGELES	06037540202	ALL	70%
LOS ANGELES	06037540300	ALL	52%
LOS ANGELES	06037540502	ALL	71%
LOS ANGELES	06037540901	ALL	54%
LOS ANGELES	06037541100	ALL	56%
LOS ANGELES	06037541500	ALL	70%
LOS ANGELES	06037541603	ALL	63%
LOS ANGELES	06037541606	ALL	63%
LOS ANGELES	06037541700	ALL	51%
LOS ANGELES	06037542000	ALL	50%
LOS ANGELES	06037542101	ALL	54%
LOS ANGELES	06037542102	ALL	67%
LOS ANGELES	06037542200	ALL	57%
LOS ANGELES	06037542502	ALL	60%
LOS ANGELES	06037542601	ALL	63%
LOS ANGELES	06037542700	ALL	56%
LOS ANGELES	06037543201	ALL	53%
LOS ANGELES	06037553502	ALL	54%
LOS ANGELES	06037553701	ALL	53%
LOS ANGELES	06037554101	ALL	54%
LOS ANGELES	06037555211	ALL	56%
LOS ANGELES	06037570301	ALL	53%
LOS ANGELES	06037570303	ALL	52%
LOS ANGELES	06037571702	ALL	53%
LOS ANGELES	06037573001	ALL	63%
LOS ANGELES	06037575401	ALL	80%
LOS ANGELES	06037575402	ALL	86%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037575801	ALL	74%
LOS ANGELES	06037575802	ALL	81%
LOS ANGELES	06037601100	ALL	58%
LOS ANGELES	06037601212	ALL	52%
LOS ANGELES	06037601501	ALL	71%
LOS ANGELES	06037601502	ALL	58%
LOS ANGELES	06037601600	ALL	57%
LOS ANGELES	06037601700	ALL	66%
LOS ANGELES	06037601801	ALL	64%
LOS ANGELES	06037601802	ALL	73%
LOS ANGELES	06037601900	ALL	72%
LOS ANGELES	06037602105	ALL	51%
LOS ANGELES	06037910100	ALL	58%
LOS ANGELES	06037910403	ALL	68%
LOS ANGELES	06037190400	ALL	54%
LOS ANGELES	06037197110	ALL	58%
LOS ANGELES	06037701100	ALL	59%
LOS ANGELES	06037302502	LATINO & CAUCASIAN	52%
LOS ANGELES	06037101210	LATINO	59%
LOS ANGELES	06037101220	LATINO	62%
LOS ANGELES	06037102101	LATINO	60%
LOS ANGELES	06037104103	LATINO	51%
LOS ANGELES	06037104104	LATINO	51%
LOS ANGELES	06037104105	LATINO	53%
LOS ANGELES	06037104202	LATINO	53%
LOS ANGELES	06037104610	LATINO	53%
LOS ANGELES	06037113233	LATINO	58%
LOS ANGELES	06037113234	LATINO	66%
LOS ANGELES	06037113401	LATINO	53%
LOS ANGELES	06037113421	LATINO	53%
LOS ANGELES	06037115102	LATINO & AA	50%
LOS ANGELES	06037115401	LATINO	54%
LOS ANGELES	06037115402	LATINO	55%
LOS ANGELES	06037117200	LATINO	51%
LOS ANGELES	06037119100	LATINO	52%
LOS ANGELES	06037120400	LATINO	52%
LOS ANGELES	06037121100	LATINO	50%
LOS ANGELES	06037121220	LATINO	55%
LOS ANGELES	06037122000	LATINO	55%
LOS ANGELES	06037122200	LATINO	51%
LOS ANGELES	06037123020	LATINO	53%
LOS ANGELES	06037123103	LATINO	59%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037123104	LATINO	54%
LOS ANGELES	06037123301	LATINO	62%
LOS ANGELES	06037123510	LATINO	54%
LOS ANGELES	06037123601	LATINO	54%
LOS ANGELES	06037123602	LATINO	73%
LOS ANGELES	06037123900	LATINO	51%
LOS ANGELES	06037124000	LATINO	56%
LOS ANGELES	06037124300	LATINO	53%
LOS ANGELES	06037124500	LATINO	51%
LOS ANGELES	06037127101	LATINO	59%
LOS ANGELES	06037127300	LATINO	51%
LOS ANGELES	06037127710	LATINO	70%
LOS ANGELES	06037127801	LATINO	57%
LOS ANGELES	06037128220	LATINO	64%
LOS ANGELES	06037128600	LATINO	57%
LOS ANGELES	06037131010	LATINO	52%
LOS ANGELES	06037131020	LATINO	51%
LOS ANGELES	06037132000	LATINO	53%
LOS ANGELES	06037132300	LATINO	67%
LOS ANGELES	06037132700	LATINO	59%
LOS ANGELES	06037134000	LATINO	52%
LOS ANGELES	06037134101	LATINO	60%
LOS ANGELES	06037134104	LATINO	52%
LOS ANGELES	06037134902	LATINO	66%
LOS ANGELES	06037139303	LATINO	57%
LOS ANGELES	06037143200	LATINO	57%
LOS ANGELES	06037183400	LATINO	51%
LOS ANGELES	06037183700	LATINO	54%
LOS ANGELES	06037187200	LATINO	52%
LOS ANGELES	06037187300	LATINO	51%
LOS ANGELES	06037189500	LATINO	58%
LOS ANGELES	06037189600	LATINO	61%
LOS ANGELES	06037189901	LATINO	52%
LOS ANGELES	06037190301	LATINO	53%
LOS ANGELES	06037192410	LATINO	68%
LOS ANGELES	06037192420	LATINO	58%
LOS ANGELES	06037195300	LATINO	55%
LOS ANGELES	06037195900	LATINO	65%
LOS ANGELES	06037197410	LATINO	51%
LOS ANGELES	06037208610	LATINO	59%
LOS ANGELES	06037208710	LATINO	52%
LOS ANGELES	06037211120	LATINO	63%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037211500	LATINO	71%
LOS ANGELES	06037212700	LATINO	59%
LOS ANGELES	06037212800	LATINO	64%
LOS ANGELES	06037216800	LATINO	70%
LOS ANGELES	06037217200	LATINO	54%
LOS ANGELES	06037218220	LATINO	60%
LOS ANGELES	06037218300	LATINO	58%
LOS ANGELES	06037218500	LATINO	50%
LOS ANGELES	06037219010	LATINO	51%
LOS ANGELES	06037219700	LATINO	61%
LOS ANGELES	06037220000	LATINO	59%
LOS ANGELES	06037234000	LATINO	57%
LOS ANGELES	06037234600	LATINO	56%
LOS ANGELES	06037234700	LATINO	55%
LOS ANGELES	06037235201	LATINO	53%
LOS ANGELES	06037237800	LATINO	59%
LOS ANGELES	06037238000	LATINO	80%
LOS ANGELES	06037238100	LATINO	53%
LOS ANGELES	06037238200	LATINO	51%
LOS ANGELES	06037267300	LATINO	57%
LOS ANGELES	06037267501	LATINO	61%
LOS ANGELES	06037267502	LATINO	51%
LOS ANGELES	06037267600	LATINO	56%
LOS ANGELES	06037269700	LATINO	51%
LOS ANGELES	06037269800	LATINO	52%
LOS ANGELES	06037270200	LATINO	56%
LOS ANGELES	06037271801	LATINO	59%
LOS ANGELES	06037272301	LATINO	51%
LOS ANGELES	06037272302	LATINO	57%
LOS ANGELES	06037273100	LATINO	53%
LOS ANGELES	06037275100	LATINO	61%
LOS ANGELES	06037275200	LATINO	61%
LOS ANGELES	06037275510	LATINO	66%
LOS ANGELES	06037275601	LATINO	50%
LOS ANGELES	06037291220	LATINO	59%
LOS ANGELES	06037291300	LATINO	57%
LOS ANGELES	06037293304	LATINO	58%
LOS ANGELES	06037293305	LATINO	54%
LOS ANGELES	06037296100	LATINO	100%
LOS ANGELES	06037296900	LATINO	61%
LOS ANGELES	06037301701	LATINO	60%
LOS ANGELES	06037301702	LATINO	56%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037302400	LATINO	54%
LOS ANGELES	06037400604	LATINO	62%
LOS ANGELES	06037401901	LATINO	51%
LOS ANGELES	06037402301	LATINO	52%
LOS ANGELES	06037404502	LATINO	55%
LOS ANGELES	06037404803	LATINO	51%
LOS ANGELES	06037404903	LATINO	52%
LOS ANGELES	06037405201	LATINO	53%
LOS ANGELES	06037407701	LATINO	52%
LOS ANGELES	06037408721	LATINO	54%
LOS ANGELES	06037431001	LATINO	53%
LOS ANGELES	06037431100	LATINO	51%
LOS ANGELES	06037432401	LATINO	58%
LOS ANGELES	06037432601	LATINO	59%
LOS ANGELES	06037432700	LATINO	52%
LOS ANGELES	06037432901	LATINO	50%
LOS ANGELES	06037432902	LATINO	50%
LOS ANGELES	06037433601	LATINO	50%
LOS ANGELES	06037434002	LATINO	50%
LOS ANGELES	06037460900	LATINO	50%
LOS ANGELES	06037461100	LATINO	55%
LOS ANGELES	06037461500	LATINO	52%
LOS ANGELES	06037462300	LATINO	57%
LOS ANGELES	06037462400	LATINO	54%
LOS ANGELES	06037480901	LATINO	51%
LOS ANGELES	06037481103	LATINO	60%
LOS ANGELES	06037481202	LATINO	50%
LOS ANGELES	06037481713	LATINO	62%
LOS ANGELES	06037482201	LATINO	64%
LOS ANGELES	06037500600	LATINO	50%
LOS ANGELES	06037530101	LATINO	50%
LOS ANGELES	06037530203	LATINO	51%
LOS ANGELES	06037532500	LATINO	50%
LOS ANGELES	06037540902	LATINO	59%
LOS ANGELES	06037541200	LATINO	64%
LOS ANGELES	06037541300	LATINO	60%
LOS ANGELES	06037541802	LATINO	52%
LOS ANGELES	06037542401	LATINO	51%
LOS ANGELES	06037542402	LATINO	60%
LOS ANGELES	06037543000	LATINO	85%
LOS ANGELES	06037543100	LATINO	51%
LOS ANGELES	06037543502	LATINO	53%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037552602	LATINO	50%
LOS ANGELES	06037553702	LATINO	53%
LOS ANGELES	06037553802	LATINO	54%
LOS ANGELES	06037553902	LATINO	56%
LOS ANGELES	06037554102	LATINO	52%
LOS ANGELES	06037554403	LATINO	55%
LOS ANGELES	06037554801	LATINO	59%
LOS ANGELES	06037571502	LATINO	55%
LOS ANGELES	06037571701	LATINO	54%
LOS ANGELES	06037572400	LATINO	72%
LOS ANGELES	06037572700	LATINO	67%
LOS ANGELES	06037576601	LATINO	51%
LOS ANGELES	06037576602	LATINO	52%
LOS ANGELES	06037599000	LATINO	54%
LOS ANGELES	06037599100	LATINO	68%
LOS ANGELES	06037600302	LATINO	60%
LOS ANGELES	06037600502	LATINO	51%
LOS ANGELES	06037600902	LATINO	58%
LOS ANGELES	06037600911	LATINO	55%
LOS ANGELES	06037600912	LATINO	53%
LOS ANGELES	06037601002	LATINO	61%
LOS ANGELES	06037601211	LATINO	59%
LOS ANGELES	06037601302	LATINO	75%
LOS ANGELES	06037601303	LATINO	57%
LOS ANGELES	06037602003	LATINO	51%
LOS ANGELES	06037602104	LATINO	55%
LOS ANGELES	06037602106	LATINO	53%
LOS ANGELES	06037602501	LATINO	54%
LOS ANGELES	06037602503	LATINO	60%
LOS ANGELES	06037602600	LATINO	55%
LOS ANGELES	06037602800	LATINO	59%
LOS ANGELES	06037602900	LATINO	52%
LOS ANGELES	06037603001	LATINO	51%
LOS ANGELES	06037603003	LATINO	62%
LOS ANGELES	06037603004	LATINO	58%
LOS ANGELES	06037603102	LATINO	55%
LOS ANGELES	06037603301	LATINO	51%
LOS ANGELES	06037603704	LATINO	58%
LOS ANGELES	06037603800	LATINO	53%
LOS ANGELES	06037603900	LATINO	55%
LOS ANGELES	06037604000	LATINO	51%
LOS ANGELES	06037700100	LATINO	51%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
LOS ANGELES	06037701400	LATINO	52%
LOS ANGELES	06037701801	LATINO	51%
LOS ANGELES	06037702400	LATINO	55%
LOS ANGELES	06037702803	LATINO	52%
LOS ANGELES	06037900605	LATINO	50%
LOS ANGELES	06037900805	LATINO	70%
LOS ANGELES	06037901102	LATINO	54%
LOS ANGELES	06037910000	LATINO	54%
LOS ANGELES	06037910201	LATINO	74%
LOS ANGELES	06037920038	LATINO	64%
LOS ANGELES	06037920335	LATINO	52%
LOS ANGELES	06037302103	LATINO	46%
LOS ANGELES	06037408211	LATINO	26%
ORANGE	06059089104	ALL	70%
ORANGE	06059089105	ALL	71%
ORANGE	06059099904	ALL	53%
ORANGE	06059062626	ALL	74%
ORANGE	06059087806	LATINO & ASIAN	53%
ORANGE	06059099903	LATINO & ASIAN	57%
ORANGE	06059011000	ASIAN	51%
ORANGE	06059011504	ASIAN	50%
ORANGE	06059052521	ASIAN	53%
ORANGE	06059062611	ASIAN	59%
ORANGE	06059062614	ASIAN	57%
ORANGE	06059062627	ASIAN	68%
ORANGE	06059075201	ASIAN	54%
ORANGE	06059099601	ASIAN	56%
ORANGE	06059099802	ASIAN	66%
ORANGE	06059011720	ALL	59%
ORANGE	06059074802	ALL	61%
ORANGE	06059075002	ALL	63%
ORANGE	06059001201	ALL	51%
ORANGE	06059011601	ALL	52%
ORANGE	06059011721	ALL	51%
ORANGE	06059063604	ALL	52%
ORANGE	06059063605	ALL	58%
ORANGE	06059063701	ALL	53%
ORANGE	06059063808	ALL	53%
ORANGE	06059074003	ALL	58%
ORANGE	06059074300	ALL	53%
ORANGE	06059074403	ALL	67%
ORANGE	06059074405	ALL	73%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
ORANGE	06059074406	ALL	60%
ORANGE	06059074407	ALL	62%
ORANGE	06059074501	ALL	67%
ORANGE	06059074601	ALL	56%
ORANGE	06059074602	ALL	52%
ORANGE	06059074702	ALL	50%
ORANGE	06059074801	ALL	59%
ORANGE	06059074803	ALL	50%
ORANGE	06059074805	ALL	66%
ORANGE	06059074806	ALL	67%
ORANGE	06059074901	ALL	65%
ORANGE	06059074902	ALL	72%
ORANGE	06059075003	ALL	71%
ORANGE	06059075004	ALL	66%
ORANGE	06059075100	ALL	58%
ORANGE	06059075202	ALL	50%
ORANGE	06059076204	ALL	55%
ORANGE	06059086501	ALL	51%
ORANGE	06059086502	ALL	57%
ORANGE	06059086601	ALL	55%
ORANGE	06059087300	ALL	53%
ORANGE	06059087403	ALL	62%
ORANGE	06059087404	ALL	57%
ORANGE	06059087405	ALL	58%
ORANGE	06059087501	ALL	52%
ORANGE	06059087504	ALL	59%
ORANGE	06059087803	ALL	62%
ORANGE	06059089004	ALL	51%
ORANGE	06059089106	ALL	59%
ORANGE	06059099249	ALL	58%
ORANGE	06059099402	ALL	60%
ORANGE	06059110606	ALL	52%
ORANGE	06059001304	LATINO	52%
ORANGE	06059001601	LATINO	51%
ORANGE	06059001802	LATINO	60%
ORANGE	06059011401	LATINO	51%
ORANGE	06059011711	LATINO	57%
ORANGE	06059011722	LATINO	67%
ORANGE	06059021913	LATINO	54%
ORANGE	06059021914	LATINO	51%
ORANGE	06059042107	LATINO	65%
ORANGE	06059042310	LATINO	58%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
ORANGE	06059042312	LATINO	63%
ORANGE	06059042313	LATINO	54%
ORANGE	06059042329	LATINO	51%
ORANGE	06059052411	LATINO	54%
ORANGE	06059063601	LATINO	67%
ORANGE	06059063702	LATINO	60%
ORANGE	06059063902	LATINO	52%
ORANGE	06059063906	LATINO	61%
ORANGE	06059074005	LATINO	52%
ORANGE	06059074408	LATINO	53%
ORANGE	06059074701	LATINO	50%
ORANGE	06059075302	LATINO	51%
ORANGE	06059075515	LATINO	62%
ORANGE	06059075805	LATINO	54%
ORANGE	06059075807	LATINO	53%
ORANGE	06059075811	LATINO	61%
ORANGE	06059075812	LATINO	63%
ORANGE	06059075902	LATINO	51%
ORANGE	06059076205	LATINO	52%
ORANGE	06059086405	LATINO	59%
ORANGE	06059086602	LATINO	54%
ORANGE	06059086701	LATINO	51%
ORANGE	06059086901	LATINO	57%
ORANGE	06059086902	LATINO	60%
ORANGE	06059086903	LATINO	52%
ORANGE	06059087001	LATINO	58%
ORANGE	06059087102	LATINO	53%
ORANGE	06059087503	LATINO	60%
ORANGE	06059087601	LATINO	57%
ORANGE	06059087805	LATINO	55%
ORANGE	06059087902	LATINO	54%
ORANGE	06059088402	LATINO	53%
ORANGE	06059088501	LATINO	55%
ORANGE	06059088701	LATINO	62%
ORANGE	06059088901	LATINO	62%
ORANGE	06059088902	LATINO	51%
ORANGE	06059089001	LATINO	51%
ORANGE	06059089003	LATINO	50%
ORANGE	06059099223	LATINO	53%
ORANGE	06059099247	LATINO	51%
ORANGE	06059099248	LATINO	57%
ORANGE	06059099411	LATINO	50%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
ORANGE	06059099803	LATINO	67%
ORANGE	06059099902	LATINO	54%
ORANGE	06059110202	LATINO	54%
ORANGE	06059110402	LATINO	60%
ORANGE	06059110500	LATINO	52%
ORANGE	06059110603	LATINO	55%
SAN FRANCISCO	06075016100	AFRICAN-AMERICAN/ ASIAN	59%
SAN FRANCISCO	06075017601	AFRICAN-AMERICAN	51%
SAN FRANCISCO	06075012500	AFRICAN-AMERICAN	59%
SAN FRANCISCO	06075017800	ALL	56%
SAN FRANCISCO	06075012400	LATINO	55%
SAN FRANCISCO	06075023103	AFRICAN-AMERICAN	78%
SAN MATEO	06081606000	LATINO	51%
SAN MATEO	06081610202	LATINO	53%
SAN MATEO	06081610601	LATINO	50%
SAN MATEO	06081611800	LATINO	51%
SAN MATEO	06081612100	LATINO	60%
SAN MATEO	06081613800	LATINO	59%
SANTA CLARA	06085500901	LATINO	54%
SANTA CLARA	06085501300	LATINO	51%
SANTA CLARA	06085511606	ASIAN	57%
SANTA CLARA	06085511604	LATINO & AA	62%
SANTA CLARA	06085501000	ALL	50%
SANTA CLARA	06085501502	ALL	51%
SANTA CLARA	06085501600	ALL	51%
SANTA CLARA	06085503113	ALL	51%
SANTA CLARA	06085500902	LATINO	66%
SANTA CLARA	06085501900	LATINO	57%
SANTA CLARA	06085503110	LATINO	56%
SANTA CLARA	06085504418	LATINO	59%
SANTA CLARA	06085506304	LATINO	54%
SANTA CLARA	06085506401	LATINO	70%
SANTA CLARA	06085509404	LATINO	61%
SANTA CLARA	06085512601	LATINO	55%
SANTA CLARA	06085512602	LATINO	53%
SANTA CRUZ	06087110300	ALL	60%
SANTA CRUZ	06087110400	ALL	58%
SANTA CRUZ	06087100200	LATINO	56%
SANTA CRUZ	06087100400	LATINO	54%
SANTA CRUZ	06087100800	LATINO	62%
SANTA CRUZ	06087101000	LATINO	56%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
SANTA CRUZ	06087110100	LATINO	58%
SANTA CRUZ	06087110502	LATINO	57%
SANTA CRUZ	06087123300	LATINO	68%
SOLANO	06095251600	ALL	54%
SOLANO	06095250900	ALL	51%
SOLANO	06095251500	LATINO & AA	54%
SOLANO	06095252607	LATINO & AA	53%
SOLANO	06095250701	LATINO	57%
SOLANO	06095251000	LATINO	52%
SOLANO	06095251100	LATINO	61%
SOLANO	06095251200	LATINO	56%
SOLANO	06095252501	LATINO	50%
SOLANO	06095252502	LATINO	53%
SOLANO	06095252605	LATINO	52%
SOLANO	06095252606	LATINO	63%
SOLANO	06095253202	LATINO	57%
SOLANO	06095253300	LATINO	57%
SONOMA	06097150302	LATINO	57%
SONOMA	06097150901	LATINO	55%
SONOMA	06097151100	LATINO	60%
SONOMA	06097151401	LATINO	57%
SONOMA	06097151402	LATINO	52%
SONOMA	06097152201	LATINO	52%
SONOMA	06097153001	LATINO	63%
SONOMA	06097153101	LATINO	53%
SONOMA	06097153502	LATINO	62%
SONOMA	06097153704	LATINO	52%
SONOMA	06097153902	LATINO	51%
SONOMA	06097154000	LATINO	61%
SONOMA	06097154100	LATINO	52%
SONOMA	06097154301	LATINO	62%
VENTURA	06111004600	LATINO	54%
VENTURA	06111004301	ASIAN	54%
VENTURA	06111003800	ALL	53%
VENTURA	06111000600	ALL	53%
VENTURA	06111002300	ALL	59%
VENTURA	06111003201	ALL	64%
VENTURA	06111003202	ALL	69%
VENTURA	06111004501	ALL	57%
VENTURA	06111004503	ALL	54%
VENTURA	06111004706	ALL	75%
VENTURA	06111005002	ALL	64%

County	Census Tract	Ethnicity	Percent At or Below 185% FPL
VENTURA	06111000200	LATINO	52%
VENTURA	06111000302	LATINO	53%
VENTURA	06111000500	LATINO	66%
VENTURA	06111000903	LATINO	53%
VENTURA	06111001101	LATINO	50%
VENTURA	06111001102	LATINO	52%
VENTURA	06111002600	LATINO	56%
VENTURA	06111004400	LATINO	51%
VENTURA	06111004703	LATINO	52%
VENTURA	06111004704	LATINO	53%
VENTURA	06111004900	LATINO	52%
VENTURA	06111006100	LATINO	62%
VENTURA	06111006500	LATINO	53%
VENTURA	06111006900	LATINO	53%
VENTURA	06111007100	LATINO	50%
VENTURA	06111007800	LATINO	60%

Free/Reduced Price Meal Percentage Data Sheet

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Berkeley Unified	01-61143-0134924	Berkeley Technology Academy	44.33%	9.28%	**53.61%**
Berkeley Unified	01-61143-6090294	Longfellow Arts and Technology Middle	44.24%	12.21%	**56.45%**
Berkeley Unified	01-61143-6090187	Rosa Parks Environmental Science Magnet	49.32%	10.41%	**59.73%**
Bridgeville Elementary	12-62729-6007710	Bridgeville Elementary	56.36%	14.55%	**70.91%**
Calexico Unified	13-63099-6008387	Mains Elementary	71.09%	17.13%	**88.21%**
El Centro Elementary	13-63123-6108823	Martin Luther King Jr. Elementary	76.18%	6.45%	**82.63%**
Eureka City Unified	12-75515-6007751	Alice Birney Elementary	79.05%	14.29%	**93.33%**
Eureka City Unified	12-75515-6007777	Grant Elementary	61.37%	19.31%	**80.69%**
Eureka City Unified	12-75515-6007793	Lafayette Elementary	47.97%	20.06%	**68.02%**
Eureka City Unified	12-75515-6007801	Lincoln Elementary	82.72%	12.13%	**94.85%**
Fortuna Union Elementary	12-62802-6007868	Fortuna Middle	43.93%	17.13%	**61.06%**

Fortuna Union Elementary	12-62802-6007876	South Fortuna Elementary	58.00%	13.23%	**71.23%**
Glendale Unified	19-64568-1933530	Glendale Senior High	42.57%	9.81%	**52.38%**
Glendale Unified	19-64568-6013775	John Marshall Elementary	58.63%	12.50%	**71.13%**
Klamath-Trinity Joint Unified	12-62901-6007991	Trinity Valley Elementary	61.11%	25.21%	**86.32%**
Lodi Unified	39-68585-6100366	Beckman Elementary	73.68%	8.63%	**82.31%**
Lodi Unified	39-68585-6104426	Clairmont Elementary	86.14%	4.39%	**90.53%**
Lodi Unified	39-68585-6117675	Joe Serna Elementary	51.12%	12.85%	**63.97%**
Lodi Unified	39-68585-6042147	Lawrence Elementary	91.32%	4.01%	**95.33%**
Lodi Unified	39-68585-6100366	Parklane Elementary	83.10%	6.37%	**89.47%**
Lodi Unified	39-68585-6109839	Westwood Elementary	82.94%	6.09%	**89.04%**
Lodi Unified	39-68585-6104426	Westwood Elementary	84.32%	4.72%	**89.04%**
Los Angeles Unified	19-64733-6015887	Ascot Avenue Elementary	91.41%	4.29%	**95.71%**
Los Angeles Unified	19-64733-6061394	Audubon Middle	71.16%	6.24%	**77.40%**
Los Angeles Unified	19-64733-6015994	Beethoven Street Elementary	53.37%	7.87%	**61.24%**
Los Angeles Unified	19-64733-1930924	Belmont Senior High	78.99%	4.06%	**83.06%**
Los Angeles Unified	19-64733-6016638	Betty Plasencia Elementary	76.72%	9.65%	**86.36%**
Los Angeles Unified	19-64733-6016133	Brockton Avenue Elementary	68.20%	10.16%	**78.36%**
Los Angeles Unified	19-64733-6016299	Canoga Park Elementary	80.75%	8.07%	**88.82%**
Los Angeles Unified	19-64733-6016307	Cantara Street Elementary	72.62%	11.46%	**84.08%**
Los Angeles Unified	19-64733-6016455	Chase Street Elementary	74.37%	13.44%	**87.81%**
Los Angeles Unified	19-64733-6016836	Eagle Rock Elementary	48.14%	10.53%	**58.68%**
Los Angeles Unified	19-64733-1932540	Eagle Rock High	50.13%	10.82%	**60.95%**
Los Angeles Unified	19-64733-6113419	Evelyn Thurman Gratts Elementary	88.53%	2.75%	**91.28%**
Los Angeles Unified	19-64733-6017164	Fourth Street Elementary	77.73%	12.02%	**89.75%**
Los Angeles Unified	19-64733-0106955	Harmony Elementary	90.76%	4.90%	**95.67%**

Los Angeles Unified	19-64733-1933381	James A. Garfield Senior High	81.57%	8.08%	**89.65%**
Los Angeles Unified	19-64733-6057855	John Adams Middle	91.01%	5.29%	**96.29%**
Los Angeles Unified	19-64733-6058176	John Muir Middle	76.22%	4.60%	**80.82%**
Los Angeles Unified	19-64733-0109405	Kingsley Elementary	85.82%	8.88%	**94.71%**
Los Angeles Unified	19-64733-6017842	Lemay Street Elementary	57.88%	16.03%	**73.91%**
Los Angeles Unified	19-64733-6017917	Logan Street Elementary	85.14%	9.44%	**94.58%**
Los Angeles Unified	19-64733-1935352	Los Angeles Senior High	61.20%	4.28%	**65.48%**
Los Angeles Unified	19-64733-1935519	Manual Arts Senior High	76.25%	5.73%	**81.98%**
Los Angeles Unified	19-64733-6019061	Martin Luther King Jr. Elementary	83.72%	7.22%	**90.94%**
Los Angeles Unified	19-64733-6018097	Mayberry Street Elementary	76.25%	9.00%	**85.25%**
Los Angeles Unified	19-64733-6018139	Menlo Avenue Elementary	87.97%	2.73%	**90.70%**
Los Angeles Unified	19-64733-0112029	Miguel Contreras Learning Complex	82.97%	6.09%	**89.07%**
Los Angeles Unified	19-64733-0112029	Miguel Contreras Learning Complex	82.97%	6.09%	**89.07%**
Los Angeles Unified	19-64733-6018295	Nevada Avenue Elementary	71.23%	9.65%	**80.88%**
Los Angeles Unified	19-64733-6018352	Ninety-Second Street Elementary	87.26%	5.70%	**92.96%**
Los Angeles Unified	19-64733-6018535	One Hundred Seventh Street Elementary	90.75%	4.21%	**94.96%**
Los Angeles Unified	19-64733-6018535	One Hundred Seventh Street Elementary	90.75%	4.21%	**94.96%**
Los Angeles Unified	19-64733-6018543	One Hundred Sixteenth Street Elementary	79.92%	7.61%	**87.53%**
Los Angeles Unified	19-64733-6018568	One Hundred Twelfth Street Elementary	92.32%	3.24%	**95.56%**
Los Angeles Unified	19-64733-6018816	Queen Anne Place Elementary	76.46%	12.88%	**89.34%**
Los Angeles Unified	19-64733-0109330	Ricardo Lizarraga Elementary	91.51%	2.29%	**93.80%**
Los Angeles Unified	19-64733-6018972	Rosemont Avenue Elementary	83.89%	9.10%	**92.99%**
Los Angeles Unified	19-64733-6019053	San Pedro Street Elementary	89.84%	6.38%	**96.22%**
Los Angeles Unified	19-64733-0109447	Santee Education Complex	75.80%	2.67%	**78.47%**
Los Angeles Unified	19-64733-6019558	Trinity Street Elementary	65.51%	2.23%	**67.74%**

Los Angeles Unified	19-64733-6019624	Union Avenue Elementary	87.79%	4.24%	**92.03%**
Los Angeles Unified	19-64733-1938885	University Senior High	55.23%	9.76%	**64.99%**
Los Angeles Unified	19-64733-1939040	Venice Senior High	47.99%	5.16%	**53.15%**
Los Angeles Unified	19-64733-1930429	View Park Continuation	70.59%	1.96%	**72.55%**
Los Angeles Unified	19-64733-6019814	Wadsworth Avenue Elementary	91.32%	3.94%	**95.26%**
Orick Elementary	12-62968-6008080	Orick Elementary	64.00%	16.00%	**80.00%**
San Francisco Unified	38-68478-6062020	Aptos Middle School	50.13%	9.95%	**60.08%**
San Francisco Unified	38-68478-3830031	Ida B. Wells Continuation High	50.13%	10.82%	**60.95%**
San Francisco Unified	38-68478-3830353	International Studies Academy	42.28%	12.02%	**54.37%**
San Francisco Unified	38-68478-0102103	June Jordan School for Equity	51.17%	10.87%	**62.04%**
San Francisco Unified	38-68478-6059885	Martin Luther King, Jr. Academy	70.57%	1.58%	**72.91%**
San Francisco Unified	38-68478-6093488	San Francisco Community School	47.97%	21.48%	**69.45%**
South Bay Union Elementary	12-63032-6008163	Pine Hill Elementary	75.61%	14.63%	**90.24%**
South Bay Union Elementary	12-63032-6008171	South Bay Elementary	36.94%	13.06%	**50.00%**
Southern Humboldt Joint Unified	12-63040-6008197	Casterlin Elementary	42.13%	10.64%	**52.77%**
Stockton Unified	39-68585-6042204	Clyde W. Neeham Elementary	92.84%	5.76%	**98.60%**
Stockton Unified	39-68676-6042568	King Elementary	90.13%	1.90%	**92.03%**
Stockton Unified	39-68676-6042683	Madison Elementary	70.45%	4.81%	**75.26%**
Stockton Unified	39-68676-6042717	Montezuma Elementary	82.56%	9.07%	**91.63%**
Stockton Unified	39-68676-0111336	Richard A. Cleveland Elementary	86.23%	5.72%	**91.95%**
Stockton Unified	39-68676-6042766	Taft Elementary	72.89%	6.23%	**79.12%**
Stockton Unified	39-68676-6042774	Taylor Skills Elementary	88.67%	6.09%	**94.76%**

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
American Cancer Society	Spring Into Health 2007	English
American Dietetic Association	Calcium For Strong Bones and Teeth	English

Source	***Title***	***Languages***
Blueberries	Harvest of the Month Educator and Family Newsletter	English
CA Department of Education	Nutrition to Grow On	English
California Department of Education	Fruit & Vegetable Cards	English
California Department of Education	Fruit and Vegetable Photo Cards	English/Spanish
California Department of Education	Health Framework for California Public Schools	English
California Department of Education	Kids Cook Farm Fresh	English/Spanish
California Department of Education	Nutrition to Grow On	English
California Department of Education	Nutrition to Grow On: My Pyramid Lessons	English
California Department of Education	School by Design, healthy frameworks, fresh fruits and vegetables photo cards, California Nutrition Standards, Kids Cook Farm Fresh	English/Spanish
California Department of Education	School Garden Kits	English
California Department of Education	Taking Action for Healthy School Environments, School Nutrition… By Design!	English/Spanish
California Healthy Kids Resource Center materials	Building Blocks For Fun and Healthy Meals	English
California Healthy Kids Resource Center materials	Eat Smart, Play Hard	English/Spanish
California Healthy Kids Resource Center materials	Planet Health	English/Spanish
California Healthy Kids Resource Center materials	Portion Distortion	English/Spanish
California Healthy Kids Resource Center materials	Science and Our Food Supply	English/Spanish
California Latino	Fruit & Vegetable and Physical Activity Tool Box	English/Spanish
California Latino	Healthy Latino Recipes Cookbook	English/Spanish

Source	***Title***	***Languages***
California Latino	Healthy Latino Recipes made with love cook book	English/Spanish
California Latino	My Pyramid,Healthy Latino Recipes	English/Spanish
California Latino Campaign	Fruit & Vegetables and Physical Activity Toolbox for Community Educators	Spanish
California Nutrition Network	Harvest of the Month Toolkit	English/Spanish
California Nutriton Network	Fast Meals, Quick Snacks(Teens)	English, Spanish
California Nutriton Network	Harvest of the Month	English
California Power Play!	4th Grade School Kit	English/Spanish
California Power Play!	5th Grade School Kit	English/Spanish
California Power Play!	Community Youth Organization Idea & Resource Kit	English/Spanish
California Power Play!	CYO Idea & Resource Kit	English and Spanish
California Power Play!	Farmers Market Idea & Resource kit	English
California Power Play!	Fruits Vegetables Power Play	English/Spanish
California Power Play!	Have Fun and Be healthy	English/Spanish
California Power Play!	Kids Get Cooking cook book	English
California Power Play!	Powerplay materials	English/Spanish
California Power Play!	School Idea and Resource Kit	English
California Power Play!	Teacher Idea & Resource Kit	English, Spanish
California Power Play!		English
California Power Play! Community Curriculum		English/Spanish
California Power Play! The Secret of Healthy Living	Kids Get Cooking	English/Spanish
California Project LEAN	Captive Kids: Selling Obesity at School, Creative School Fundraising ideas	English/Spanish
California Project LEAN	Celebre con una Fiesta al Aire Libre	English and Spanish
California Project LEAN	Jump Start Teens	Spanish

Source	***Title***	***Languages***
California Project LEAN	Jump Start Teens!	English
California Project LEAN	Jump Start Teens, Food on the Run, Playing the Policy Game	English
California Project LEAN	Jumpstart	English
California Project LEAN ABCs of Healthy Living		English
California Project LEAN Jump Start		English
California Retail Program	School Idea and Resource Kit	English
California Retail Program	Seasonal Guide to Fruits and Vegetables	English
Centers for Disease Control and Prevention (CDC)	BAM	English/Spanish
Classroom Celebration Handouts	A handout containing healthy recipes for each of the major holidays (Halloween, Winter, Valentines, St. Patricks Day, and Easter) will be developed for use with room parents who are assigned to plan classroom celebrations.	English
Cooperative Extension (EFNEP, FSNEP)	Feeding Challenges: Tips for Preventing Hassles	English
Cooperative Extension (EFNEP, FSNEP)	Food and Me	English
Cooperative Extension (EFNEP, FSNEP)	Lets Play "Food" Ball	
Cooperative Extension (EFNEP, FSNEP)	MyActivity Pyramid & Log	English
Cooperative Extension (EFNEP, FSNEP)	MyPyramid Bingo	English/Spanish
Cooperative Extension (EFNEP, FSNEP)	MyPyramid Cut & Fold Activity	English
Cooperative Extension (EFNEP, FSNEP)	Nutrition to GROW On	English/Spanish
Cooperative Extension (EFNEP, FSNEP)	Reading Across My Pyramid, EATfit	English
Cooperative Extension (EFNEP, FSNEP)	TWIGS	English

Source	***Title***	***Languages***
Cooperative Extension (EFNEP, FSNEP)	Using MyPyramid in your life-chidlren and youth	English/Spanish
County of Los Angeles DHS PUB HEALTH Prog	It's Easy Recipe Book	English
Dairy Council	Meals Matter	English/Spanish
Dairy Council	Misc curriculum Materials	English
Dairy Council	The Calcium Connection	English/Spanish
Dairy Council of California	Activity & Eating	English/Spanish
Dairy Council of California	Building a Healthy Me	English/Spanish
Dairy Council of California	Building a Healthy Me, Healthy Choices/Healthy Me, Nutrition Pathfinders, Exercise Your Options, High School Activity & Eating	English/Spanish
Dairy Council of California	Calcium Connection	English/Spanish
Dairy Council of California	Color My Pyramid	English/Spanish
Dairy Council of California	Deal Me In	English/Spanish
Dairy Council of California	Deal Me In…Food and Fitness, Nutrition Explorations, Various lessons from website.	English/Spanish
Dairy Council of California	Exercise Your Options	Spanish
Dairy Council of California	Handouts for children, health snacks for home and school	English/Spanish
Dairy Council of California	Healthy Choices, Healthy Me	English, Spanish
Dairy Council of California	Looking Good, Feeling Fit	English
Dairy Council of California	Making Meals Matter	English/Spanish
Dairy Council of California	Making Meals Matter for your older child	English/Spanish
Dairy Council of California	Making Meals Matter for your young child	English/Spanish
Dairy Council of California	MyPyramid for Kids	English and Spanish
Dairy Council of California	Nutrition Pathfinders	English

Source	***Title***	***Languages***
Dairy Council of California	On The Run?	English/Spanish
Dairy Council of California	Pregnancy-A Special Time for Nutrition	English/Spanish
Diary Council	Building A Better Me	English
Diary Council	Healthy Choices Healthy Me	English/Spanish
Downey Unified School District	Harvest of the Month Workbooks (gr. K-5)	English
Food Stamp Nutrition Connection	Be Active Your Way (DHS)	English, Spanish
Food Stamp Nutrition Connection	Discover the Secret to Healthy Living (DHS)	English
Food Stamp Nutrition Connection	Eat Fruits & Vegetables the CA Way (DHS)	English/Spanish
Food Stamp Nutrition Connection	Eat Smart Play Hard	English/Spanish
Food Stamp Nutrition Connection	Eating fruit and vegetables	English/Spanish
Food Stamp Nutrition Connection	Food stamps help put healthy food on your table	English and Spanish
Food Stamp Nutrition Connection	The Good Food News (LA RNN)	Spanish
Harvest of the Month	Cycle I,II,III	English
Harvest of the Month	Educator and Family Newsletters	English
Harvest of the Month	Educator Newsletter	English
Harvest of the Month	Educator Newsletter, Family Newsletter	English
Harvest of the Month	Fact Sheets	English
Harvest of the Month	Family Newsletter	English
Harvest of the Month	Harvest of the Month	English
Harvest of the Month	Harvest of the Month	English/Spanish
Harvest of the Month Trivia Questions	A monthly handout will be developed to coordinate with the featured HOTM produce. It will contain trivia questions (created from the Educator Newsletter) for teachers to use on daily basis that extends the HOTM message throughout the month.	English
Human Relations Media	Food, Health, and Exercise	English

Source	***Title***	***Languages***
L.A. Regional Collaborative	Good Food News	English/Spanish
Latino Network Campaign	Latino Tool Kit	English/Spanish
Lawrence Hall of Science	Botany on Your Plate	English
LifeLab	Growing a Classroom	English/Spanish
Local nutrition/PA newsletter	One local English/Spanish nutrition/PA newsletter with approved content.	English
Manila Nutrition Calendar	Develop artwork and recipes for community calendar through nutrition educaiton activities with FSE Youth Participants, ages 5 - 18. Community Calendar is distributed throughout the targeted communities and to the FSE Population.	English/Spanish
Monthly bookmarks linked to HOTM	Bookmarks depicting HOTM produce item, nutrition information and interesting facts along with a fun activity for the students. All information is pulled from the Network HOTM newsletters. We often add the fun activity from other resources.	English
Monthly posters for HOTM	Poster depicting HOTM produce item, agriculture link, where produce grows, picture of plant or tree, and nutrition facts	English

Source	***Title***	***Languages***
National Institutes of Health	Heart Healthy Home Cooking Af/Am Style	English/Spanish
National Institutes of Health	Color Me Healthy	English
NCCE	Page installments for a community nutrition cookbook through elder histories and recipe collection for distribution to FSE. Recipes will promote consumption of fruits and vegetables. Recipes will be combined with recipes collected through activities with youth participatin gin community cookbook activities.	English/Spanish
Nutrition Cookbook	Using 5 different scenarios, students practice asking for fruits and vegetables.	English
Nutrition Role Play for Self-efficacy (working title)	CANFit	English/Spanish
Other California Healthy Kids Resource Center materials	CANFIT Super Manual, Color Me Healthy, Changing the Scene, Generation Fit, Take 10! K-5	English/Spanish
Other California Healthy Kids Resource Center materials	Health Frameworks, Action for Healthy Kids	English/Spanish
Other California Healthy Kids Resource Center materials	Creative Pockets - Apron, The Color Way Plan	English/Spanish

Source	***Title***	***Languages***
Produce for Better Health	Creative Pockets Teaching Cards	English/Spanish
Produce for Better Health	Discover the Secret	English/Spanish
Produce for Better Health	Nutrition Education Reinforcement Items	English/Spanish
Produce for Better Health	Recitas Latinas Saluables	English/Spanish
Produce for Better Health	Secret to Healthy Living Cook book	Spanish
Produce for Better Health	Project Food, Land and People	English/Spanish
Project Food Land and People	Need Help Buying Food?	English, Spanish
Public Health Institute	Newsletter mailed to total coverage of households in the target area.	English
Quarterly Newsletter	Early Childhood curriculum	English/Spanish
SPARK	Linking Food with the Environment	English/Spanish
UC Botanical Gardens	Math in the Garden	English/Spanish
UC Botanical Gardens	Nutrition Matters	English and Spanish
UC Cooperative Extension	Nutrition to Grow On	English
UC Cooperative Extension	TWIGS	English/Spanish
UC Cooperative Extension	Eat Fit Curriculum	English/Spanish
UCCE	Por La Vida-Mujeres Decididas (developed by UCSD faculty working in collaboration with San Diego State University over 15 years ago; recognized over the years with several national and state awards) Curriculum can be purchased at the Stanford Health Promo.	English

Source	***Title***	***Languages***
UCSD	Nutrition Link Classroom Curriculum	English/Spanish
University of California San Diego	UCSD nutritionlink.org	English
University of California San Diego	Jump Start Curriculum	English, Spanish
USDA	My Pyramid	English
USDA	The Power of Choice	English/Spanish
USDA	Anatomy of MyPyramid	English/Spanish
USDA materials	Dietary Guidelines for Americans	English/Spanish
USDA materials	Dietary Guidelines for Americans; MyPyramid for Kids; MyPyramid for Adults; Garden Fresh; Loving your Family, Feeding their Future.	English and Spanish
USDA materials	Discover the Secret to Healthy Living	Spanish
USDA materials	Feed Me Give Me What I need!	English
USDA materials	Fight Bac!	English
USDA materials	Food Guide Pyramid	English
USDA materials	Foundation for a Healthy Start	English
USDA materials	Fruit and Vegetables Galore	English
USDA materials	Fruits and Vegetables Galore, The Power of Choice	English
USDA materials	It's About Choice	English
USDA materials	Lesson 1: Getting the Most Nutrition From your food	English/Spanish
USDA materials	My Pyramid Curriculum	English

Source	***Title***	***Languages***
USDA materials	My Pyramid, Nutrition.gov website	English/Spanish
USDA materials	MyPramid Plan	English/Spanish
USDA materials	MyPyramid	English/Spanish
USDA materials	MyPyramid	English
USDA materials	MyPyramid Coloring sheet	English/Spanish
USDA materials	MyPyramid Materials (multiple)	English
USDA materials	MyPyramid worksheet	English/Spanish
USDA materials	Mypyramid.gov	English
USDA materials	Nibbles for Health	English
USDA materials	On the Trail of Fiber	English/Spanish
USDA materials	Power of Choice	English
USDA materials	SnackSmart	English/Spanish
USDA materials	Team Nutrition	English
USDA materials	Team Nutrition	English/Spanish
USDA materials	Team Nutrition	English/Spanish
WIC	WIC Works website	English/Spanish

BUDGET COVER SHEET
FFY 2011

Organization: California Association of Food Banks					
Contract Number: 10-10042					
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**	
Personnel Salaries					
Fringe Benefits					
Operating					
Travel					
Equipment & Other Capital					
Subcontractors	$ 2,031,914	$ 2,241,042	$ 209,128	10.29%	a/
Other Costs					
Indirect Costs					
Total State Share	$ 2,031,914	$ 2,241,042	$ 209,128	10.29%	
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**	
Personnel Salaries	$ 124,107	$ 146,018	$ 21,911	17.65%	b/
Fringe Benefits	$ 27,428	$ 35,044	$ 7,616	27.77%	c/
Operating	$ 26,279	$ 33,457	$ 7,178	27.31%	d/
Travel	$ 15,646	$ 14,323	$ (1,323)	-8.46%	e/
Equipment & Other Capital	$ 2,074	$ 1,500	$ (574)	-27.68%	f/
Subcontractors	$ 1,017,456	$ 1,120,804	$ 103,348	10.16%	g/
Other Costs	$ 15,400	$ 10,680	$ (4,720)	-30.65%	h/
Indirect Costs	$ 32,483	$ 30,369	$ (2,114)	-6.51%	i/
Total Federal Share	$ 1,260,873	$ 1,392,195	$ 131,322	10.42%	
Note: *If the Total State Share or Total Federal Share Percertage difference is greater than 5%, please provide an explanation.*					
a/ In FFY 2011, CAFB will be taking on four new subcontractors (Food Bank of Yolo County, San Francisco Food Bank, Fresh Approach, Familia Center); Food Bank of Yolo County and Fresh Approach are former LFNE projects.					
b /This increase represents staff salary increases, as well as a new contract analyst who will be part-time on SNAP-Ed. CAFB will be increasing from 1.92 FTEs to 2.3 FTEs to monitor our 28 subcontractors.					
c/ This increase represents increasing healthcare costs, as well as benefits for the new contract analyst.					
d/ In FFY 2010, subcontractor training expenses and supplies were listed under Other Costs; these costs were moved to Operating for FFY 2011.					
e/ This decrease represents a decrease in anticipated travel for CAFB staff.					
f/ In FFY 2010, two workstations were replaced. In FFY 2011, one workstation will be replaced and one purchased; both will be prorated by SNAP-Ed FTEs.					
g/ In FFY 2011, CAFB will be taking on four new subcontractors (Food Bank of Yolo County, San Francisco Food Bank, Fresh Approach, Familia Center); Food Bank of Yolo County and Fresh Approach are former LFNE projects.					
h/ In FFY 2010, subcontractor training expenses and supplies were listed under Other Costs; these costs were moved to Operating for FFY 2011.					
i/ We anticipate a decrease in our indirect rate from 15.4 percent to 12.6 percent based on our most recent audit.					
Allowed to grow 2.5% based on FFY2010 Growth criteria** . Current growth of 10.62% includes four new subcontractors and 2 LFNEs included in FFY10 Plan (which have no growth restriction).* ***Not including the LFNEs, actual growth is 14.84%.					

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **CSU Chico Research Foundation**
Program Area: **Local Incentive Awardee: Non-Profit**
Contract Number: **10-10044**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 49%Female 51%

Ethnicity: ☒African American 2%; ☒Asian 5%; ☒Caucasian 53%; ☒Latino 29%; ☒Native American 4%; ☒Pacific Islander 1%; ☒Other (specify) multiple responses: 6%

Languages: ☒English 79%; ☒Spanish 15%; ☒Arabic 0%; ☐Armenian _____%; ☐ Bosnian _____%; ☒Cantonese 0%; ☐Farsi _____%; ☒Hmong 3%; ☒ Khmer (Cambodian) 0.05%; ☒Korean 0%; ☒Lao 0%; ☒Mandarin 0%; ☒ Russian 0.05%; ☐Tagalog _____%; ☒Vietnamese 0%; ☒Other (specify)multiple responses: 3 %; ☐ Other (specify)_____: _____%

Ages: ☒ Under 5 years old 8%; ☒5 to 8 16%; ☒9 to 11 16%; ☒12 to 17 17%; ☒18 to 59 33%; ☒60 years old and over 10%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
☒*See attached Census Tract data sheet*
☒*See attached Free/Reduced Price Meal % data sheet*
☒Other (Specify): Colusa Indian Community Coundil, FDPIR (80 % equal to or less than 185% FPL)
☒Other (Specify): Enterprise Rancheria, FDPIR (85 % equal to or less than 185% FPL)
☒Other (Specify): Mooretown Rancheria, FDPIR (52 % equal to or less than 185% FPL)
☒Other (Specify): Northern Valley Indian Health-Willows, FDPIR (90 % equal to or less than 185% FPL)
☒Other (Specify): Feather River Breast Feeding Support Center – Community Site, WIC eligibility data (52 % equal to or less than 185% FPL)
☒Other (Specify): OPT for Fit Kids – Community Site, WIC eligibility data (77 % equal to or less than 185% FPL)
☒Other (Specify): McCloud Family Resource Center – Community Site, WIC eligibility data (60 % equal to or less than 185% FPL)
☒Other (Specify): Head Start Preschool Sites (100 % equal to or less than 185% FPL)

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.
☐Food Banks _____% ☒Shelters/Temporary Housing 1%

☐Food Pantries _____% ☐Soup Kitchens _____%
☐Food Stamp Offices _____% ☐TANF Job Readiness Program _____%
☒Public Housing 1% ☒WIC Offices 1%

d. **Project Description.**

Key Methods:
☐Advisory Council/Task Force (specifiy): _____; ☒Internet/Web Sites-website address: www.scnac.org, www.optforfitkids.org, www.fitthru5.org ; ☒Print Media; ☒ Radio _____; ☒TV_____; ☒Nutrition Education Classes (775 occurrences at .5 hour(s) each); ☒Community Education Events (20 occurrences at 1 hour(s) each); ☒ Training/Workshop/Conference (30 occurrences at 1 hour(s) each); ☐Point of Purchase (_____ occurrences at _____hours each); ☒Other (specify)School-wide Event: (150 occurrences at 1 hour each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Safety; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Weight; ☐Sodium and Potassium; ☒Whole Grains; ☒Other (Specify): Breastfeeding

SNAP-Ed Delivery Sites by Type of Setting:
_____ Adult Education & Job Training Sites; _____Adult Rehabilitation Centers; _____Churches; 18 Community Centers; 1 Elderly Service Centers; 2 Emergency Food Assistance Sites (includes Food Banks); _____Extension Offices; _____Farmers Markets; _____Food Stamp Offices; _____Food Stores; 11 Head Start Programs; _____Individual Homes; _____Libraries; 1 Other Youth Education Sites (includes Parks and Recreation); 5 Public/Community Health Centers (includes Public Health Departments); _____Public Housing; 38 Schools – students (Preschool); 102 Schools – students (K-12); 40 Schools – students (Afterschool Program); 125 Schools – parents; 1 Shelters/Temporary Housing; 1 WIC Programs; _____Worksites; Other (specifiy):6 Indian Tribal Organizations; Other (specifiy):35 Preschools (qualified by CT); Other (specifiy):3 Preschools (qualified by FRPM data)

* **Reminder: Every non-school site noted above must be listed with address and census tract on the separate Site Data Collection Form**.

Projected Number of Unduplicated Participants: 60,000

Narrative (max. 200 words)
CSU, Chico's Sierra Cascade Nutrition and Activity Consortium (SCNAC) is comprised of 42 community and school partners in 7 north state counties. SCNAC's programs emphasize strategies for increasing fruit and vegetable consumption and daily physical activity and provide funding resources and training for rural communities to better meet the dietary needs of their residents. Examples of SCNAC activities include: HOTM program, book programs, gardening, cooking and physical activity demonstrations with nutrition education messages, 'Lunch Leagues' lunchtime nutrition education in the cafeteria and physical activity promotion on the playground, ‘Treats for Troops' holiday candy exchange for healthy classroom nutrition activities, school and community based nutrition education programs by county departments of public health, support for County Office of Education programs targeting afterschool and preschool target audience, and providing culturally appropriate nutrition education and activity promotion services for Hispanic, Native American and Hmong families. The SNAP-Ed activities at adult and

Native American intervention sites include HOTM taste testings and food preparation demonstrations to promote increased fruit and vegetable consumption and daily physical activity.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☐ We have not modified our methods/strategies
☒ Improving cultural relevancy
☒ Enhancing/updating existing strategies
☒ Utilizing research/program tool
☒ Changing audience participation
☒ Adding new partners
☐ Other (specify): _____
☐ Other (specify): _____

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
SCNAC will collect process data on all SOW objectives. In addition, SCNAC will conduct 3 impact evaluation (IE) studies. 'End-of-Year' IE will measure changes in school staff attitudes toward nutrition education in the classroom. 'Student HOTM' IE will measure 4-6 grade students' preference patterns for fruits and vegetables, actual observations of fruit and vegetable cafeteria selection, and food production records as a means to assess overall fruit and vegetable selection. 'Parent HOTM' IE will measure the effectiveness of a pilot parent HOTM intervention in a SNAP-Ed eligible school, specifically changes in fruit and vegetable preparation and consumption at home.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

SCNAC previously initiated and continues to participate in the Butte and Tehama/Glenn County Interagency Nutrition Councils (INC) comprised of UCCE, SCNAC, Butte County Fit thru 5 Collaborative, *Children's Power Play! Campaign* and *Network for a Healthy California-Sierra Cascade Region* staff. SCNAC partners with these agencies on a myriad of projects each year. In addition, SCNAC itself is a coordinating entity comprised of organizations from 7 counties including county departments of public health, county offices of education, county First 5 commissions, tribal organizations, Women, Infants, and Children (WIC) Program, child care referral organizations, and school districts.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Butte	06007000101	Hispanic or Latino	62.38%
Butte	06007000300	All races	50.31%
Butte	06007000400	Hispanic or Latino	53.01%
Butte	06007000603	All races	59.71%
Butte	06007001000	All races	65.43%
Butte	06007001200	All races	60.12%
Butte	06007001300	All races	55.96%
Butte	06007002400	American Indian and Alaska Native	54.76%
Butte	06007002500	All races	60.09%
Butte	06007002800	All races	64.70%
Butte	06007002900	All races	53.24%
Butte	06007003000	All races	67.47%
Butte	06007003200	All races	51.57%
Butte	06007003300	Hispanic or Latino	52.35%
Butte	06007003400	Hispanic or Latino	70.32%
Colusa	06011000100	Hispanic or Latino	56.62%
Colusa	06011000300	Hispanic or Latino	58.56%
Colusa	06011000400	Hispanic or Latino	70.95%
Colusa	06011000500	Hispanic or Latino	51.13%
Glenn	06021010100	Hispanic or Latino	71.64%
Glenn	06021010300	American Indian and Alaska Native	87.58%
Glenn	06021010400	Hispanic or Latino	62.91%
Glenn	06021010501	Hispanic or Latino	57.53%
Modoc	06049000100	Hispanic or Latino	85.63%
Modoc	06049000200	Hispanic or Latino	80.59%
Modoc	06049000400	American Indian and Alaska Native	68.12%
Siskiyou	06093000100	All races	53.24%
Siskiyou	06093000200	All races	55.87%
Siskiyou	06093000300	American Indian and Alaska Native	55.04%
Siskiyou	06093000500	All races	50.51%
Siskiyou	06093000600	Hispanic or Latino	63.11%
Siskiyou	06093000702	All races	53.79%
Siskiyou	06093000900	Some other race	58.26%
Siskiyou	06093001100	Hispanic or Latino	50.00%
Tehama	06103000100	Hispanic or Latino	55.56%
Tehama	06103000300	Hispanic or Latino	73.96%
Tehama	06103000700	Hispanic or Latino	58.42%
Tehama	06103001000	Hispanic or Latino	65.47%
Yuba	06115040100	All races	50.33%
Yuba	06115040300	All races	62.79%
Yuba	06115040500	All races	56.27%

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Yuba	06115040700	Hispanic or Latino	60.00%

Free/Reduced Price Meal Percentage Data Sheet

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Antelope Elementary School District	52-71472-6053466	Antelope Elementary	39.40%	11.97%	51.37%
Biggs Unified School District	04-61408-6002943	Biggs Elementary (K-8)	67.74%	4.61%	72.35%
Butte County Office Of Education	04-10041-0430090	Learning Community Charter/ Four Winds (06007001300)			
Butte County Office Of Education	04-10041-0430090	Learning Community Charter/ Four Winds School – Nee Sim Pom Preschool (06007001300)			
Butte County Office Of Education	04-10041-0430090	Learning Community Charter/ Hearthstone (06007001300)			
Butte Valley Unified School District	47-73684-6050702	Butte Valley Elementary	61.99%	7.60%	69.59%
Butte Valley Unified School District	47-73684-6050843	Butte Valley Middle	61.4%	5.26%	66.67%
Chico Unified School District	04-61424-0111039	Academy For Change	84.17%	11.67%	95.83%
Chico Unified School District	04-61424-6057129	Bidwell Junior High (06007000101)			
Chico Unified School District	04-61424-6002968	Chapman Elementary	85.28%	8.28%	93.56%
Chico Unified School District	04-61424-6113773	Chico Country Day (06007001200)			
Chico Unified School District	04-61424-0431676	Chico High (06007000603)			
Chico Unified School District	04-61424-6057137	Chico Junior	46.13%	8.06%	54.19%
Chico Unified School District	04-61424-6002976	Citrus Avenue Elementary	68.14%	10.93%	79.07%
Chico Unified School District	04-61424-0431502	Fair View High	67.97%	9.96%	77.94%
Chico Unified School District	04-61424-6003024	McManus Elementary	57.76%	9.52%	67.28%

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Chico Unified School District	04-61424-0430199	Oakdale (06007000101)			
Chico Unified School District	04-61424-6003073	Parkview Elementary	45.73%	11.75%	57.48%
Chico Unified School District	04-61424-6003081	Rosedale Elementary	65.90%	10.60%	76.50%
Chico Unified School District	04-61424-6003099	Shasta Elementary (06007000300)			
Colusa Unified School District	06-61598-6057152	George T. Egling Middle	49.05%	14.38%	63.42%
Colusa Unified School District	06-61598-6003495	James M. Burchfield Elementary	56.53%	10.71%	67.24%
Corning Union Elementary School District	52-71498-0114827	Discovery Academy	75.00%	0.00%	75.00%
Corning Union Elementary School District	52-71498-6093546	Maywood Intermediate	68.83%	13.13%	81.96%
Corning Union Elementary School District	52-71498-6053490	Olive View Elementary	67.96%	13.15%	81.11%
Corning Union Elementary School District	52-71498-6112486	Rancho Tehama Elementary	89.33%	1.33%	90.67%
Corning Union Elementary School District	52-71498-6053482	West Street Elementary	72.73%	12.27%	85.00%
Corning Union Elementary School District	52-71498-0102301	Woodson Elementary	68.24%	9.18%	77.41%
Delphic Elementary School District	47-70227-6050694	Delphic Elementary	43.14%	17.65%	60.79%
Dunsmuir Elementary School District	47-70243-6050710	Dunsmuir Elementary	66.67%	7.78%	74.44%
Elkins Elementary School District (TDE)	52-71514-6053508	Elkins Elementary	44.44%	11.11%	55.56%
Evergreen Union School District	52-71522-6053516	Evergreen Elementary	40.46%	19.92%	60.37%
Flournoy Union Elementary School District	52-71530-6053524	Flournoy Elementary (06103000300)			
Forks of Salmon Elementary School District	47-70292-6050744	Forks of Salmon Elementary	100.00%	0.00%	100.00%

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Gazelle Union Elementary School District	47-70318-6050769	Gazelle Elementary	66.67%	17.65%	84.31%
Gerber Union Elementary School District	52-71548-6053532	Gerber Elementary	74.88%	10.14%	85.02%
Gridley Unified School District	04-75507-0433946	Esperanza Continuation High	62.86%	11.43%	74.29%
Gridley Unified School District	04-75507-6003156	McKinley Elementary	67.53%	9.20%	76.72%
Gridley Unified School District	04-75507-6003164	Sycamore Middle	57.05%	11.58%	68.63%
Gridley Unified School District	04-75507-6003172	Wilson Elementary	64.33%	9.50%	73.83%
Hamilton Union Elementary School District	11-62570-6007447	Hamilton Elementary (K-8)	100.00%	0.00%	100.00%
Hamilton Union Elementary School District	11-62588-1133701	Hamilton Union High (06021010501)			
Happy Camp Union Elementary School District	47-70334-6050785	Happy Camp Union Elementary	63.71%	12.90%	76.61%
Kirkwood Elementary School District	52-71555-6053540	Kirkwood Elementary (06103001000)			
Klamath River Union Elementary School District	47-70375-6050827	Klamath River Elementary	56.52%	4.35%	60.87%
Lassen View Union Elementary School District	52-71563-6053557	Lassen View Elementary	45.25%	9.81%	55.06%
Los Molinos Unified School District	52-71571-6053565	Los Molinos Elementary	75.17%	9.44%	84.62%
Los Molinos Unified School District	52-71571-6053581	Vina Elementary	43.04%	11.39%	54.43%
Manton Joint Union Elementary School District	52-71589-6053599	Manton Elementary	51.22%	9.76%	60.98%
Marysville Joint Unified School District	58-72736-6056634	Arboga Elementary	35.83%	17.10%	52.93%
Marysville Joint Unified School District	58-72736-6056659	Cedar Lane Elementary	79.35%	7.15%	86.50%

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Marysville Joint Unified School District	58-72736-6056733	Covillaud Elementary	65.43%	10.43%	75.87%
Marysville Joint Unified School District	New school	Edgewater Elementary (06115040300)			
Marysville Joint Unified School District	58-72736-6056683	Ella Elementary	80.68%	9.28%	89.96%
Marysville Joint Unified School District	58-72736-6056709	Johnson Park Elementary	64.98%	11.94%	76.92%
Marysville Joint Unified School District	58-72736-6056774	Kynoch Elementary	60.44%	14.29%	74.73%
Marysville Joint Unified School District	58-72736-6056774	Kynoch Preschool	60.44%	14.29%	74.73%
Marysville Joint Unified School District	58-72736-6056717	Linda Elementary	78.60%	7.74%	86.34%
Marysville Joint Unified School District	58-72736-6056741	Olivehurst Elementary	60.73%	15.33%	76.05%
McCloud Union Elementary School District	47-70409-6050850	McCloud Elementary	49.43%	14.94%	64.37%
Modoc Joint Unified School District	25-73585-6058697	Modoc Middle School (06049000100)			
Modoc Joint Unified School District	25-73585-6025845	Alturas Elementary	42.86%	12.61%	55.46%
Modoc Joint Unified School District	25-73585-6025852	Arlington Elementary	66.67%	8.33%	75.00%
Modoc Joint Unified School District	25-73585-6025878	South Fork Elementary	82.86%	8.57%	91.43%
Montague Elementary School District	47-70417-6050876	Montague Elementary	63.23%	11.61%	74.84%
Orland Joint Unified School District	11-75481-6007470	Fairview Elementary	66.28%	15.20%	81.48%

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Orland Joint Unified School District	11-75481-6007488	Mill Street Elementary	65.89%	9.75%	75.63%
Orland Joint Unified School District	11-75481-1135656	Orland High	53.88%	12.11%	65.99%
Oroville City Elementary School District	04-61507-6003214	Bird Street Elementary	83.90%	7.63%	91.53%
Oroville City Elementary School District	04-61507-6003230	Central Middle	54.76%	10.21%	64.97%
Oroville City Elementary School District	04-61507-0110072	Ishi Hills Middle	49.46%	13.59%	63.04%
Oroville City Elementary School District	04-61507-6003255	Oakdale Heights Elementary	85.12%	14.88%	100.00%
Oroville City Elementary School District	04-61507-6003263	Ophir Elementary (School Food Service, October 2009)	39.50%	12.00%	51.50%
Oroville City Elementary School District	04-61507-6003271	Stanford Avenue Elementary	62.67%	14.15%	76.82%
Oroville City Elementary School District	04-61507-6094957	Wyandotte Avenue Elementary	83.11%	6.86%	89.97%
Oroville Union High School District	04-61515-0434803	Las Plumas High	51.42%	10.85%	62.28%
Oroville Union High School District	04-61515-0435602	Oroville High	55.38%	6.22%	61.60%
Oroville Union High School District	04-61515-0437566	Prospect High	75.74%	11.03%	86.76%
Palermo Union Elementary School District	04-61523-0110510	Golden Hills Elementary	67.25%	13.38%	80.63%
Palermo Union Elementary School District	04-61523-6003289	Helen M. Wilcox Elementary	63.24%	12.15%	75.39%
Palermo Union Elementary School District	04-61523-6003289	Helen M. Wilcox Preschool (06007003000)			

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Palermo Union Elementary School District	04-61523-6089080	Honcut Elementary	78.57%	14.29%	92.86%
Palermo Union Elementary School District	04-61523-6003297	Palermo	60.87%	15.12%	75.99%
Paradise Unified School District	04-61531-6113526	Cedarwood Elementary	75.00%	18.44%	93.44%
Paradise Unified School District	04-61531-6113526	Cedarwood Preschool (CACFP April 2010)	66.70%	18.80%	85.50%
Paradise Unified School District	04-61531-6003313	Paradise Elementary	51.10%	17.26%	68.36%
Paradise Unified School District	04-61531-6003313	Paradise Elementary, Vista Preschool (CACFP April 2010)	55.00%	17.50%	72.50%
Paradise Unified School District	04-61531-6003321	Paradise Intermediate	56.04%	18.29%	74.33%
Paradise Unified School District	04-61531-6105522	Pine Ridge	66.35%	21.54%	87.88%
Paradise Unified School District	04-61531-6003339	Ponderosa Elementary	49.01%	17.26%	66.27%
Paradise Unified School District	04-61531-0432856	Ridgeview Continuation High (School Food Service, February 2010)	67.86%	9.29%	77.15%
Plum Valley Elementary School District	52-71613-6053615	Plum Valley Elementary	75.00%	10.00%	85.00%
Red Bluff Joint Union High School District	52-71639-0118026	Educational Outreach Academy	60.00%	10.00%	70.00%
Red Bluff Joint Union High School District	52-71639-5230040	Rebound	63.64%	18.18%	81.82%
Red Bluff Joint Union High School District	52-71639-5237201	Red Bluff High (School Food Service, March 2010)	40.31%	10.01%	50.32%
Red Bluff Joint Union High School District	52-71639-5237151	Salisbury High	64.15%	19.81%	83.96%
Red Bluff Union Elementary School District	52-71621-6053623	Bidwell Elementary	59.17%	7.83%	67.00%
Red Bluff Union Elementary School District	52-71621-6053631	Jackson Heights Elementary	74.58%	8.66%	83.24%

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Red Bluff Union Elementary School District	52-71621-6053656	Vista Middle (06103000700)			
Red Bluff Union Elementary School District	52-71621-6106686	William M. Metteer Elementary	61.98%	7.02%	69.01%
Reeds Creek Elementary School District	52-71647-6053664	Reeds Creek Elementary	46.00%	12.00%	58.00%
Richfield Elementary School District	52-71654-6053672	Richfield Elementary	33.06%	17.36%	50.41%
Scott Valley Unified School District	47-76455-6050728	Etna Elementary	44.39%	13.27%	57.65%
Scott Valley Unified School District	47-76455-4733309	Etna Union High	53.17%	16.10%	69.27%
Scott Valley Unified School District	47-76455-6050751	Fort Jones Elementary	66.41%	19.08%	85.50%
Scott Valley Unified School District	47-76455-47-30107	Scott River High	63.64%	9.09%	72.73%
Scott Valley Unified School District	47-76455-4730206	Scott Valley Community Day	100.00%	0.00%	100.00%
Scott Valley Unified School District	47-76455-6105480	Scott Valley Junior High	52.63%	15.79%	68.42%
Scott Valley Union School District	47-76455-6050900	Quartz Valley Elementary	52.38%	19.05%	71.43%
Seiad Elementary School District	47-70458-6050926	Seiad Elementary	53.13%	3.13%	56.25%
Stony Creek Joint Unified	11-62653-1132109	Elk Creek Junior-Senior High	46.34%	9.76%	56.10%
Stony Creek Joint Unified	11-62653-6007546	Elk Creek Elementary	73.81%	7.14%	80.95%
Stony Creek Joint Unified	11-62653-1130046	Bidwell Point High	100.00%	0.00%	100.00%
Stony Creek Joint Unified	11-62653-6007553	Indian Valley Elementary	62.50%	12.50%	75.00%
Stony Creek Joint Unified	11-62653-1130137	Stony Creek Community Day	100.00%	0.00%	100.00%
Stony Creek Joint Unified	11-62653-6119200	Stony Creek Elementary Community Day	100.00%	0.00%	100.00%

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Surprise Valley Joint Unified School District	25-65896-6025902	Surprise Valley Elementary	59.09%	6.82%	65.91%
Thermalito Union Elementary School District	04-61549-6121016	Heritage Community Day	88.89%	11.11%	100%
Thermalito Union Elementary School District	04-61549-6003354	Nelson Avenue Middle	64.14%	8.65%	72.79%
Thermalito Union Elementary School District	04-61549-0101485	Pioneer Community Day	75.00%	25.00%	100%
Thermalito Union Elementary School District	04-61549-0102327	Plumas Avenue Elementary	63.96%	8.71%	72.67%
Thermalito Union Elementary School District	04-61549-6003362	Poplar Avenue Elementary	77.47%	9.49%	86.96%
Thermalito Union Elementary School District	04-61549-6003370	Sierra Avenue Elementary	69.03%	12.58%	81.61%
Tulelake Basin Joint Unified School District	25-73593-6025860	Newell Elementary	72.36%	8.94%	81.30%
Weed Union Elementary School District	47-70482-6050942	Weed Elementary	70.57%	10.81%	81.38%
Willow Creek Elementary School District	47-70490-6050959	Willow Creek Elementary	48.84%	11.63%	60.47%
Willows Unified School District	11-62661-6007603	Murdock Elementary	54.73%	9.76%	64.50%
Willows Unified School District	11-62661-6007611	Willows Intermediate	52.97%	11.25%	64.21%
Yreka Union Elementary School District	47-70508-6067136	Evergreen Elementary	46.75%	13.31%	60.06%
Yreka Union Elementary School District	47-70508-6050967	Gold Street Elementary	54.37%	13.59%	67.96%
Yreka Union Elementary School District	47-70508-6050975	Jackson Creek Elementary	43.98%	13.35%	57.33%
		Adin Street Preschool (06049000200)			

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
		Arbuckle Children's Center Preschool (06011000100)			
		Arbuckle Preschool (06011000100)			
		Colusa Children's Center Preschool (06011000500)			
		George E. Cain Children's Center Preschool (06011000400)			
		Pre-K/ Family Literacy Preschool (06011000500)			
		Surprise Valley State Preschool (06049000400)			
		Williams Children's Center (06011000300)			

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
California Department of Education	A Child's Garden of Standards, Kids Cook Farm Fresh Food, Nutrition to Grow On, How does your Garden Grow	English
California Department of Public Health	Harvest of the Month	English, Spanish
California Power Play!	School Idea and Resource Kit, Community Youth Organization Idea & Resource Kit	English, Spanish
California Project LEAN	Jump Start Teens	English
CATCH: Coordinated Approach to Child Health Series	CATCH: Coordinated Approach to Child Health Series	Englist, Spanish
Channing Bete Company	Healthy Weight for Teens	English
Comprehensive Health Education Foundation	F.U.E.L	English
Contractor developed	OPT for Fit Kids - LEAP for Preschoolers, LEAP into Action, Leap for Families, Rethink Your Drink	English
Cooperative Extension (EFNEP, FSNEP)	Eat Fit, Farm to Fork, Reading Across MyPyramid	English, Spanish
Dairy Council of California	Building a Healthy Me!, Healthy Choices, Healthy Me!, Nutrition Pathfinders, Exercise Your Options, Deal Me In!	English, Spanish
NASCO – Life/form	How Much Sugar/Fat? Test Tube Display (visual aid display materials)	English
National Gardening Association	The Growing Classroom	English, Spanish
NIH	Media-Smart Yourth, We Can!	English
Operation Frontline, ConAgra Foods Foundation	Operation Frontline	English
Teachers College, Columbia University	Linking Food and the Environment (LiFE) – Food and Health; Choice Control, Change	
University of North Carolina – Chapel Hill	Nutrition and Physical Activity Self Assessment for Child Care Providers (NAP-SACC)	English
USDA materials	Dietary Guidelines for Americans; MyPyramid for Kids; MyPyramid for Adults; MyPyramid for Preschoolers, Loving your Family, Feeding their Future, Nutrition Essentials, The Power of Choice, Eat Smart, Play Hard, Empowering Youth, Eat Right When Money's Tight, Nibbles for Health, Ag in the Classroom	English, Spanish

Source	***Title***	***Languages***
WIC materials	Misc. brochures, handouts, and posters	English, Spanish
Contractor Developed	Poster depicting HOTM produce item, agriculture link, where produce grows, picture of plant or tree, and nutrition facts. Bookmarks depicting HOTM produce item, nutrition information and interesting facts along with a fun activity for the students. All information is pulled from the Network HOTM newsletters. The posters are placed in school cafeterias for the entire month. Students learn the basic nutrition facts and how the produce grows by seeing the poster daily.	English
Contractor Developed	Banner promoting HOTM program personalized to school site with their school mascot and fruit/vegetable images. Banner is placed at the school entrance during the week of HOTM tastings to increase excitement with the HOTM program. This placement will also spark discussion with parents.	English
Contractor Developed	Educational newsletter and video promoting local farmers who grow featured HOTM produce items. The FOTM newsletter and videos provide an opportunity for teachers and youth leaders to expand the *Harvest of the Month* learning and tasting experience. Nutrition education information is pulled from the Network HOTM newsletters. The FOTM Video is designed to expand on the FOTM educational newsletter by providing a virtual field trip experience for students. The FOTM videos can help to bring the farm and the farmer into the classroom to help mitigate the loss of field trip opportunities which provide the vital experiences that help students understand the connection between fresh food and lifelong healthy eating habits.	English

Source	***Title***	***Languages***
Contractor Developed	Parent and student handouts with nutritional information and facts that are culturally relevant for Native Americans. The handouts will increase nutrition and physical activity awareness, while being culturally sensitive to the Native American communities in northern California.	English

New Materials Development Data Sheet

Title	***Description***	***Justification***
Pod-cast scripts	Scripts containing nutrition information and facts that are culturally relevant for the Hmong communities which will be aired on KZFR and available on the SCNAC website. The scripts will both be in English and Hmong.	The information provided through the pod-cast scripts will increase nutrition and physical activity awareness, while being culturally sensitive to the Hmong communities in northern California.

BUDGET COVER SHEET
FFY 2011

Organization: CSU, Chico Research Foundation (SCNAC)				
Contract Number: 10-10044				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 2,975,140	$ 2,886,044	$ (89,096.00)	-2.99%
Fringe Benefits	$ 892,541	$ 865,813	$ (26,728.00)	-2.99%
Subcontractors	$ -		$ -	
Contracts/Grant Agreements			$ -	
Operating	$ 11,244		$ (11,244.18)	-100.00%
Non-Capital Equipment Supplies			$ -	
Building Space			$ -	
Maintenance			$ -	
Other Costs	$ 1,000		$ (1,000.00)	-100.00%
Materials			$ -	
Travel	$ 1,000		$ (1,000.00)	-100.00%
Equipment & Other Capital	$ -		$ -	
Indirect Costs	$ 567,819	$ 932,481	$ 364,662.00	64.22%
Total State Share	$ 4,448,744	$ 4,684,338	$ 235,593.82	5.30%
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 996,423	$ 1,096,895	$ 100,472.00	10.08%
Fringe Benefits	$ 259,070	$ 285,193	$ 26,123.00	10.08%
SubContracts	$ 257,330	$ 212,389	$ (44,941.00)	-17.46%
Contracts/Grants/Agreements			$ -	
Operating	$ 72,878	$ 57,444	$ (15,434.00)	-21.18%
Non-Capital Equipment Supplies			$ -	
Building Space			$ -	
Maintenance			$ -	
Other Costs	$ 314,613	$ 317,403	$ 2,790.00	0.89%
Materials			$ -	
Travel	$ 57,020	$ 44,147	$ (12,873.00)	-22.58%
Equipment & Other Capital	$ 4,925	$ 24,699	$ 19,774.00	401.50%
Indirect Costs	$ 259,121	$ 289,412	$ 30,291.00	11.69%
Total Federal Share	$ 2,221,380	$ 2,327,582	$ 106,202.00	4.78%

1. STATE LEVEL GOALS AND OBJECTIVES –
See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Central Valley Health Network**
Program Area: **Local Incentive Awardee: Non-Profit**
Contract Number: ***10-10037***

a. **Related State Objectives -**
See State-level objectives 1, 2, 4, 8, and 9.

b. **Audience.**
Gender: Male 40%Female _____%
Ethnicity: ☒African American 4%; ☒Asian 3%; ☒Caucasian 21%; ☒Latino 65%; ☒Native American <1%; ☒Pacific Islander <1%; ☒Other (specify)Refused to Report : 5%
Languages: ☒English _____%; ☒Spanish _____%; ☐Arabic _____%; ☐Armenian _____%; ☐Bosnian _____%; ☐Cantonese _____%; ☐Farsi _____%; ☒ Hmong _____%; ☐Khmer (Cambodian) _____%; ☐Korean _____%; ☐ Lao _____%; ☐Mandarin _____%; ☐Russian _____%; ☐Tagalog _____%; ☐Vietnamese _____%; ☒Other (specify)_____: _____%; ☐ Other (specify)_____: _____%
Ages: ☒ Under 5 years old 15%; ☒5 to 8 9%; ☒9 to 11 5%; ☒12 to 17 10%; ☒18 to 59 53%; ☒60 years old and over 8%

c. **Focus on SNAP Eligibles.**
Income Targeting Data Source:
☒*See attached Census Tract data sheet*
☐*See attached Free/Reduced Price Meal % data sheet*
☒Other (Specify): 2009 UDS (86% equal to or less than 150% FPL)
☐Other (Specify): _____ (_____% equal to or less than 185% FPL)

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☒Food Banks	4%	☒Shelters/Temporary Housing	4%
☐Food Pantries	_____%	☒Soup Kitchens	2%
☒Food Stamp Offices	3%	☐TANF Job Readiness Program	_____%
☒Public Housing	7%	☐WIC Offices	_____%

d. **Project Description.**
Key Methods:
☒Advisory Council/Task Force (specifiy): CVH&NC Community Resource Action Team; Watsonville Connections Collaborative; LEAN Ventura County Task Force ☐ Internet/Web Sites-website address: _____; ☒Print Media; ☒Radio Spanish/English; ☒TV PSA; ☒Nutrition Education Classes (Monthly occurrences at _____hour(s) each); ☒Community Education Events (Monthly occurrences at _____hour(s) each); ☐ Training/Workshop/Conference (_____ occurrences at _____hour(s) each); ☐Point of

Purchase (_____ occurrences at _____hours each); ☒Other (specify)Individual Nutrition Eduation: (Daily occurances at _____hours each).

Key Educational Messages:
☒ Fruits & Vegetables; ☒ Physical Activity; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒ Food Safety; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☒Whole Grains; ☒Other (Specify): Food Stamp Promotion

SNAP-Ed Delivery Sites by Type of Setting:
2 Adult Education & Job Training Sites; _____Adult Rehabilitation Centers; 8Churches; 27 Community Centers; 8 Elderly Service Centers; 17 Emergency Food Assistance Sites (includes Food Banks); _____Extension Offices; 3 Farmers Markets; 7 Food Stamp Offices; 12 Food Stores; 25 Head Start Programs; _____Individual Homes; 3 Libraries; 15 Other Youth Education Sites (includes Parks and Recreation); 80 Public/Community Health Centers (includes Public Health Departments); 19 Public Housing; 2Schools – students (Preschool); Schools – students (K-12); 4 Schools – students (Afterschool Program); 12 Schools – parents; 10 Shelters/Temporary Housing; _____WIC Programs; 9 Worksites; Other (specifiy):_____

* **Reminder: Every non-school site noted above must be listed with address and census tract on the separate Site Data Collection Form**.

Projected Number of Unduplicated Participants: 53,074

Narrative (max. 200 words)

The Central Valley Health Network's (CVHN) goal is to provide nutrition education that promotes the recommended intake of F/V, 30 minutes for adults and 60 minutes for children/day of PA, as well as improved food access for food stamp eligibles. To accomplish this, CVHN will distribute English/Spanish newsletters bi-monthly to health center clientele and community members highlighting the above. CVHN will collaborate with community organizations to conduct nutrition education and PA promotion activities at qualifying community sites. We will provide health center based individual and/or classroom-setting nutrition education and PA promotion. The SNAP will be promoted in conjuntion with nutrition education. Coordinators will participate in a *Network* impact evaluation training. Health centers will be able to measure the adoption of the F/V and/or PA recommendations and related factors either through pre and post-measures or annual surveillance with a representative sample of health center clients. Coordinators will communicate the *Network* program activities and its benefits regarding disease prevention to healthcare providers through presentations or newsletters at health centers twice per year. CVHN will acquire and apply basic media communication knowledge/skills by attending *Network* media webinars/trainings. Staff will communicate with their target audience through local media at least once per year.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**
☐We have not modified our methods/strategies ☐Changing audience participation
☐Improving cultural relevancy ☐Adding new partners

☒ Enhancing/updating existing strategies ☐ Other (specify): _____
☐ Utilizing research/program tool ☐ Other (specify): _____

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Educational Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All new educational materials must be listed on the attached New Materials Development data sheet.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*

State Share:

Process evaluation: See underlined section in Federal Share

Federal Share:

Process evaluation: # of News Bulletins, # of Food Stamp Promotion Materials, # of media communications delivered to target audience. # of food demos, # of community events, # of group and # of individual education sessions, # of participants (adult and children) in above SNAP-Ed activities. # of staff/healthcare providers updated on nutrition education and SNAP-Ed activities through presentations/newsletters.

Impact evaluation: the measurement of the adoption of F/V and/or PA recommendations, and related factors, through pre and post measures or annual surveillance with representative sample of clients.

3. EVALUATION PLANS –
All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. **COORDINATION EFFORTS (MAX. 100 WORDS)**

Participating health centers collaborate with 6 *Network* Regional Collaboratives (Central Coast, Central Valley, Desert Sierra, Gold Coast, Gold Country Sierra Cascade). All participating health centers complement community health fairs directed at our target audience by providing nutrition education and PA promotion. Several health centers are connecting with local farmers to bring farmers' markets to their communities.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Alameda	06001405900	All races	55.52%
Alameda	06001406202	All races	57.67%
Fresno	06019006802	All races	61.41%
Fresno	06019008401	All races	56.64%
Kern	06029000400	All races	69.53%
Kern	06029001300	All races	83.59%
Kern	06029003700	All races	55.79%
Kern	06029004101	Hispanic Latino	65.94%
Kern	06029004401	Hispanic Latino	61.80%
Kern	06029004500	All races	65.74%
Kern	06029004902	All races	57.28%
Kern	06029006100	Hispanic Latino	64.02%
Merced	06047000304	All races	58.21%
Merced	06047001301	All races	55.35%
Merced	06047001601	All races	81.20%
Merced	06047001901	All races	64.02%
San Bernardino	06071003700	All races	57.24%
San Bernardino	06071004100	All races	62.34%
San Bernardino	06071004202	All races	63.46%
San Bernardino	06071004401	Hispanic Latino	51.98%
San Bernardino	06071004900	All races	61.23%
San Bernardino	06071005400	All races	60.10%
San Bernardino	06071005500	All races	78.04%
San Bernardino	06071005600	All races	71.77%
San Bernardino	06071005700	All races	70.36%
San Bernardino	06071005800	All races	82.65%
San Bernardino	06071006202	All races	69.75%
San Bernardino	06071006301	All races	53.59%
San Bernardino	06071006401	All races	72.58%
San Bernardino	06071007000	All races	53.83%
San Bernardino	06071007200	Hispanic Latino	50.17%
Stanislaus	06099000801	Hispanic Latino	50.11%
Stanislaus	06099001800	All races	68.19%
Stanislaus	06099002100	All races	72.40%
Stanislaus	06099002200	All races	68.95%
Stanislaus	06099003802	All races	61.44%
Ventura	06111000200	Hispanic Latino	52.19%
Ventura	06111000600	All races	53.24%
Ventura	06111000903	Hispanic Latino	53.19%
Ventura	06111002200	Hispanic Latino	49.53%
Ventura	06111002300	All races	58.52%
Ventura	06111003201	All races	64.25%
Ventura	06111003202	All races	69.16%
Ventura	06111003800	All races	52.90%
Ventura	06111004400	Hispanic Latino	50.55%

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Ventura	06111004501	All races	56.75%
Ventura	06111004704	Hispanic Latino	53.20%
Ventura	06111004706	All races	74.78%
Ventura	06111004900	Hispanic Latino	52.03%
Ventura	06111006100	Hispanic Latino	61.87%
Ventura	06111007800	Hispanic Latino	59.57%
Yolo	06113010701	All races	55.25%
Yolo	06113011102	Hispanic Latino	52.60%

Free/Reduced Price Meal Percentage Data Sheet

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Pajaro Valley Unified School District	44 69799 6049639	Amesti Elementary	76.33%	11.83%	88.17%
Pajaro Valley Unified School District	44 69799 6049670	Calabas Elementary	82.08%	10.40%	92.49%
Pajaro Valley Unified School District	44 69799 6049696	Freedom Elementary	79.83%	12.71%	92.54%
Pajaro Valley Unified School District	44 69799 6049712	Hall District Elementary	77.82%	12.75%	90.57%
Pajaro Valley Unified School District	44 69799 6049704	Hyde H.A. Elementary	80.49%	8.36%	88.85%
Pajaro Valley Unified School District	44 69799 0102673	Landmark Elementary	67.63%	13.85%	81.48%
Pajaro Valley Unified School District	44 69799 6049803	TS Macquiddy Elementary	72.32%	11.42%	83.74%
Pajaro Valley Unified School District	44 69799 6108138	Ohlone Elementary	81.52%	8.70%	90.22%
Pajaro Valley Unified School District	44 69799 0102665	Radcliff Elementary	84.95%	6.88%	91.83%
Pajaro Valley Unified School District	44 69799 6117253	Ann Soldo Elementary	76.47%	10.46%	86.93%
Pajaro Valley Unified School District	44 69799 6108146	Starlight Elementary	71.72%	16.79%	88.50%

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Pajaro Valley Unified School District	44 69799 6049746	Mintie White Elementary	75.40%	11.31%	86.71%
Livingston Union Elementary	24 65748 6025506	Campus Park Elementary School	71.06%	14.57%	100%
Livingston Union Elementary	24 65748 6025522	Selma Herndon Elementary School	61.05%	19.15%	80.20%
Livingston Union Elementary	24 65748 6109649	Yamato Colony Elementary School	53.55%	22.88%	76.43%
Merced Union High	24 65789 2433605	Livingston High School	60.42%	17.80%	78.21%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
Adopted from Overwieght Prevention & Treatment for Fit Kids	Color Foods	English/Spanish
Adopted from Overwieght Prevention & Treatment for Fit Kids	Plate Proportion	English/Spanish
Adopted from Overwieght Prevention & Treatment for Fit Kids	Snack Ideas for Kids	English/Spanish
American Dietetic Association	25 Healthy snack for Kids	English/Spanish
American Dietetic Assoc	Eating Right Tips for Older Adults	English/Spanish
American Dietetic Association	Healthy Eating on the Run	English/Spanish
American Dietetic Assoc	Men's Health	English/Spanish
American Dietetic Association	Step up to Nutrition and Health	English/Spanish
Arizona Nutrition Network	Coloring Pages	English/Spanish
Arizona Nutrition Network	David Eats Dinner with his Family Coloring Page	English/Spanish
Arizona Nutrition Network	Fruit and Veggie Activity Book	English/Spanish
Arizona Nutrition Network	Fruit/Vegetables Coloring Pages	English/Spanish
Arizona Nutrition Network	Grains Coloring Page	English/Spanish
Arizona Nutrition Network	Meat/Dairy Coloring Pages	English/Spanish
Arizona Nutrition Network	Vegetable Stand Coloring Pages	English/Spanish
CA Department of Health	Be Active Your Way	English/Spanish
California Project Lean	Shop Smart, Shop Lean	English/Spanish
Cattlemen's Beef Board	The Fitness Connection	English/Spanish
Center for Disease Control	Healthy Kids, Healthy Families	English/Spanish

Source	***Title***	***Languages***
County of Orange Health Services	Make Healthy Choices that Fit your Life Style	English/Spanish
Dairy Council of CA	Certificate	English/Spanish
Dairy Council of CA	Eat Well, Be Active!	English/Spanish
Dairy Council of CA	Healthy Eating for Your Preschooler	English/Spanish
Dairy Council of CA	Healthy Snacks for Home School	English/Spanish
Dairy Council of CA	Making Meals Matter	English/Spanish
Dairy Council of CA	Making Meals Matter for your School-Age Child	English/Spanish
Dairy Council of CA	Parents: Be Your Child's Partner in Healthy Bones	English/Spanish
Dairy Council of CA	Pregnancy – A special time for nutrition	English/Spanish
Dairy Council of CA	Protect your Child from Lead Poisoning	English/Spanish
Dairy Council of CA	Start Your Preschooler on the Path to Healthy Eating	English/Spanish
Dairy Council of California	The Calcium Connection	English/Spanish
Dairy Council of CA	Tips for feeding and Preparing Food With Your Preeschooler	English/Spanish
Education and Prevention Services	Healthy Fast Foods…	English/Spanish
Education and Prevention Services	Healthy Snacks…	English/Spanish
Extension en Espanol	Busy Families and Mealtime	English/Spanish
Extension En Espanol	Good Eating Habits	English/Spanish
Extension en Espanol	Keeping Food Safe	English/Spanish
Extension en Espanol	Meal Planning Stretching Your Dollar	Spanish
Extension en Espanol	Nutrition and the Elderly	English/Spanish
Extension en Espanol	Reduce Your Cholesterol	English/Spanish
Food and Drug Administration	Eating Well As We Age	English/Spanish
Food Safety and Inspection Service	Basics for Handling Food Safely	English/Spanish
Foodwise CA Dept. Health Serv.	Exercise Excuses & Fitness Facts	English/Spanish
Fresno Dept. of Community Health	My Child's Weight… What Can I Do?	English/Spanish
Fresno Dept. of Community Health	My Child's Weight… What Can I Do?	English/Spanish
Fruits and Veggies More Matters	How Many Fruits and Vegetables do you Need?	English/Spanish
Fruits and Veggies More Matters	Three Simple Steps to Eating More	English/Spanish
Mealsmatter.org	Get Packin' Tips for a Healthy Lunch Box	English/Spanish
MyPryamid.gov	Jazz Up Your Menu With Fruits	English/Spanish
National Cancer Institute	Eat Less Fat: You can Lower Your Risk For…	English/Spanish

Source	***Title***	***Languages***
National Institute of Health	Cut Down on Salt	English/Spanish
National Institute of Health	Milk Matters	English/Spanish
National Institute of Health	Watch Your Weight!	English/Spanish
National Pork Board	Anatomy of MyPyramid	English/Spanish
Network for a Healthy California	AA Campaign: Soulful Recipes	English
Network for a Healthy California	AA Toolbox for Community Educators	English
Network for a Healthy California	Champions for Change materials: How Many Cups of Fruit and Vegetables Do I need?; Fruits and Vegetables: for Your Health, Your Neighborhood, and Your Life; Physical Activity: for Your Neighborhood, and Your Life;	English/Spanish
Network for a Healthy California	Eat Right When Money's Tight	English
Network for a Healthy California	F/V PA Toolbox for Community Educators	English/Spanish
Network for a Healthy California	Food Stamps Make America Stronger	English/Spanish
Network for a Healthy California	Latino Campaign: Healthy Latino Recipes Made with Love, Everyday Healthy Meals, Kids get Cookin; Recipe card etc.	English/Spanish
Network for a Healthy California	Physical Activity: For Your Health	English/Spanish
Network for a Healthy California	Power Play Campaign materials	English/Spanish
Network for a Healthy California	Retail Campaign: Discover the Secret	English/Spanish
Oregon State University	Breakfast is Important	English/Spanish
Oregon State University	Calcium is Important	English/Spanish
Oregon State University	Celebrate Traditions!	English/Spanish
Oregon State University	Cooking With Beans	English/Spanish
Oregon State University	Cooking With Dried Fruits and Vegetables	English/Spanish
Oregon State University	Cooking With Eggplant	English/Spanish
Oregon State University	Cooking With Raisins	English/Spanish
Oregon State University	Cooking With Rice	English/Spanish
Oregon State University	Drink water	English/Spanish
Oregon State University	Eat Better, Eat Together!	English/Spanish
Oregon State University	Eat Fruits and Vegetables	English/Spanish
Oregon State University	Eat More Fruits and Vegetables	English/Spanish
Oregon State University	Eat Well for Good Health	English/Spanish
Oregon State University	Focus on Fruits	English/Spanish

Source	***Title***	***Languages***
Oregon State University	Go Lean on Protein	English/Spanish
Oregon State University	Got Dairy?	English/Spanish
Oregon State University	Grains	English/Spanish
Oregon State University	Know Your Fats	English/Spanish
Oregon State University	MyPryamid	English/Spanish
Oregon State University	Stay Active and Feel Better!	English/Spanish
Oregon State University	Sugar and Your Health	English/Spanish
Oregon State University	Take Care of your Heart	English/Spanish
Oregon State University	Vary your Vegetables	English/Spanish
Recipes and Nutrition information	The Avocado Packet	English/Spanish
Team Nutrition/USDA	My Pryamid, Eat Right, exercise	English/Spanish
Texas Department of Agriculture	10 Easy Ways to Improve Your Family's Eating Habits	English/Spanish
Texas Department of Agriculture	Suggestions for Nutritious Snacks	English/Spanish
Texas Dept. Food and Agriculture	Taking the Mystery out of the Food Label	English/Spanish
The Children's Health Fund	Healthy Basics Hand-washing	English/Spanish
Tufts University	MyPyramid for Older Adults	English/Spanish
UC Cooperative Extension	Giving Your Baby New Foods: Birth 8 Months	English/Spanish
UC Cooperative Extension	Picky Eater	English/Spanish
UC Cooperative Extension	Iron For Strong Blood	English/Spanish
UC Cooperative Extension	Family Mealtime	English/Spanish
UC Cooperative Extension	Family Mealtime	English/Spanish
UC Cooperative Extension	Fast Food	English/Spanish
UC Cooperative Extension	Keep Kids Active	English/Spanish
UC Cooperative Extension	Giving Your Baby New Foods: 8-12 Months	English/Spanish
UCCE- Tulare County	Healthy Snacks on the Go	English/Spanish
Univ. of Utah Health Sciences Ctr.	A Guide to Choosing Low-Fat, Low Cholesterol…	English/Spanish
Univ. of Utah Health Sciences Ctr.	Ideas for Fast & Easy Heart Healthy Meals	English/Spanish
University of CA-Coop. Extension	Protect Your Baby's Teeth	English/Spanish
University of Florida, IFAS Ext	My Pyramid, Food Groups	English/Spanish
University of Florida, IFAS Ext	My Pyramid, Steps to Healthier You	English/Spanish
University of Florida, IFAS Ext.	MyPyramid Food Groups (6)	English/Spanish
US Department of Agricultur	Power Panther Stickers	English/Spanish
US Department of Agriculture	Power Up with Breakfast	English/Spanish
US Dept.of Health & Human Srvc	For Strong Bones For Lifelong Health	English/Spanish

Source	***Title***	***Languages***
US Dept of Health & Human Services	Games from the Garden	English/Spanish
US Dept of Health & Human Services	Milk Matters Coloring Book	English/Spanish
US Dept. of Health & Human Srvc	Young Teens Need Calcium	English/Spanish
USDA Eat Smart. Play Hard	Activity and Sticker Book	English/Spanish
USDA Eat Smart. Play Hard	Enter the Fun Zone	English/Spanish
USDA Eat Smart. Play Hard	Let's Go on a Snack Hunt	English/Spanish
USDA Eat Smart. Play Hard	Power Panther's Picnic	English/Spanish
USDA Eat Smart. Play Hard	Stickers and Tattoos	English/Spanish
USDA Food Safety and Insp. Serv.	Washing Hands Coloring Page	English/Spanish
USDA/Eat Smart, Play Hard	Move More, Sit Less	English/Spanish
USDA/Purdue University	Anatomy of MyPyramid	English/Spanish
USDA/Purdue University	MyPryamid	English/Spanish
Wisconsin Nutrition Education	Eat Breakfast	English/Spanish
Wisconsin Nutrition Education	Food Safety Alert	English/Spanish
Wisconsin Nutrition Education	Food to Go	English/Spanish
Wisconsin Nutrition Education	Keeping Your Food Safe	English/Spanish
Wisconsin Nutrition Education	Let's Get Our Kids Moving	English/Spanish
Wisconsin Nutrition Education	Let's Make Meatless Meals	English/Spanish
Wisconsin Nutrition Education	Let's Make Meatless Meals	English/Spanish
Wisconsin Nutrition Education	Making Snacks With Children	English/Spanish
Wisconsin Nutrition Education	Nutrition Facts in Spanish	English/Spanish
Wisconsin Nutrition Education	Nutrition Labels	English/Spanish
Wisconsin Nutrition Education	Shopping Tips	English/Spanish
Wisconsin Nutrition Education	Tips for Baking and Serving Food with Less Fat	English/Spanish
Wisconsin Nutrition Education	Your Baby: Bottle Feeding And Tooth Decay	English/Spanish

BUDGET COVER SHEET
FFY 2011

Organization: Central Valley Health Network				
Contract Number: 10-10037				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Operating				
Travel				
Equipment & Other Capital				
Subcontractors	$ 1,843,106	$ 1,843,104	$ (2)	0.00%
Other Costs				
Indirect Costs				
Total State Share	$ 1,843,106	$ 1,843,104	$ (2)	0.00%
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 117,050	$ 101,075	$ (15,975)	-13.65%
Fringe Benefits	$ 30,410	$ 22,105	$ (8,305)	-27.31%
Operating	$ 17,793	$ 14,451	$ (3,342)	-18.78%
Travel	$ 14,210	$ 8,675	$ (5,535)	-38.95%
Equipment & Other Capital	$ 818	$ -	$ (818)	-100.00%
Subcontractors	$ 921,553	$ 919,718	$ (1,835)	-0.20%
Other Costs	$ 4,720	$ 2,606	$ (2,114)	-44.79%
Indirect Costs	$ 47,888	$ 37,228	$ (10,660)	-22.26%
Total Federal Share	$ 1,154,442	$ 1,105,858	$ (48,584)	-4.21%
Note: *If the Total State Share or Total Federal Share Percertage difference is greater than 5%, please provide an explanation.*				
If the total percentage difference is greater than 5% consult your Contract Manager.				
Justification of greater than 5% change				
Personnel Salaries	*Decreased due to reduction in FTEs of the Administrator & Grants & Contract Analyst.*			
Fringe Benefits	*Decreased due to employee paying a portion of fringe benefit costs*			
Operating	*Communication was overestimated in the previous year.*			
Travel	*Cost of mileage has decreased and for FFY11, trainings, collaborative meetings and site visits are combined in one trip to the extent possible*			
Equipment & Other Capital	*No need for equipment at this time*			
Other Costs	*Curriculum materials were purchased in 2010. For Yr 11, only ServSafe training & materials are included.*			
Indirect Costs	*Decreased as a result of a decrease in other line items*			

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **San Francisco General Hospital Foundation**
Program Area: **Nonprofit Incentive Awardee: Government - Local Public Health**
Contract Number: ***09-11429***

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 35%Female 65%

Ethnicity: ☒African American 1%; ☒Asian 93%; ☒Caucasian 4%; ☒Latino 1%; ☐Native American %; ☐Pacific Islander %; ☒Other (specify)Unknown: 1%

Languages: ☒English 17%; ☐Spanish %; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☒Cantonese 77%; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☒Mandarin 4%; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☒Other (specify)unable to determine: 2%

Ages: ☒ Under 5 years old 4%; ☒5 to 8 5%; ☒9 to 11 4%; ☒12 to 17 9%; ☒ 18 to 59 52%; ☒60 years old and over 26%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Other: Agency Targeting Data Sheet (71%)
Other: Head Start (100%)

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☒Advisory Council/Task Force (specifiy): Chinese Project Partners' Coalition, Chinese Project Leadership Council, CHDP Childhood Obesity Prevention Work Group, RYD/SFS Steering Committee, Network Steering Committee, Network Health Disparity Task Force; ☐Internet/Web Sites-website address: ; ☒Print Media; ☒Radio ; ☒TV ; ☒Nutrition Education Classes (6 occurrences at 1.5hour(s) each);

☒Community Education Events (4 occurrences at 4hour(s) each); ☒ Training/Workshop/Conference (1 occurrences at 1.5hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☐Sodium and Potassium; ☒Whole Grains; ☐Other (specify): Food Stamp promotion.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; 1Afterschool Programs; 1Churches; 1Community-Based Organizations; Community Centers; Community Clincs (non-government); 2 Community Youth Organizations; 1Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; 1Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- 1Head Start Programs; School District Preschools; Other Preschools or Daycares; 1Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); 1Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; 0 Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy):

Projected Number of Unduplicated Participants: 3000

Narrative (max. 200 words)
The Network for a Healthy California - Chinese Project is the first and sole project funded to serve primarily the SNAP eligible Chinese population in San Francisco, most of whom are immigrant families. To outreach to these primarily monolingual Chinese-speaking households, the Network for a Healthy California-Chinese Project continues to develop partnerships with over 20 community agency partners, to modify a strategic plan and implement project activities that meet the cultural and linguistic needs of the food stamp eligible populations in San Francisco County, including but not limited to the Chinese speaking communities.

Project activities include: community outreach via channels identified by the coalition, classes, trainings, participation in State media promotional campaigns or statewide initiatives, development of culturally and linguistically specific materials, media interviews and press releases to promote Network messages for nutrition education and physical activity. In addition, the project provides resources, along with technical assistance for partnering agencies to promote nutrition and physical activity. Project will also identify "Champions for Change" in the Chinese community in accordance with the established Network guidelines and feature them in success stories for sharing in the community. In collaboration with the National Institutes of Health, the project will continue to develop culturally appropriate nutrition education materials, conduct interactive workshops and provide technical assistance as part of the ***We Can!***™ campaign.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- ☒ We have not modified our methods/strategies
- ☐ Improving cultural relevancy
- ☐ Enhancing/updating existing strategies
- ☐ Utilizing research/program tool
- ☐ Changing audience participation
- ☐ Adding new partners
- ☐ Other (specify):
- ☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Participant knowledge, behavior change and satisfactory survey (or pre & post questionnaires) will be used as a major tool to evaluate various nutrition and physical activity promotion classes targeting specific groups of the SNAP eligible Chinese population. Project outreach activities, especially disseminated through media channels to the Chinese communities, will be traced accordingly via electronic impressions obtained from television, newspaper and radio station statistics, and/or from inquires via phone calls, letters and walk-ins.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Network messages will always be promoted in all activities coordinated by the Network for a Healthy California-Chinese Project such as community workshops, nutrition and physical activity promotion classes, promotional flyers, posters, press releases, and other educational materials. Project will work with local community coalition such as BANPAC and Chinese Project Partners' Coalition and Chinese Project Advisory Committee to carry out Project's objectives to address the nutritional needs of the SNAP-ed population.

New partners are to be recruited to the active Chinese Project Partners' coalition and Chinese Project Leadership Council, comprised of representatives from community-based organizations, such as American Cancer society, American Heart Association, APA Family Support Services, Asian Family Support Center, Asian Women's Resource Center, California Pacific Medical Center, Chinatown Beacon Center, Chinatown Child Development Center, Chinatown Young Men's Christian Association, Chinese Hospital, City College of San Francisco, Consumer Education Department, Commodore Stockton Child Development Center, Community Youth Center, Kai Ming Head Start, Newcomers Health Program, NICOS Chinese Health Coalition, On-Lok Lifeways, San Francisco Unified School District-

Student Support Services Department, Self Help for the Elderly, University of California Cooperative Extension, Women, Infant & Children Supplemental Nutrition Program, Wu Yee Children's Services. In addition, project staff will attend trainings, meetings, and conferences sponsored by the Network and will join in Network supported campaigns to ensure project's messages are in line with other USDSA funded projects.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
San Francisco	06075010700	All Races	58.35%
San Francisco	06075011300	All Races	51.47%
San Francisco	06075011400	All Races	61.40%
San Francisco	06075011500	All Races	61.07%
San Francisco	06075011700	All Races	53.01%
San Francisco	06075012400	All Races	55.32%
San Francisco	06075017800	All Races	56.48%
			%

Free/Reduced Price Meal Percentage Data Sheet

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
San Francisco Unified	38-68478-6113252	John Yehall Chin Elementary	63.49%	23.81%	87.30%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%
			%	%	%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
Alameda County Public Health Department	Sugar Savvy Curriculum	English
American Cancer Society	Meeting Well (guide book)	English
California Project LEAN	Rethink Your Drink Poster	English
Contractor developed	Dietary Guidelines for Americans (handout)	Bilingual (English and Chinese)
Contractor developed	Eat Right! Get Fit! Get Healthy! Brochure	English and Chinese
Contractor developed	Guidelines and Menu for Healthy Meetings	English
Contractor developed	Healthy Chinese Cuisine Using Fruits and Vegetables (cookbook)	Bilingual (English and Chinese)
Contractor developed	Meet the New Food Pyramid & Making Healthy Food Choices (handout)	Bilingual (English and Chinese)
Contractor developed	Network for a Healthy California--Chinese Project Brochure --"Eat Fruits & Vegetables and Walk 10,000 Steps a Day, Be Healthy All the Way!"	English and Chinese
Contractor developed	Network for a Healthy California--Chinese Project Fact Sheet	English

Source	***Title***	***Languages***
Contractor developed	Project Poster: Food Pyramid	Bilingual (English and Chinese)
Contractor developed	Project Poster: Promoting Fruits & Vegetables	Bilingual (English and Chinese)
Contractor developed	Project Poster: Promoting Physical Activity	Bilingual (English and Chinese)
Contractor developed	Sing Tao Gourmet Guide (articles on various nutrition topics)	Chinese and English
Contractor developed	Summer Camp Resource Binder	English
Harvest of the Month	Various fruits and vegetable (family newsletter)	Chinese and English
National Institute of Health	WE CAN Brochure	English
National Institute of Health	WE CAN Parents Handbook	English and Chinese
San Francisco Department of Public Health	Feeling Good Healthy Tips 9 -Build Your Strength (pamphlet)	Trilingual (English, Chinese, Spanish)
Chinatown Public Health Center and California Pacific Medical Center	***We Can!***™ for Chinese Families Parent Handbook	Bilingual (English and Chinese)

New Materials Development Data Sheet

Title	***Description***	***Justification***

San Francsico General Hospital Foundation
BUDGET COVER SHEET
FFY 2011

Organization: San Francisco General Hospital Foundation				
Contract Number: 09-11429				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 106,041	$ 106,041	$ -	0.00%
Fringe Benefits	$ 29,169	$ 29,168	$ (1)	0.00%
Operating	$ -			
Travel	$ -			
Equipment & Other Capital	$ -			
Subcontractors	$ -			
Other Costs	$ -			
Indirect Costs	$ 28,111	$ 28,113	$ 2	0.01%
Total State Share	$ 163,321	$ 163,322	$ -	0.00%
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 69,814	$ 69,814	$ -	0.00%
Fringe Benefits	$ 775	$ 775	$ -	0.00%
Operating	$ 965	$ 965	$ -	0.00%
Travel	$ 3,565	$ 2,109	$ (1,456)	-40.84%
Equipment & Other Capital	$ -			
Subcontractors	$ -			
Other Costs	$ 6,542	$ 7,998	$ 1,456	22.26%
Indirect Costs	$ -			
Total Federal Share	$ 81,661	$ 81,661	$ -	0.00%
Justification for differences greater/less than 10%				
Travel - Funds were removed for the Network conference as it will not occur in 2011; thereby causing a decrease				
of more than 10% in this line item.				
Other Costs - Funds originally slated for the Network conference were reallocated to printing costs; thereby				
causing an increase greater than 10% in this line item.				

FFY 11
California State Plan for Federal Fiscal Year 2011

Local Incentive Awardees

LOCAL FOOD AND NUTRITION EDUCATION (LFNE)

Alameda County Community Food Bank

Alameda Point Collaborative

Asian Pacific American Legal Center

CANGRESS

Child Development of Ventura County, Inc.

Children's Council of San Francisco

Collective Roots

Community Services Planning Council

Health Education Council

Mandela Marketplace

Natividad Medical Foundation

Neighborhood Parks Council

New Economics for Women

North Coast Opportunities

Pacific Coast Farmers' Market Association

Sustainable Economic Enterprises of Los Angeles

Trust for the Conservation Innovation, on behalf of Nextcourse

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Alameda County Community Food Bank**
Program Area: **Local Food Nutrition Education**
Contract Number: **08-85127**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 30%Female 70%

Ethnicity: ☒African American 62%; ☒Asian 4%; ☒Caucasian 18%; ☒Latino 16%; ☐Native American %; ☐Pacific Islander %; ☐Other (specify) : %

Languages: ☒English 72%; ☒Spanish 23%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☒Cantonese 4%; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☒Vietnamese 1%; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☒ Under 5 years old 6%; ☒5 to 8 6%; ☒9 to 11 6%; ☒12 to 17 6%; ☒ 18 to 59 65%; ☒60 years old and over 11%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☒Food Banks	100%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☒Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (100 occurrences at .25 hour(s) each); ☐Community Education Events (occurrences at hour(s) each); ☒Training/Workshop/Conference (6 occurrences at 2 hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☐Promote Healthy Communities; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☒Whole Grains; ☐Other (specify): .

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; 2 Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy):

Projected Number of Unduplicated Participants: 1,515

Narrative (max. 200 words)
The goal of the *Network for a Healthy California*'s Local Food and Nutrition Education project fits well with the Food Bank's aim to increase nutrition knowledge among its member agency representatives so that they can transfer knowledge to their clients while distributing emergency food.
To supplement and strengthen nutrition education efforts, funding from the *Network* is outlined in the following services:

1) Provisions of handouts to Food Bank clients who call an Emergency Food Helpline operated onsite as well as through the Children's Food Distribution Program. Both of these feature seasonal produce currently distributed by the Food Bank;
2) Indirect nutrition education to member agencies using a Train-the-Trainer model; and
3) A Nutrition Helpline to foster nutrition training of member agencies and community empowerment.

With funding from the California Association of Food Banks, the Nutrition Education program:

1) Offers numerous workshops and food demonstrations throughout Alameda County both to participating member agencies as well as to a variety of other community based organizations and schools. In fiscal year 2010, over 6,000 low-income community members participated in one of 185 total workshops.
2) Provides recipes, handouts and other Nutrition information to workshop participants and the broader community.
3) Participates in nutrition education-focused regional meetings where healthy eating and physical activity are promoted, best practices are shared, and relevant material is reviewed.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- ☒ We have not modified our methods/strategies
- ☐ Improving cultural relevancy
- ☐ Enhancing/updating existing strategies
- ☐ Utilizing research/program tool
- ☐ Changing audience participation
- ☐ Adding new partners
- ☐ Other (specify):
- ☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
The impact evaluation will evaluate increases in knowledge related to nutrition, physical activity, and/or healthy eating during the Train-the-Trainer workshops using pre and post-tests. The Nutrition Helpline will be assessed using a telephone survey. Nutrition education activities will be documented using the Activity Tracking Form, materials distribution log and intake logs/sign-in sheets.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Food Bank Nutrition Education staff actively participate in Network events, including trainings, Network Steering Committee meetings, Local Food and Nutrition Education Action Committee meetings, and Bay Area specific groups (BANPAC and BARNN). Historically, the Food Bank has worked closely with Alameda County's University of California Cooperative Extension and the Alameda County Department of Public Health. The Food Bank is willing and capable of providing assistance to and collaborating with Network partners in order to promote a consistent nutrition and physical activity message to SNAP-Ed eligible community members.

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
Alameda County Public Health Department	Be Sugar Savvy Curriculum	English, Spanish

Source	***Title***	***Languages***
Alameda County Public Health Department	Secrets of Sodium Curriculum	English, Spanish
Alameda County Public Health Department	What's In Your Bag? Curriculum	English
Alameda County Public Health Department	Re-Think Your Drink Materials	English, Spanish
Alameda County Public Health Department	Fat and Calorie Content of Popular Fast Foods	English
California African American Campaign	Available Handouts	English
California Latino	Latino Toolbox & supporting handouts	English, Spanish
California Power Play!	Community Youth Organization - Idea & Resource Kit	English, Spanish
California Project LEAN	Jumpstart Curriculum	English
Contractor developed	Produce Toolkit	English, Spanish
Other California Healthy Kids Resource Center materials	CATCH Curriculum	English
Produce for Better Health	Recipes	English
San Francisco Department of Public Health	Cook Well, Live Better Curriculum	English, Spanish
San Francisco Department of Public Health	FLAVOR of Nutrition Curriculum	English, Spanish
USDA materials	Loving Your Family - The Healthy Family Guidebook	English, Spanish

New Materials Development Data Sheet

Title	***Description***	***Justification***
Recipe Tips	Recipe handouts (2 sided, English/Spanish) featuring seasonal produce distributed by the Food Bank. Will use recipes available in *Network* curricula.	Recipe handouts from the *Network* may not always feature appropriate seasonal produce for Food Bank distributions. *Network* cookbooks cannot be sent to Food Bank clients every month, so recipes will be adapted into one-sheet, two-sided handouts.
Recipe Tips for Young People	Recipe handouts (2 sided, English) featuring seasonal produce. Child-friendly, appropriate for a 5th grader to prepare with minimal or no adult supervision. Will use recipes available in *Network* curricula.	Recipe handouts from the *Network* may not always feature appropriate seasonal produce for Food Bank distributions. *Network* cookbooks cannot be sent to Food Bank clients every month, so recipes will be adapted into one-sheet, two-sided handouts.

BUDGET COVER SHEET
FFY 2011

Organization: Alameda County Community Food Bank				
Contract Number: 08-85127				
State Share Budget	**FFY 2009**	**FFY 2010**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 53,625	$ 48,455	$ (5,170)	-9.64%
Fringe Benefits	$ 7,508	$ 9,206	$ 1,698	22.62%
SubContracts	$ -	$ 1,200	$ 1,200	100.00%
Contracts/Grants/Agreements				
Operating	$ 1,898	$ 4,476	$ 2,578	135.83%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 6,955	$ 11,744	$ 4,789	68.86%
Materials				
Travel	$ 2,224	$ 1,515	$ (709)	-31.88%
Equipment & Other Capital				
Indirect Costs	$ 12,637	$ 13,404	$ 767	6.07%
Total Federal Share	$ 84,847	$ 90,000	$ 5,153	6.07%
***No state share -LFNE contract**				
Increase is due to retrospective presentation costs for the projects final year.				
Justification for differences greater than/less than 10%				
Fringe - Fringe benefit rate increased from 14% in 2010 to 19% in 2011 as negotiated by contractor; thereby				
causing an increase greater than 10% for this line item.				
Subcontracts - Contractor added an IT consultant for the 2011 year; thereby causing an increase greater				
than 10% for this line item.				
Operating - Contractor added utilities, copying, office supplies, and materials printing to Operating; thereby				
causing an increase greater than 10% for this line item.				
Other Costs - Contractor added required retrospective report costs to Other Costs; thereby causing an				
increase greater than 10% for this line item.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Alameda Point Collaborative**
Program Area: **Local Incentive Awardee:**
Contract Number: **09-11458**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 40%Female 60%

Ethnicity: ☒African American 61%; ☒Asian 2%; ☒Caucasian 8%; ☒Latino 20%; ☒Native American 6%; ☒Pacific Islander 2%; ☒Other (specify)Multi Racial: 1%

Languages: ☒English 100%; ☐Spanish %; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☒ Under 5 years old 11%; ☒5 to 8 9%; ☒9 to 11 12%; ☒12 to 17 15%; ☒18 to 59 49%; ☒60 years old and over 4%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☒Shelters/Temporary Housing	30%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☒Public Housing	70%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (260 occurrences at 1.5 hour(s) each); ☒Community Education Events (12 occurrences at 2hour(s) each); ☒Training/Workshop/Conference (260 occurrences at 4hour(s) each); ☐Point of Purchase (occurrences at hours each); ☒Other (specify)Nutrition Education Materials: (260 occurances at 2 hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☐Fats and Oils; ☐Fiber-Rich Foods; ☒Food Shopping/Preparation; ☐Lean Meat and Beans; ☐Limit Added Sugars or Caloric Sweeteners; ☐MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☐Promote Healthy Weight; ☐Sodium and Potassium; ☐Whole Grains; ☐Other (specify): .

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); 1Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); Schools – adults/parents; 1 Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy):

Projected Number of Unduplicated Participants: 500

Narrative (max. 200 words)
This project will implement the Nutrition and Wellness Program (NWP) at the Alameda Point Collaborative (APC) supportive housing for formerly homeless individuals located in Alameda, CA. The NWP will expand the nutrition-education activities of APC's existing Growing Youth Project (GYP) which employ residents through a successful community-based youth engagement model. NWP nutrition-education activities will be developed and implemented by staff and adult and teen Community Educators who will receive training and skill development to become Champions for Change. The NWP target audience will be Food Stamp eligible APC residents and clients of our co-located partner agencies. The goal of the NWP will be to increase the likelihood that these individuals will make healthy food choices with a limited budget and choose active lifestyles.
The NWP will dedicate staff time and resources to focus on three core strategies:

- Recruit and train 20 Community Educators to implement the NWP and become Champions for Change in their community;
- Develop and implement direct nutrition education workshops, classes, and events that promote nutrition education, physical activities and Food Stamp promotion to 200 Network-eligible participants.
- Distribute materials promoting nutrition education, physical fitness, and Food Stamp promotion to 500 Network-eligible participants.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**
☐We have not modified our methods/strategies ☐Changing audience participation

☐ Improving cultural relevancy
☒ Enhancing/updating existing strategies
☐ Utilizing research/program tool
☒ Adding new partners
☐ Other (specify):
☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*

The evaluation will employ mixed-methods to collect qualitative and quantitative data on the project's impact on individuals' behavior and knowledge of healthy eating practices.

Process evaluation: Logs, sign-in sheets, and activities records to track participation and information distribution.

Impact evaluation: Baseline, follow-up surveys and focus groups for Community Educators measuring change in knowledge of nutrition, healthy eating and physical activity. Pre and post-tests for individuals participating in direct nutrition education to assess changes in knowledge of nutrition and healthy food preparation. Biannual surveys for participants of 5+ activities to assess longer-term impact on behaviors and perceptions.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

The project will continue to work with other organizations (some Network-funded) in developing and delivering training to youth to become Community Educators through shared trainings and conferences. These partnerships will expand the food security and food production work currently funded under the USDA Community Food Projects to include more focused nutrition education; it will address needs with collaborative partners to have more information and opportunities for nutrition education at their respective sites; finally, participation and outreach with other Network-funded organizations through attendance at meetings and sharing resources.

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
California Department of Education	Kids Cook Farm Fresh	English Only
California Power Play!	Community Youth Organization idea & resource kit	English Only
Glencoe/McGraw Hill	Teen Health Course Series	English Only
Harvest of the Month	Harvest of the Month	English Only
National Institute of Child Health and Human Development/National Institutes of Health	Media-Smart Youth	English Only
Santa Fe Partners in Education	Cooking with Kids	English Only
Teachers College Columbia University	Linking Food and the Environment (LiFE) Choice, Control, and Change	English Only
USDA materials	Power of Choice	English Only
USDA materials	Empowering Youth	English Only

BUDGET COVER SHEET
FFY 2011

Organization: Alameda Point Collaborative				
Contract Number: 09-11458				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 56,573	$ 56,573	$ -	0.00%
Fringe Benefits	$ 10,537	$ 10,537	$ -	0.00%
SubContracts	$ 3,600	$ 4,400	$ 800	22.22%
Contracts/Grants/Agreements				0.00%
Operating	$ -			0.00%
Non-Capital Equipment Supplies				0.00%
Building Space				0.00%
Maintenance				0.00%
Other Costs	$ 3,000	$ 3,000	$ -	0.00%
Materials				0.00%
Travel	$ 1,544	$ 1,184	$ (360)	-23.32%
Equipment & Other Capital	$ -			0.00%
Indirect Costs	$ 9,030	$ 9,083	$ 53	0.59%
Total Federal Share	$ 84,284	$ 84,777	$ 493	0.58%
LFNE Contract No State Share				
Percentage Difference Justification				
Subcontracts- Sub is paid at the same rate at FFY 10 only an extra $800 for data entry duties.				
Travel and Per Diam- Amount decreased because contractor will not be attending the Fiscal and Programmatic Trainings in FFY 11.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Asian Pacific American Legal Center**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **08-85172**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 45%Female 55%

Ethnicity: ☒African American 3.0%; ☒Asian 20%; ☐Caucasian %; ☒Latino 77%; ☐Native American 0%; ☐Pacific Islander %; ☐Other (specify)Multiple Ethnic: %

Languages: ☒English 25%; ☒Spanish 57%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☒Cantonese 8.0%; ☐Farsi %; ☐ Hmong %; ☒Khmer (Cambodian) 8.0%; ☐Korean %; ☐Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☒Vietnamese 2.0%; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☐ Under 5 years old %; ☐5 to 8 %; ☒9 to 11 25%; ☒12 to 17 35%; ☒18 to 59 35%; ☒60 years old and over 5.0%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☒Internet/Web Sites-website address: TBD; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (4.0 occurrences at 2.0 hour(s) each); ☒Community Education Events (4.0 occurrences at 4.0hour(s) each); ☒Training/Workshop/Conference (5.0 occurrences at 2.0hour(s) each); ☐Point of Purchase (occurrences at hours each); ☒Other (specify)instant messaging: (on-going occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☐Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☐Promote Healthy Weight; ☐Sodium and Potassium; ☒Whole Grains; ☐Other (specify): .

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; 5.0Community-Based Organizations; 5.0Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; 6.0Schools – students (K-12); 6.0Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): Other: Community Garden (2) Note: the K-12 and adult/parents actitvities are conducted at the same 6 school sites.

Projected Number of Unduplicated Participants: 2000

Narrative (max. 200 words)

This project will conduct culturally appropriate nutrition education among students, parents and community residents with the aim of recruiting leaders who can conduct peer-to-peer education on nutrition and the importance of improving the food environment in schools and communities. Project partners will identify and develop nutrition education and leadership development activities and materials including cooking classes, health related games and activities, cookbooks, fact sheets, readings, and trainings. These activities will be offered at schools and in the broader community. Project outreach will be targeted to students and parents who have participated in or expressed interest in campaigns to improve nutrition education and access to healthy foods in the schools and neighborhood so that participants understand the dual importance of improving their diets and the food environments where they live and study. Students taking part in the activities will be trained as leaders who can engage their peers on issues of nutrition and the need for healthier food environments.
Benefits from the project will include increased understanding of nutrition and the importance of a healthy diet among project participants and their peers; a diffusion of healthier eating habits; and increased awareness on the importance of healthy foods in their schools and communities.

In order to better partner with the multicultural communities engaged in their nutrition education, Southeast Asian Community Alliance (SEACA), a program of the Asian Pacific American Legal Center, subcontracts with the Urban & Environmental Policy Institute's Healthy School Food Coalition (HSFC). HSFC has a strong track record of

working with parents of students served by LA Unified School District and has bilingual Spanish-language staff. HSFC's activities include:

- Leading nutrition workshops/cooking demonstrations & presentations focusing on Latino parents at schools in the East LA, El Sereno, and Pico Union areas of LA, done mostly in Spanish, some in English
- Outreach at health fairs & festivals
- Train-the-trainer activities with school personnel (teachers, counselors, etc.)

Community empowerment trainings with their active leadership

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☒ We have not modified our methods/strategies
☐ Improving cultural relevancy
☐ Enhancing/updating existing strategies
☐ Utilizing research/program tool
☐ Changing audience participation
☐ Adding new partners
☐ Other (specify):
☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
SEACA will gather records of participation in nutrition education sessions, community outreach events, and leadership training courses; collect records of peer to peer outreach, newsletters sent, web hits and other social marketing activities; and conduct pre and post surveys of knowledge and awareness of nutrition and food access issues

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Project staff will participate in the Los Angeles Collaborative for Healthy Active Families; and continue to collaborate with other regional Network-funded projects, including teachers at a number of LAUSD schools. SEACA will coordinate efforts to educate on the importance of promoting healthy food tied to nutrition messages and continue to build those linkages. SEACA believes that nutrition education focused on creating leaders for peer to peer outreach will complement the overall nutrition education efforts in the district and region.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Los Angeles	06037203500	All races	58.19%
Los Angeles	06037204410	All races	77.08%
Los Angeles	06037207100	All races	72.35%
Los Angeles	06037212700	Hispanic or Latino	59.06%
Los Angeles	06037199202	All races	59.53%
Los Angeles	06037099207	All races	75.98%
Los Angeles	06037206010	All races	75.73%

Free/Reduced Price Meal Percentage Data Sheet

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Los Angeles Unified School District	19-64733-1930924	Belmont Senior High	77.21%	2.86%	80.07%
Los Angeles Unified School District	19-64733-1935121	Abraham Lincoln Senior High	71.58%	4.77%	76.35%
Los Angles Unified School District	19-64733-1937424	Theodore Roosevelt High School	74.51%	6.05%	80.55%
Los Angeles Unified School Districtd	19-64733-6017008	Farmdale Elementary	74.53%	14.02%	88.55%
Los Angeles Unified School District	19-64733-0112029	Miguel Contrera High School	78.36%	5.32%	83.68%
Los Angeles Unified School District	19-64733-1939859	Wilson High School	68.91%	7.51%	76.42%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
California Power Play!	Cookbook and brochures	English/Spanish
California Latino Campaign	Healthy Latino Recipes	English/Spanish
California Latino Campaign	Brochures	English/Spanish
USDA Materials	Mypyramid	English
USDA Materials	Food Stamp Promotion	English

New Materials Development Data Sheet

Title	***Description***	***Justification***
newsletters	updates on project activities and nutritional facts	create sense of continuity and excitement for project participants and help with outreach and recruitment
neighborhood food access maps	informal maps based on participants' input on where they buy food and what retail outlets are available	help educate participants on links between food access and nutritional knowledge
culturally appropriate recipes	list or collection of healthy recipes identified by participants	empower participants in helping identify healthy, culturally appropriate recipes

BUDGET COVER SHEET
FFY 2011

Organization: Asian Pacific American Legal Center				
Contract Number: 08-85172				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 27,250	$ 28,418	$ 1,168	4.29%
Fringe Benefits	$ 5,450	$ 5,684	$ 234	4.29%
SubContracts	$ 29,535	$ 40,173	$ 10,638	36.02%
Contracts/Grants/Agreements				
Operating	$ 6,726	$ 6,568	$ (158)	-2.35%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 900	$ 700	$ (200)	-22.22%
Materials				
Travel	$ 811	$ 856	$ 45	5.55%
Equipment & Other Capital		$ -		
Indirect Costs	$ 14,135	$ 7,601	$ (6,534)	-46.23%
Total Federal Share	$ 84,807	$ 90,000	$ 5,193	6.12%
***No state share -LFNE contract**				
Justification for differences greater than/less than 10%				
Subcontracts - Consultant added to budget to complete required retrospective report for project; thereby				
causing an increase greater than 10% for this line item.				
Other Costs - Cost per meeting/cooking demo decreased in 2011; thereby causing a decrease greater than				
10% in this line item.				
Indirect Costs - Indirect cost rate decreased to 18% in 2011 from 20% in 2010 and does not include				
subcontractor costs; thereby causing a decrease greater than 10% for this line item.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **CANGRESS (Los Angeles Community Action Network)**
Program Area: **Local Food and Nutrition Education**
Contract Number: **08-85166**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 65% Female 35%

Ethnicity: ☒African American 75%; ☐Asian %; ☒Caucasian 10%; ☒Latino 15%; ☐Native American %; ☐Pacific Islander %; ☐Other (specify) : %

Languages: ☒English 95%; ☒Spanish 5%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☒ Under 5 years old 2%; ☒5 to 8 3%; ☒9 to 11 3%; ☒12 to 17 2%; ☒ 18 to 59 75%; ☒60 years old and over 15%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☒Shelters/Temporary Housing	10%
☒Food Pantries	10%	☒Soup Kitchens	10%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☒Public Housingl	20%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (24 occurrences at 2 hour(s) each); ☒Community Education Events (48 occurrences at 2 hour(s) each); ☐Training/Workshop/Conference (occurrences at hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐ Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☐Fats and Oils; ☐Fiber-Rich Foods; ☐Food Shopping/Preparation; ☐Lean Meat and Beans; ☐Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☐Whole Grains; ☐Other (specify): .

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; 7 Community-Based Organizations; 1 Community Centers; 4 Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; 3 Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; 2 Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); 12 Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); Schools – adults/parents; 2 Shelters/Temporary Housing; 2 Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): Other: Parents are targeted at above school sites (2); Clinic Ole (1)

Projected Number of Unduplicated Participants: 4110

Narrative (max. 200 words)
This nutrition education project is implemented on the east side of Downtown Los Angeles, including Skid Row. The project primarily focuses on peer-education covering four main topics in a workshop setting. These workshops have been developed for two audiences – one that includes intervention sites where participants can complete a four-session series, and one that includes intervention sites where only one workshop is likely. While the topics and materials are similar, the content shifts when there is a single session workshop opportunity and all material is covered in one shot. The project operates at a variety of sites throughout the community, including affordable housing projects, free food sites, health clinics, and other community-based organizations.

Two community liaisons are able to service all the delivery sites because the contractor is not providing services at all of these sites simultaneously. The contractor provides workshops in a series of four, as well as stand-alone workshops, at varying sites. Each month, the contractor provides services at three to six different sites, which is manageable for two liaisons. Additionally, the community liaisons are assisted by trained peer volunteers, leveraging their resources beyond the funded positions. The contractor attempts to have at least one trained peer volunteer working with the liaison at every workshop or event, and probably achieve this about 85% of the time.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**
☒We have not modified our methods/strategies ☐Changing audience participation
☐Improving cultural relevancy ☐Adding new partners

☐ Enhancing/updating existing strategies ☐ Other (specify):
☐ Utilizing research/program tool ☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Indicators of implementation or performance will include: sign-in sheets, activity tracking form, copies of curriculum and handouts, number of active partnerships, pre and post test summaries, focus group summaries, and annual evaluation reports.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Partnership and coordination efforts will include working with community coalitions and partners to ensure nutrition education and food stamp promotion efforts are coordinated and complement other programs. Partnerships include: local Food Stamp Offices, community-based organizations; Local Food and Nutrition Education Action Committee members, and participation in Regional-level activities tied to the Network.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Los Angeles	06037206050	All races	73.56%
Los Angeles	06037207300	All races	72.27%
Los Angeles	06037226000	All races	74.48%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
California African American Campaign	Get Your Calcium the Fruit and Vegetable Way brochure	English
California African American Campaign	Healthy Eating and Physical Activity Tips brochure	English
California Latino	Healthy Latino Recipes cookbook	English/Spanish
California Latino	Fruit, Vegetable and Physical Activity Toolbox	English/Spanish
Contractor developed	Healthy "Snack Attack"	English
Contractor developed	Physical Activity Opportunities in Downtown Los Angeles	English
California Retail Program	Health Benefits of Eating Fruits and Vegetables	English/Spanish
California Retail Program	Recommended Minutes of Physical Activity for Adults	English/Spanish
California Retail Program	Steps to Advocated for Fruits, Vegetables and Physical Activity in Your Community	English
USDA materials	Eat Smart, Play Hard. Healthy Lifestyle	English
USDA materials	Food Stamp Promotion materials	English
USDA materials	MyPyramid handouts	English/Spanish

BUDGET COVER SHEET
FFY 2011

Organization: CANGRESS				
Contract Number: 08-85166				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 35,800	$ 37,900	$ 2,100	5.87%
Fringe Benefits	$ 8,950	$ 9,475	$ 525	5.87%
SubContracts				
Contracts/Grants/Agreements				
Operating	$ 2,945	$ 5,040	$ 2,095	71.14%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 7,095	$ 4,000	$ (3,095)	-43.62%
Materials				
Travel	$ 2,324	$ 2,324	$ -	0.00%
Equipment & Other Capital				
Indirect Costs	$ 2,606	$ 2,937	$ 331	12.70%
Total Federal Share	$ 59,720	$ 61,676	$ 1,956	3.28%
*** LFNE Project - No State Share**				
Percentage Difference Justifications				
Operating- Cangress had an increase in rent after moving to their new location. [0.8500 FTE/5.5000 FTE in office = 15.4545% ($30,000 annual rent = $4,636)				
Other Costs- No printing nutrition education material or food demonstrations in year 3. They budgeted $4,000 for a 3 year retrospective project (Project completion case study)				
Indirect Costs- Indirect Costs rate remains the same at 5% of direct costs.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Child Development Resources of Ventura County, Inc**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **09-11431**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 36%Female 64%

Ethnicity: ☒African American 1%; ☒Asian 1%; ☒Caucasian 4%; ☒Latino 83%; ☒Native American 1%; ☒Pacific Islander 1%; ☒Other (specify)unspecified: 1% ☒Other (specify)Multiethnic: 8%

Languages: ☒English 33%; ☒Spanish 67%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☒ Under 5 years old 16%; ☒5 to 8 12%; ☐9 to 11 %; ☐12 to 17 %; ☒18 to 59 71%; ☒60 years old and over 1%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

Program Enrollment Documentation required from all participants to prove eligibility for Head Start and Family Child Care Education Providers. 89% equal to or less than 185% FPL (90%); Public Housing (4%)

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public School	%	☐WIC Offices	%

For Trainings/Workshops/Conferences- 30 hours
For Nutrition Education: 1,575 hours
These are for Fiscal Year 10-11

d. **Project Description.**

Key Methods:

☐Advisory Council/Task Force (specifiy): ; ☒Internet/Web Sites-website address: TBD; ☒Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (1,575 hours); ☐Community Education Events (occurrences at hour(s) each); ☒Training/Workshop/Conference (30 hours); ☐Point of Purchase (occurrences at hours each); ☒Other (specify)Champion for Change groups: (8 occurances at 1 hours each) ☐Other (specify)

Key Educational Messages:

X Fruits & Vegetables; X Physical Activity; ☒ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☒Whole Grains; ☒Other (specify): SNAP Promotion.

SNAP-Ed Delivery Sites by Type of Setting:

Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- 25Head Start Programs; School District Preschools; 43Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); 3Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); 8Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): *Note: 8 preschool sites are located at schools with > 50% enrollment in FRPM

Projected Number of Unduplicated Participants: 2,300

Narrative (max. 200 words)

CDR's Gold Coast LFNE Program will train Head Start (HS) and Early Head Start (EHS) Teachers and Family Child Care Education Providers to deliver a Network-approved scientifically based HS nutrition and physical education curriculum: "I Am Moving, I Am Learning." Nutrition education provided to parents and children will result in children's increased consumption of fruits and vegetables while also increasing the frequencey of vigorous physical activitiy at school, child care, and home. Parents will be recruited to be Gold Coast Champions for Change, who will self-select strategies for promoting Network objectives – including peer education and special projects. Up to four "lead" paid Champion peer educators will attend Regional Trainings with project staff. A contracted nutritionist will coordinate parent, peer, and privider training; develop newsletter resources; and consult with Network partners to coordinate activities. Local

"Heroes and Stars" will be invited to speak about how important fruits and vegetables are to their success. Continuous multi-media nutrition education will be displayed in the CDR receptio area, visited by thousands of SNAP-eligible people annually. Monthly newsletter will reinforce learning and promote SNAP. Evaluation will be integrated with and follow HS meticulous evaluation protocols.

Supplantation will be avoided by ensuring that Network funding augments existing Head Start and Early Head Start nutrition education efforts and requirements.

Head Start/Early Head Start regulations regarding child nutrition are very clear. CDR budgets for meals through the CACFP nutirtion program and the basic Head Start/Early Head Start budget pays for cooks, assistant cooks as well as limited nutrition education and menus for the parents.

SNAP-Ed funding will serve to enhance and augment this existing nutrition program, especially in addressing childhood obesity. Existing Head Start/Early Head Start funding does not cover the cost of fully implementing the "I Am Moving I Am Learning"curriculum in all classrooms, so Network funds will be used to cover the cost of SNAP-Ed allowable components of training and materials to implement this exciting curriculum.

Through its partnership with the Network, CDR will provide Head Start/Early Head Start staff, children, and families with additional resources and services not currently offered in their programs.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- ☒ We have not modified our methods/strategies
- ☐ Improving cultural relevancy
- ☐ Enhancing/updating existing strategies
- ☐ Utilizing research/program tool
- ☐ Changing audience participation
- ☐ Adding new partners
- ☐ Other (specify):
- ☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Changes in behavior, knowledge, or skills will be documented by observation, lesson plans, interviews, impact evaluation measures and timesheets. Increased child consumption of fruits and vegetables will be documented by teacher notes; increased physical activity by lesson plans and daily logs. Inclusion of produce in meals at home and minutes of parent-led physical activity will be logged on monthly Home Activity Time Sheets. Increased produce offered with subsidized meals will be documented by

menus. Promotion of SNAP will be documented in printed materials. Additional process indicators will include calendars, minutes, sign-in sheets, reports, memos, multi-media products, work records, and data reports.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Complementary nutrition education provided by Ventura County Public Health Department's Women, Infants and Children (WIC) program, and Obesity Prevention Program for children and adults will be coordinated into the program by the Nutritionist. Regional Network opportunities for collaboration will also be accessed as the project is implemented. Cooperative events with school site food service staff providing USDA-funded subsidized meals for 17 Head Start sites, participation in Ventura County's Obesity Prevention Task Force events, the U.C. Cooperative Extension, and First 5 Ventura County's Neighborhoods for Learning nutrition and health education programs will all supplement nutrition education and community engagement activities.

Free/Reduced Price Meal Percentage Data Sheet

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Hueneme Elementary School District	56-72462-6055099	Parkview Elementary School	59.01%	17.06%	76.07%
Oxnard Elementary School District	56-72538-6055347	Marina West Elementary School	56.49%	22.24%	78.73%
Oxnard Elementary School District	56-72538-6055339	Kamala Elementary School	77.10%	15.35%	92.45%
Oxnard Elementary School District	56-72538-6055305	Richard B. Haydock Intermediate School	69.21%	14.93%	84.14%
Oxnard Union High School District	56-72546-5632849	Little Viking Preschool at Hueneme High School	53.49%	7.73%	61.22%
Fillmore Elementary School District	56-72454-6060321	Fillmore Middle School	60.67%	8.07%	68.74%
Santa Paula Elementary School District	56-72587-6055545	Barbara Webster Elementary School	78.28%	16.71%	94.99%
Simi Valley Unified School District	56-72603-6055651	Berylwood Elementary School	51.18%	15.75%	66.93%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
Region IX United States Administration for Children and Families (ACF) Office of Head Start	I am Moving, I am Learning Head Start Nutrition and Physical Education Curriculum	English/Spanish
Network for a Healthy California	Harvest of the Month Educator Newsletters, Family Newsletters, Menu Slicks	English/Spanish
USDA materials	MyPyramid Nutrition, MyPyramid Activity for preschoolers	English/Spanish

BUDGET COVER SHEET
FFY 2011

Organization: Child Development Resources of Ventura County				
Contract Number:09-11431				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 18,670	$21,189	$ 2,519	13%
Fringe Benefits	$ 5,228	$5,721	$ 493	9%
SubContracts	$ 34,086	$35,568	$ 1,482	4%
Contracts/Grants/Agreements				0%
Operating	$ 60	$60	$ -	0%
Non-Capital Equipment Supplies				0%
Building Space				0%
Maintenance				0%
Other Costs	$ 8,640	$7,584	$ (1,056)	-12%
Materials				0%
Travel	$ 8,380	$6,838	$ (1,542)	-18.40%
Equipment & Other Capital	$ 2,992	$0	$ (2,992)	-100%
Indirect Costs	$ 6,244	$6,157	$ (87)	0%
Total Federal Share	$ 84,300	$83,117	$ (1,183)	-1%

LFNE Project - No State Share

Percentage Difference Justifications
Personnel- Parent Educators have an increase in FTY for FFY 11.
Other Costs- Contractors are purchasing 7 less kits this year at $100 per kit plus tax.
Equipment- Contractors are not purchasing any equipment for FFY 2011.

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Children's Council of San Francisco**
Program Area: **Local Food and Nutrition Education**
Contract Number: **08-85130**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 15%Female 85%

Ethnicity: ☒African American 48%; ☒Asian 24%; ☒Caucasian 9%; ☒Latino 16%; ☐Native American %; ☒Pacific Islander 3%; ☐Other (specify) : %

Languages: ☒English 100%; ☐Spanish %; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %

Ages: ☒ Under 5 years old 20%; ☐5 to 8 %; ☐9 to 11 %; ☐12 to 17 %; ☒18 to 59 70%; ☒60 years old and over 10%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.
Family Child Care Guidelines and Fees (92%)
NOTE: Ninety-two percent (92%) of the target audience at the child care centers is estimated to be equal to or less than 185% of the Federal Poverty Level based on child care fees that are contingent on income.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (8 occurrences at 1.5hour(s) each); ☒Community Education Events (2 occurrences at 1hour(s) each); ☒Training/Workshop/Conference (2 occurrences at

1hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☐Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☐Lean Meat and Beans; ☐Limit Added Sugars or Caloric Sweeteners; ☐MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☐Sodium and Potassium; ☐Whole Grains; ☐Other (specify): .

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; 3Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; 2Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy):

Projected Number of Unduplicated Participants: 300

Narrative (max. 200 words)
In collaboration with their subcontractor, Farms to Grow, Children's Council of San Francisco will train parents at three child care centers in the Bayview-Hunter's Point neighborhood to be parent mentors/educators. Nutrition education classes will be taught by the staff of Children's Council of San Francisco, Farms to Grow, and the parent mentors. The classes will include garden-based nutrition education, cooking, and farmers' market and community garden tours. Parent mentors will increase their responsibilities in the classes from year to year. Children at the child care centers will also participate in garden-based nutrition education activities, and events will be conducted twice a year at a child care center and a local elementary school for families of preschoolers involved in the project. This project will serve as a pilot project for citywide child care center garden-based nutrition education and be a model for future projects.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☒We have not modified our methods/strategies
☐Improving cultural relevancy
☐Enhancing/updating existing strategies
☐Utilizing research/program tool
☐Changing audience participation
☐Adding new partners
☐Other (specify):
☐Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
For the first year Children's Council of San Francisco (CCSF) will conduct surveys that provide feedback about the nutrition education and cooking classes such that changes can be implemented during the second and third years. At the end of every year CCSF will ask participants what they learned from the classes and if they have increased their consumption of fruits and vegetables. The progress of the parent mentors will be demonstrated by their ability to conduct peer nutrition education and cooking classes.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Children's Council of San Francisco (CCSF) has been a Local Food and Nutrition Education grantee for the past four years and has been an active member of Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and the Bay Area Regional Nutrition Network (BARNN). We have collaborated with UC Cooperative Extension for several events. CCSF is an active partner in the Mission Latino Family Partnership which coordinates train-the-trainer cooking classes for community members. CCSF will continue to work with these partners and will plan on forming new collaborations in the coming years.

Free/Reduced Price Meal Percentage Data Sheet

County	***Census Tract***	***Ethnicity***	***Percent At or Below 185% FPL***		
San Francisco Unified	38-68478-6041545	Sanchez Elementary	60.34%	12.20%	72.54%
San Francisco Unified	38-68478-6104673	Charles Drew College Preparatory Academy	75.20%	10.24%	85.43%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
Alameda County Public Health Department	Rethink Your Drink	English/Spanish
Network for Healthy California	Fruit, Vegetable, and Physical Activity Toolbox for Community Educators	English/Spanish
Network for a Healthy California	Everyday Healthy Meals	English
Network for a Healthy California	Discover the Secret to Healthy Living	English/Spanish
Network for a Healthy California	Soulful Recipes	English
San Francisco Department of Public Health	Feeling Good Project Train-the-Trainer Curriculum	English/Spanish
WIC Materials	Healthy Harvest 2	English

BUDGET COVER SHEET
FFY 2011

Organization: Children's Council of San Francisco				
Contract Number: 08-85130				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 24,231	$ 27,921	$ 3,690	15.23%
Fringe Benefits	$ 6,676	$ 7,419	$ 743	11.13%
SubContracts	$ 35,000	$ 35,000	$ -	0.00%
Contracts/Grants/Agreements				
Operating	$ 5,500	$ 5,364	$ (136)	-2.47%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 12,593	$ 13,296	$ 703	5.58%
Materials				
Travel	$ 1,000	$ 1,000	$ -	0.00%
Equipment & Other Capital				
Indirect Costs	$ -			
Total Federal Share	$ 85,000	$ 90,000	$ 5,000	5.88%
***No state share -LFNE contract**				
Justification for differences greater than/less than 10%				
Personnel - Contractor added a new Administrator position to budget; thereby causing an increase greate				
than 10% for this line item.				
Fringe - Contractor added a new Administrator position to Personnel; thereby causing an increase greater thar				
10% for this line item.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Collective Roots**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **09-11432**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 50%Female 50%

Ethnicity: ☒African American 12%; ☒Asian 1%; ☒Caucasian 1%; ☒Latino 78%; ☐Native American %; ☒Pacific Islander 8%; ☐Other (specify) : %

Languages: ☒English 39%; ☒Spanish 55%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☒ Other (specify)Tongan: 6%

Ages: ☐ Under 5 years old %; ☒5 to 8 30%; ☒9 to 11 30%; ☒12 to 17 30%; ☒18 to 59 10%; ☐60 years old and over %

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public School	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☒Internet/Web Sites-website address: www.collectiveroots.org; ☐Print Media; ☐Radio ; ☐TV ; ☒ Nutrition Education Classes (64 occurences at 1 hour each); ☒Community Education ☐ Training/Workshop/Conference (occurrences at hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☐Fats and Oils; ☐Fiber-Rich Foods; ☐Food Shopping/Preparation; ☐Lean Meat and Beans; ☐Limit Added Sugars or Caloric Sweeteners; ☐MyPyramid – Healthy Eating Plan; ☐Promote Healthy Communities; ☐Promote Healthy Weight; ☐Sodium and Potassium; ☐Whole Grains; ☒Other (specify): SNAP Promotion.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; 3Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): Other: Parents are targeted at above school sites (2);

Projected Number of Unduplicated Participants: 400

Narrative (max. 200 words)
Collective Roots' RootsNFruits Roadshow is proposing to fill the gap in nutrition education in the Ravenswood School District in East Palo Alto, California by providing the mobile, interactive RootsNFruits Roadshow, an opportunity for the schools and youth in the community to have a high quality science based nutrition education program coupled with physical activity. The Roadshow will enable schools to participate in garden enhanced nutrition education without first having to invest in a complete garden and by extending nutrition education and access to fresh and healthy food for the students and their families through EPA Fresh, a community-supported agriculture program based at a school site. The program targets 333 K-12 children in the District, 87% of whom are eligible for free or reduced priced meals.
RootsNFruits Roadshow contains fun and engaging elements such as a bicycle blender, salad making relay race, and cooking demos. These creative activities lead to making direct changes in how young people see themselves in relation to their energy use, food consumption, and health. The project engages the community through using college-aged Health Fellows and high school students recruited from East Palo Alto as assistant teachers. Adult Promotoras de Salud will be recruited from the community to present nutrition information and activities at the EPA Fresh CSA.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**
☐We have not modified our methods/strategies ☐Changing audience participation
☐Improving cultural relevancy ☐Adding new partners

☐ Enhancing/updating existing strategies ☐ Other (specify):
☐ Utilizing research/program tool ☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*

By September 30, 2011 a minimum of 400 students will participate in RootsNFruits pilot sessions as tracked by sign-in sheets for students K-8 at schools and sign-in sheets for parents, teachers, administrators and students participating in focus groups used to develop the RootsNFruits Program.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

RootsNFruits curriculum will be built from Network Recommended Curricula, and will draw especially from Harvest of the Month components. Collective Roots is working closely with the San Mateo County Department of Health (a Network LIA), City of East Palo Alto (East Palo Alto Health Roundtable), Ravenswood School District (program delivery) and the Ravenswood Family Health Clinic (Public Health Advisor) to deliver consistent behavior focused nutrition messages.

Free/Reduced Price Meal Percentage Data Sheet

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
Ravenswood School District	41-68999-6114953	East Palo Alto Charter School	74.52%	15.95%	90.48%
Ravenswood School District	41-68999-6114045	Forty-Niners Academy	64.79%	5.63%	70.42%
Ravenswood School District	41-68999-6044325	Costano Elementary School	82.62%	10.06%	92.68%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
Network for a Healthy California Latino Campaign	Fruit, Vegetable, and Physical Activity Toolbox	English/Spanish
Network for a Healthy California	Harvest of the Month Guide, monthly elements, produce lists	English/Spanish
Network for a Healthy California	Discover the Secret to Healthy Living	English/Spanish
USDA	Eat Smart, Play Hard: activity sheets, stickers and sticker books	English/Spanish
The Growing Classroom	Processed or Not?, Campaign for better breakfast, Burn out, On your mark, get set, breakfast! , I Eat the Sun, Your are what you eat, This little lettuce went to market, Stem Root Leaf or Fruit	English
Nutrition to Grow On	Fresh Fruit or Vegetable Ad Campaign, Finding Your Pulse	English

Budget Cover Sheet
FFY 2011

Organization: Collective Roots				
Contract Number: 09-11432				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 47,800	$ 49,300	$ 1,500	3.14%
Fringe Benefits	$ 11,950	$ 12,325	$ 375	3.14%
SubContracts	$ 12,920	$ 12,920	$ -	0.00%
Contracts/Grants/Agreements			$ -	0.00%
Operating	$ 1,225	$ 1,225	$ -	0.00%
Non-Capital Equipment Supplies			$ -	0.00%
Building Space			$ -	0.00%
Maintenance			$ -	0.00%
Other Costs	$ 400	$ 1,045	$ 645	161.25%
Materials			$ -	0.00%
Travel	$ 3,715	$ 3,159	$ (556)	-14.97%
Equipment & Other Capital	$ 2,867	$ 1,351	$ (1,516)	-52.88%
Indirect Costs	$ 3,824	$ 3,451	$ (373)	-9.75%
Total Federal Share	$ 84,701	$ 84,776	$ 75	0.09%
*** LFNE Project - No State Share**				
Percentage Difference Justifications				
Other Costs- Increase of Nutrition Education Materials				
Travel and Per Diam- Contractors will attend the Obesity Conference instead of the School Wellness Conference this year which is less expensive. Also a decrease due to the mileage rate dropping from 55 cents to 50 cents.				
Equipment- The decrease is mostly due to the Mobile Food Cart being purchased in FFY 2010.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Community Services Planning Council, Inc. (Sacramento Hunger Coalition)**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **08-85126**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 50%Female 50%

Ethnicity: ☒African American 25%; ☒Asian 5%; ☒Caucasian 55%; ☒Latino 15%; ☐Native American %; ☐Pacific Islander %; ☐Other (specify) : %

Languages: ☒English 87%; ☒Spanish 10%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☒Russian 2%; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☒ Other (specify)Various Asian (Korean, Mien, & Hmong: 1%

Ages: ☐ Under 5 years old %; ☐5 to 8 %; ☐9 to 11 %; ☐12 to 17 %; ☒18 to 59 90%; ☒60 years old and over 10%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☒Food Pantries	83%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public School	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (24 occurrences at 1.5hour(s) each); ☒Community Education Events (10 occurrences at 2-4hour(s) each); ☒Training/Workshop/Conference (12 occurrences at

1.5hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☐Promote Healthy Communities; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☒Whole Grains; ☒Other (specify): Label Reading; Food Stamp Promotion.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; 2Community Centers; 1 Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; 1Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; 1Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; 1Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): Urban Farm Stand (1); NOTE: Nutrition education classes for the food pantry will be held either at the food pantry or a nearby community clinic that has larger facilities. Regardless of the location, all participants will be food pantry clients. NOTE: The park is the site of a Head Start Family Day event that qualifies based on the audience. (See Income Targeting Data Source.)

Projected Number of Unduplicated Participants: 600

Narrative (max. 200 words)
The overarching goal of this project is to increase the knowledge and consumption of fresh fruits and vegetables through nutrition education while using staple ingredients from food pantries. The overall program will consist of three nutrition education workshop/session components: 1) general nutrition education lessons and discussions held in a classroom setting; 2) nutrition in the garden classes that promote physical activity and access to fresh produce while encouraging families and individuals to grow and produce their own food; 3) food resource workshops involving nutrition education and cooking demonstrations to transform food pantry bags into healthy meals and snacks. These components will rely heavily on a nutrition curriculum and recipe cards, which can be shared with other food pantries/closets. Nutrition education will also be conducted at various health fairs and community events which target low-income populations at community centers, an urban farm stand, park and school.

In its first year of implementation and going forward, the project has and will continue to consult with Network staff and colleagues conducting nutrition education in the context of emergency food distribution to ensure that comparable materials do not exist. In FFY 2009, the project created four recipe cards with appropriate prior research and Network review and approval.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

- ☐ We have not modified our methods/strategies
- ☐ Improving cultural relevancy
- ☐ Enhancing/updating existing strategies
- ☒ Utilizing research/program tool
- ☐ Changing audience participation
- ☐ Adding new partners
- ☐ Other (specify):
- ☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
The project aims to increase consumption of fruits and vegetables among food pantry clients. The Hunger Coalition and its partners will address availability, affordability, knowledge of health benefits, skills for preparation, and involvement in production through its three groups of nutrition education workshops/sessions. The key indicators for performance and implementation include a two-year action plan, a nutrition education curriculum, recipe cards, pre- and post-tests, and focus groups/surveys.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

The success of this project depends heavily on coordination of efforts with Network partners and other local partners. The Hunger Coalition plans to continue involvement with the Healthy Eating Active Living (HEAL) Collaborative of the Gold Country Region to deliver a consistent healthy lifestyle message to the SNAP-Ed population. Staff at the Hunger Coalition are always available to both Network and non-Network-funded partners at large for guidance and support. Additionally, the Coalition will share materials developed in-house (i.e., nutrition education curriculum and recipe cards) with any and all food pantries/closets across the state interested in replicating the project.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Sacramento	06067004601	All Races	53.17%
Sacramento	06067002800	All Races	59.99%
Sacramento	06067004300	All Races	59.36%

Free/Reduced Price Meal Percentage Date Sheet

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
North Sacramento Elementary	34-67397-6033336	Smythe Academy of Arts and Sciences	67.72%	14.70%	82.42%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
American Dietetic Association	Nutrition Factsheets	English
Contractor Developed	Eat with the Season	English
Harvest of the Month	Harvest of the Month	English/Spanish
Network for a Healthy California	Fruit, Vegetable, and Physical Activity Toolbox for Community Educators	English/Spanish
Network for a Healthy California	Recipe Cards	English/Spanish
University of California Cooperative Extension	Sacramento Area Growing Guide and Calendar (resource for garden-based nutrition education)	English
University of California Cooperative Extension	California Master Gardener Handbook (resource for garden-based nutrition education)	English
USDA	MyPyramid	English/Spanish

New Materials Development Data Sheet

Title	*Description*	*Justification*
Nutrition Education Using Food Pantry Items Curriculum and Recipe Cards	For nutrition education sessions/workshops and cooking demonstrations. Can be used to replicate this Food Pantry/Nutrition Education model in other food closets/pantries. Allows participants to prepare recipes outside of classroom based on food closet/pantry items.	Materials will be adapted from Harvest of the Month, *Network for a Healthy California*, MyPyramid, and recipes and information from the Registered Dietitian. It would be a great tool for other food pantries/closets. Recipes in the lessons will specifically use food pantry staple items with su

BUDGET COVER SHEET
FFY 2011

Organization: Community Services Planning Council				
Contract Number: 08-85126				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 43,408	$ 44,204	$ 796	1.83%
Fringe Benefits	$ 10,635	$ 10,830	$ 195	1.83%
SubContracts	$ 8,160	$ 8,160	$ -	0.00%
Contracts/Grants/Agreements				
Operating	$ 4,469	$ 4,219	$ (250)	-5.59%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 2,769	$ 7,013	$ 4,244	153.27%
Materials				
Travel	$ 1,459	$ 1,459	$ -	0.00%
Equipment & Other Capital	$ 150	$ -	$ (150)	-100.00%
Indirect Costs	$ 13,215	$ 10,472	$ (2,743)	-20.75%
Total Federal Share	$ 84,265	$ 86,357	$ 2,092	2.48%
***No state share -LFNE contract**				
*Federally negotiated indirect cost rate was updated from 18.6% to 13.8% for FFY 2011				
Percentage Difference Justifications				
Other Costs- Increase is mostly due to budgeting $4215 for their 3 year Retrospective Project (Project completion case study)				
Equipment- Did not budget for Equipment this fiscal year.				
Indirect Costs- Federally negotiated indirect cost rate was updated from 18.6% to 13.8% for FFY 2011.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Health Education Council**
Program Area: **Local Food and Nutrition Education**
Contract Number: **05-85132**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 40%Female 60%

Ethnicity: ☒African American 25%; ☒Asian 23%; ☒Caucasian 26%; ☒Latino 25%; ☐Native American %; ☒Pacific Islander 1.0%; ☐Other (specify) : %

Languages: ☒English 40%; ☒Spanish 20%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☒ Hmong 20%; ☒Khmer (Cambodian) 5%; ☐Korean %; ☒Lao 5%; ☐Mandarin %; ☒Russian 5%; ☐Tagalog %; ☒Vietnamese 5%; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☐ Under 5 years old %; ☐5 to 8 %; ☐9 to 11 %; ☒12 to 17 60%; ☒18 to 59 40%; ☐60 years old and over %

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☒Advisory Council/Task Force (specifiy): (Food, Equity, Education and Diversity (FEED) Coalition; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐ Radio ; ☐TV ; ☒Nutrition Education Classes (60 occurrences at 1hour(s) each); ☒Community Education Events (13 occurrences at 4.5hour(s) each); ☐ Training/Workshop/Conference (occurrences at hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☐Whole Grains; ☒Other (specify): Cooking; Food Stamp Promotion.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; 4 Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; 1Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- 1 Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; 4 Schools – students (K-12); 1Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy):NOTE: Nutrition education activities will be held at four different school sites where a combination of regular school day, afterschool, and adult/parent activities occur.

Projected Number of Unduplicated Participants: 2500

Narrative (max. 200 words)
Lack of access to and education about healthy fresh foods is one of the primary conditions leading to obesity and obesity related diseases in many of Sacramento's underserved communities. Our project, "Eat From the Garden! A Garden-Based Cooking and Nutrition Education Program" proposes to create an integrated, consistent and coordinated approach that builds nutrition education interventions into existing food access sites. At food access sites around Sacramento, our project will coordinate cooking and appropriate nutrition education materials focused on the preparation of simple, delicious, affordable, and culturally appropriate meals for youth and adults. Current food access sites are strategically located in a variety of community facilities around Sacramento including Grant High School, a Head Start facility, a farmers' market, Jonas Salk Middle School (Soil Born's Urban Farm on Hurley Way), and Cordova High School (Soil Born Farm's Ranch on Chase Drive). These facilities will offer a mix of during school, after school and weekend opportunities for improving health by combining these food access sites with garden-based, food cooking education. Key components of this grant will focus on the delivery of education that is audience appropriate.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☒We have not modified our methods/strategies
☐Improving cultural relevancy
☐Enhancing/updating existing strategies
☐Changing audience participation
☐Adding new partners
☐Other (specify):

☐Utilizing research/program tool ☐Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
The project will measure change in food preferences, knowledge and awareness, accessibility, self-efficacy, and skills using pre/post tests and focus groups.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

The Health Education Council currently serves as the Gold Country Regional Network lead agency. Project efforts will be coordinated with other Network-funded projects, food stamp offices, and other collaborative partners to leverage resources.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Sacramento	6067006500	All Races	53.88%
Sacramento	6067006702	All Races	70.29%
Sacramento	6067006900	All Races	55.79%

Free/Reduced Price Meal Percentage Data Sheet

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Folsom-Cordova Unified	34-67330-3431533	Cordova High	42.44%	9.93%	52.37%
Folsom-Cordova Unified	34-67330-6059190	Mills Middle	62.03%	11.41%	73.44%
Grant Joint Union High	34-67363-3433794	Grant Union High	62.36%	9.58%	71.95%
San Juan Unified	34-67447-6034888	Jonas Salk High-Tech Academy	88.50%	7.99%	96.49%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
California Power Play!	Kids Get Cookin' Cookbook	English/Spanish
California Project LEAN	Recipes for Common Commodity Foods	English
California Retail Program	Seasonality Cards	English/Spanish
Contractor developed	Sprouts Newsletter	English
Contractor developed	Tips and Tricks for Children, Infants, and Teens	English/Spanish
Contractor developed	Garden Café Curricula	English
Contractor developed	Foodborne Illnesses and Food Safety	Hmong
Contractor developed	Exercising is Good For You	Hmong
Contractor developed	How to Read Food Labels	Hmong
Cooperative Extension (EFNEP, FSNEP)	EatFit	English
Network for a Healthy California	Everyday Healthy Meals	English/Spanish
USDA materials	Recipes	English

BUDGET COVER SHEET
FFY 2011

Organization: Health Education Council				
Contract Number: 08-85132				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 27,898	$ 28,519	$ 621	2.23%
Fringe Benefits	$ 6,975	$ 7,130	$ 155	2.22%
SubContracts	$ 27,203	$ 27,203	$ -	0.00%
Contracts/Grants/Agreements				
Operating	$ 3,219	$ 3,222	$ 3	0.09%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 6,446	$ 9,957	$ 3,511	54.47%
Materials				
Travel	$ 1,220	$ 1,222	$ 2	0.16%
Equipment & Other Capital	$ -			
Indirect Costs	$ 12,039	$ 12,747	$ 708	5.88%
Total Federal Share	$ 85,000	$ 90,000	$ 5,000	5.88%
***No state share -LFNE contract**				
Percentage Difference Justifications:				
Other Costs- Contractors have a lower number of food demonstration participants however, budgeted $5,000 for their 3 year Retrospective Project.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Mandela MarketPlace**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **09-11433**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 30%Female 70%

Ethnicity: ☒African American 73%; ☒Asian 2%; ☒Caucasian 8%; ☒Latino 16%; ☒Native American 1%; ☐Pacific Islander %; ☐Other (specify)Multiple Ethnic: %

Languages: ☒English 84%; ☒Spanish 16%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☐ Under 5 years old %; ☐5 to 8 %; ☐9 to 11 %; ☒12 to 17 20%; ☒18 to 59 80%; ☐60 years old and over %

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☒Public Housing	25%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (100 occurrences at 1.5 hour(s) each); ☒Community Education Events (12 occurrences at .5 hour(s) each); ☒Training/Workshop/Conference (100 occurrences at 2 hour(s) each); ☒Point of Purchase (365 occurrences at 8 hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☐Fats and Oils; ☐Fiber-Rich Foods; ☐Food Shopping/Preparation; ☐Lean Meat and Beans; ☐Limit Added Sugars or Caloric Sweeteners; ☐MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☐Promote Healthy Weight; ☐Sodium and Potassium; ☐Whole Grains; ☒Other (specify): Food Stamp Promotion.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; 5 Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; 1 Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); 1 Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): Other: Parents are targeted at above school sites (2); Clinic Ole (1)

Projected Number of Unduplicated Participants: 1500

Narrative (max. 200 words)
Mandela MarketPlace project will train eight Community Health Educators (CHE) to conduct nutrition education and promote physical activity to SNAP-Ed recipients and eligibles in West Oakland. In addition, the CHE will conduct meals demonstrations, taste testing of seasonal fruits and vegetables, integrate nutrition education into daily retail grocery operations, and food stamp promotion. The project will also support the West Oakland Youth Standing Empowered team by training four to five youths between the ages 15-23. The youths will receive nutrition education training, learn to promote good nutrition, conduct taste testing, integrate nutrition education into their healthy stores program, and become Community Champions for Change as part of their Healthy Neighborhood Stores Alliance program.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☒We have not modified our methods/strategies
☐Improving cultural relevancy
☐Enhancing/updating existing strategies
☐Utilizing research/program tool
☐Changing audience participation
☐Adding new partners
☐Other (specify):
☐Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Eight Community Health Educators practicing in the community on a daily basis by 2011; four to five capable youth champions for change practicing in the community on a monthly basis by 2011; At least two hundred and fifty samplings of fresh fruits and vegetables in low-income neighborhood annually through 2012; A minimum of thirty nutrition and food stamp promotional events in collaboration with the Alameda County Community Food Bank.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Mandela MarketPlace plans to work directly with the variety of community and county programs funded by State, County and Federal agencies to provide nutrition education training to the community. The primary partner is Alameda County Community Food Bank (ACCFB). The ACCFB, a Food Stamp Outreach subcontractor through the California Association of Food Banks, will provide monthly food stamp promotion activities and pre-screening in Mandela Foods Cooperative grocery store and at Healthy Neighborhood Stores Alliance corner stores.

Census Tract Data Sheet

County	***Census Tract***	***Ethnicity***	***Percent At or Below 185% FPL***
Alameda	06001401800	All races	60.35%
Alameda	06001402100	All races	67.65%
Alameda	06001402200	All races	66.78%
Alameda	06001402400	All races	54.89%
Alameda	06001402500	All races	71.76%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
California African American Campaign	Soul Foods Cookbook, Get Your Calcium the Fruit and Vegetable Way	English/Spanish
USDA materials	Food Pyramid, Healthy Eating Index, Nutrient content of US Food Supply	English/Spanish
California Latino	Fruit, Vegetable, Physical Activity Toolbox, Latino Recipes	English/Spanish
Harvest of the Month	Harvest of the Month posters	English/Spanish
California Retail Program	Posters, Marketing Materials, Brochures, Retail toolkit, Food Stamp outreach	English/Spanish

BUDGET COVER SHEET
FFY 2011

Organization: Mandela MarketPlace, Inc.				
Contract Number: 09-11433				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 62,608	$ 63,212	$ 604	1%
Fringe Benefits	$ 10,643	$ 11,378	$ 735	7%
SubContracts	$ 4,600	$ 3,920	$ (680)	-15%
Contracts/Grants/Agreements				
Operating	$ 1,807	$ 1,697	$ (110)	-6%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel	$ 2,742	$ 2,843	$ 101	4%
Equipment & Other Capital				
Indirect Costs	$ 2,600	$ 1,950	$ (650)	-25%
Total Federal Share	$ 85,000	$ 85,000	$ -	0%
*** LFNE project - No State Share**				
Justification for differences greater than/less than 10%				
Subcontracts - Program assistant designated to work less hours; thereby causing a decrease of more than				
10% for this line item.				
Indirect Costs - Overhead expenses were decreased; thereby causing an decrease of				
of more than 10% for this line item.				

1. STATE LEVEL GOALS AND OBJECTIVES
See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Natividad Medical Foundation**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **08-85148**

a. **Related State Objectives.**
See State-level objectives 1, 2, 4, 8, and 9.

b. **Audience.**
Gender: Male 40%Female 60%
Ethnicity: ☒African American 10%; ☒Asian 8%; ☒Caucasian 12%; ☒Latino 70%; ☐Native American %; ☐Pacific Islander %; ☐Other (specify)Multiple Ethnic: %
Languages: ☒English 29%; ☒Spanish 70%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☒Tagalog 1%; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %
Ages: ☐ Under 5 years old %; ☐5 to 8 %; ☒9 to 11 10%; ☒12 to 17 10%; ☒18 to 59 75%; ☒60 years old and over 5%

c. **Focus on SNAP Eligibles.**
Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☒Food Banks/EFAP Sites	86%	☐Shelters/Temporary Housing	%
☒Food Pantries	6%	☐Soup Kitchens	%
☒Food Stamp Offices	0%	☐TANF Job Readiness Program	%
☒Public Housing	8%	☐WIC Offices	%

d. **Project Description.**
Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☒Print Media; ☒Radio ; ☐TV ; ☒Nutrition Education Classes (30 occurrences at 2hour(s) each); ☒Community Education Events (6 occurrences at 4 hour(s) each); ☒Training/Workshop/Conference (6 occurrences at 2 hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☒ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☒Whole Grains; ☒Other (specify): Food Stamp Promotion.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches/Food Bank EFAP Sites; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; **30 Emergency Food Assistance Sites (includes Food Banks)**; Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); **4 Public Housing**; Restaurants/Diners/Fast Food; Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): **Other: 15 Migrant Education (Parents)**

Projected Number of Unduplicated Participants: 1500

Narrative (max. 200 words)
The Central Coast Local Food and Nutrition Education project is designed to prevent or reduce the risk of chronic diseases related to poor nutrition and obesity among food stamp eligible people in the places where they live, work, eat and seek recreation on the Central Coast.

The proposed non-traditional venues uniquely target the Central Coast's food stamp-eligible population, including low income housing complexes, food banks, and other direct service sites for the target audience.
The target population will benefit from increased access to nutritional education; increased access to client-centered, culturally appropriate services with consideration of literacy level, language, cultural belief systems and environment of care; and immediate reinforcement of the importance of good nutrition to help prevent chronic diseases resulting from obesity and poor nutrition.

The project will consist primarily of direct nutrition education to 30 groups of approximately 50 participants each year at community-based organizations, food banks, farmer's markets, workplaces, flea markets and other venues where members of the target population live, work, eat and seek recreation. Interventions will be conducted throughout the tri-county region and will encompass South Santa Cruz/Pajaro, the Salinas Valley and Hollister/ San Juan Bautista.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☐ We have not modified our methods/strategies
☐ Improving cultural relevancy
☐ Enhancing/updating existing strategies
☐ Utilizing research/program tool
☐ Changing audience participation
☐ Adding new partners
☒ Other (specify): Adding new nutrition education sites
☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Impact evaluation will measure change in behavior and factors that influence behavior, including knowledge, cultural beliefs and availability or access to fruits and vegetables. The evaluation will utilize quantitative methods including pre- and post-surveys and qualitative methods such as focus groups and participatory learning. Natividad will also utilize Network-approved surveys as appropriate.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Both the Project Coordinator and Nutrition Educator are active members of the Nutrition and Fitness Collaborative of the Central Coast. Other key community partners include the San Benito Food Pantry; Central Coast Hunger Coalition; Go for Health! Collaborative of Santa Cruz County; Regional Diabetes Collaborative; Second Harvest Food Bank; and Monterey County Food Bank.

These collaborative relationships support the provision of nutrition education and direct services in non-traditional settings where people live, work, eat and seek recreation.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Monterey	06053000500	All races	52.18%
	06053000600	All races	60.62%
	06053000700	All races	65.91%
	06053000900	All races	64.47%
	06053001000	All races	54.15%
	06053001300	All races	56.17%
	06053010602	All races	57.41%
	06053011201	All races	60.30%
	06053011202	All races	50.92%
	06053011302	All races	60.93%
	06053014102	All races	53.74%
	06053001600	Black or African American	50.32%
	06053000400	Hispanic or Latino	51.77%
	06053000800	Hispanic or Latino	51.47%
	06053011101	Hispanic or Latino	51.22%
	06053011102	Hispanic or Latino	52.92%
	06053010101	Hispanic or Latino	55%
	06053010503	Hispanic or Latino	58%
	06053010802	Hispanic or Latino	93%
Santa Cruz	06087101000	Hispanic or Latino	55.76%
	06087110100	Hispanic or Latino	58.37%
	06087110300	Hispanic or Latino	61.76%
	06087110502	Hispanic or Latino	56%
San Benito	06069000400	Hispanic or Latino	56%
	06069000300	Hispanic or Latino	68%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
Champions for Change/Network	Food Stamps Can Help	English/Spanish
Champions for Change/Network	Toolbox fo Community Educators	English/Spanish
Dairy Council of California	Making Meals Matter for Your Pre-School Child	English/Spanish
Dairy Council of California	Making Meals Matter for Your School-Age Child	English/Spanish
USDA	MyPyramid brochures and resources	English/Spanish
Food Stamp Nutrition Connection	Food Stamp Office Resource Kit	English/Spanish

BUDGET COVER SHEET
FFY 2011

Organization: Natividad Medical Foundation				
Contract Number: 08-85148				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 53,500	$ 73,725	$ 20,225	37.80%
Fringe Benefits	$ 16,050	$ 2,993	$ (13,057)	-81.35%
SubContracts	$ -	$ -	$ -	
Contracts/Grants/Agreements				
Operating	$ -	$ 312	$ 312	100.00%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 3,055	$ 7,560	$ 4,505	147.46%
Materials				
Travel	$ 3,972	$ 5,410	$ 1,438	36.20%
Equipment & Other Capital	$ -	$ -	$ -	
Indirect Costs	$ 8,423	$ -	$ (8,423)	-100.00%
Total Federal Share	$ 85,000	$ 90,000	$ 5,000	5.88%
***No state share -LFNE contract**				
Justification for differences greater than/less than 10%				
Personnel - The contractor added 2 new staff people in the budget for 2011; thereby causing an increase				
greater than 10% in this line item.				
Fringe - Benefits are only available to Natividad staff working more than 80% FTE; thereby causing a				
decrease greater than 10% in this line item.				
Operating - Contractor added office supplies to 2011 budget; thereby causing an increase greater than 10%				
in this line item.				
Other Costs - The contractor added costs associated to the required retrospective report for 2011; thereby				
causing an increase greater than 10% in this line item.				
Indirect Costs - The contractor removed indirect costs for the 2011 year; thereby causing a decrease				
greater than 10% in this line item.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Neighborhood Parks Council**
Program Area: **Local Food and Nutrition Education**
Contract Number: **09-11436**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 55%Female 45%

Ethnicity: ☒African American 19%; ☒Asian 29%; ☒Caucasian 6%; ☒Latino 31%; ☐Native American %; ☒Pacific Islander 6%; ☒Other (specify)Multi Racial: 9%

Languages: ☒English 80%; ☒Spanish 10%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☒Cantonese 10%; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☐ Under 5 years old %; ☐5 to 8 %; ☐9 to 11 %; ☒12 to 17 10%; ☒18 to 59 90%; ☐60 years old and over %

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (20 occurrences at 1hour(s) each); ☒Community Education Events (4 occurrences at 4 hour(s) each); ☒Training/Workshop/Conference (2 occurrences at 6 hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☐Fats and Oils; ☐Fiber-Rich Foods; ☒Food Shopping/Preparation; ☐Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☐MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☐Promote Healthy Weight; ☐Sodium and Potassium; ☒Whole Grains; ☐Other (specify): .

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; 2 Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; 4 Schools – students (K-12); 4 Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy):

Projected Number of Unduplicated Participants: 125

Narrative (max. 200 words)
The Urban Sprouts Family Garden-based Nutrition Education Project will train and support 50 parents of children who attend SNAP-eligible middle and high schools in San Francisco, over the three-year contract period. These parents will become peer-to-peer nutrition educators at their children's schools. The Project will implement the Urban Sprouts program model for garden-based nutrition education, a model based on theories of health behavior change and tested by research.

Parent participants will participate in six hours of training on the garden-based nutrition education model, will be responsible for growing food for family consumption in a plot within the school garden, and will provide 10 hours of peer-to-peer garden-based nutrition education to other school families, reaching a total of 450 parents over the three years. This unique program combines best practices in using school gardens to increase fruit and vegetable consumption with an innovative parent involvement strategy, in which parents will empower their peers to increase healthy eating behaviors and physical activity both in their children's schools and at home. The project will also provide training workshops for 18-25 practitioners per year to disseminate our program model and results in communities throughout California including Alameda, Fresno and Riverside counties.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**
☒We have not modified our methods/strategies ☐Changing audience participation
☐Improving cultural relevancy ☐Adding new partners

☐ Enhancing/updating existing strategies ☐ Other (specify):
☐ Utilizing research/program tool ☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
The project will document process indicators using weekly program reports and will conduct impact evaluation using surveys and focus groups to measure fruit and vegetable consumption, daily physical activity, and factors related to fruit and vegetable consumption such as knowledge, attitudes, and preferences expressed at school and at home.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Will participate in Regional Collaborative of the Regional Networks for a Healthy California, will attend Local Food and Nutrition Education Action Committee meetings. In order to provide trainings to practitioners; disseminate our program model and ensure the best results; we will partner with the following organizations: Botanical Garden at UC Berkeley, UC Cooperative Extension of Alameda County, Youth Leadership Institute, and the Center for Food & Justice.

Free/Reduced Price Meal Percentage Data Sheet

School District	***CDS Code***	***School Site***	***Free Meal %***	***Reduced Meal %***	***Free and Reduced Meal %***
San Francisco Unified School District	38-68478-6059885	Martin Luther King, Jr. Academic Middle School	54.40%	18.60%	73.00%
San Francisco Unified School District	38-68478-0102103	June Jordan School for Equity	44.00%	9.33%	53.33%
San Francisco Unified School District	38-68478-6062020	Aptos Middle School	34.64%	19.85%	54.49%
San Francisco Unified School District	38-68478-3830353	International Studies Academy (School Food Service, 1/5/09)	48.60%	5.60%	54.20%
			%	%	%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
California Department of Education	Nutrition to Grow On	English
Cooperative Extension (EFNEP, SNAPP)	Eat Fit (UC Cooperative Extension)	English
Harvest of the Month	Harvest of the Month	English
California Department of Public Health	Children's Power Play!	English, Spanish
National Gardening Association	The Growing Classroom	English

BUDGET COVER SHEET
FFY 2011

Organization: Neighborhood Parks Council				
Contract Number: 09-11436				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 54,704	$ 54,497	$ (207)	-0.38%
Fringe Benefits	$ 7,659	$ 7,630	$ (29)	-0.38%
SubContracts	$ 8,000	$ 8,000	$ -	0.00%
Contracts/Grants/Agreements				
Operating	$ 920	$ 2,108	$ 1,188	129.13%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 5,556	$ 978	$ (4,578)	-82.40%
Materials				
Travel	$ 3,882	$ 2,854	$ (1,028)	-26.48%
Equipment & Other Capital	$ 31	$ -	$ (31)	
Indirect Costs	$ 8,972	$ 8,451	$ (521)	-5.81%
Total Federal Share	$ 89,724	$ 84,518	$ (5,206)	-5.80%
***LFNE project - no State Share**				
Justification for differences greater/less than 10%				
Operating - Contractor added rent to Operating costs for 2011; thereby causing an increase greater than				
10% in this line item.				
Other Costs - The Network TA project was only allocated for 2010; thereby causing an decrease less than				
10% in this line item.				
Travel - Costs for the *Network* conference decreased; thereby causing a decrease greater than 10% in this				
line item.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **New Economics for Women**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **08-85170**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 40%Female 60%

Ethnicity: ☒African American 1%; ☒Asian 1%; ☒Caucasian 1%; ☒Latino 97%; ☐Native American %; ☐Pacific Islander %; ☐Other (specify)Multiple Ethnic: %

Languages: ☒English 3%; ☒Spanish 97%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %

Ages: ☒ Under 5 years old 2%; ☒5 to 8 2%; ☒9 to 11 2%; ☒12 to 17 23%; ☒ 18 to 59 70%; ☒60 years old and over 1%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.
Family Development Network Demographics (Now Family Source Centers) 100%

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☒Shelters/Temporary Housing	10%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☒Public Housing	40%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☒Internet/Web Sites-website address: www.neweconomicsforwomen.org; ☐Print Media; ☒Radio ; ☒ TV ; ☒Nutrition Education Classes (40 occurrences at 1.5 hour(s) each); ☒ Community Education Events (3 occurrences at 4.0 hour(s) each); ☒ Training/Workshop/Conference (24 occurrences at 1.0hour(s) each); ☐Point of Purchase (occurrences at hours each); ☒Other (specify)National Plays: (4 occurances at 2 hours each); ☒Other (specify)Focus Groups: (4 occurances at 2 hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☒Whole Grains; ☒Other (specify): Food Stamp Promotion.

SNAP-Ed Delivery Sites by Type of Setting:
1 Adult Education & Job Training Sites; Adult Rehabilitation Centers; 5 Afterschool Programs; Churches; 3 Community-Based Organizations; 2 Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; 1Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); 2 Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); 3 Schools – adults/parents; 1 Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): Other:

Projected Number of Unduplicated Participants: 300

Narrative (max. 200 words)
NEW's target population include participants of different age ranges, from infants to grandparents. NEW will implement the Salsa Sabor y Salud program to educate families to make better nutritional and physical health choices for their families and themselves. NEW believes that by providing the resources and information to make better choices to one individual, the entire family will benefit from that change. Therefore, our nutritional sessions will be provided to the entire family beginning with ages 3 and up and will focus on teaching families the importance of consuming healthy foods and practicing physical activities that will enhance their health. After completing four-to five-week sessions, families will be able to participate in one of the four focus groups conducted annually. At this time, families will share personal recipes, challenges, and successes their entire family has made since their participation in the program. During the third year of the program NEW will recruit volunteers to attend bi-monthly meetings with the program facilitator to create a script for 4 acts that will portray the healthy choices and physical activities families can participate in to maintain or improve their health.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☐We have not modified our methods/strategies
☐Improving cultural relevancy
☒Enhancing/updating existing strategies
☐Utilizing research/program tool
☐Changing audience participation
☒Adding new partners
☐Other (specify):
☐Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet. (We will be mailing a complete packet of materials used and updated curricula for your records.)

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Outcomes will be measured and completed as a result of families attending the Salsa Sabor y Salud Program. The project will measure the performance of our program by measuring knowledge gained by participants in our program. Other outcome measures will be demographic information, attendance at workshops, outreach conducted and informational brochures distributed. Informal follow-up calls will be placed to program alumni to assess the impact made and if behavioral changes occurred after completing the workshops.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

NEW is part of a dynamic collaboration among six experienced and effective community-based providers of diverse social services. The capacity of the proposed program to meet the needs of the target population is enhanced by the maintenance of working referral relationships with eleven other local service providers who are available to address specialized participant needs identified by NEW's case management team.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Los Angeles	06037208500	Hispanic or Latino	63.74%
Los Angeles	06037207710	Hispanic or Latino	78.72%
Los Angeles	06037208300	Hispanic or Latino	76.44%
Los Angeles	06037208300	Hispanic or Latino	76.44%
Los Angeles	06037208902	Hispanic or Latino	84.64%
Los Angeles	06037208904	Hispanic or Latino	81.88%
Los Angeles	06037209101	Hispanic or Latino	79.12%
Los Angeles	06037209102	Hispanic or Latino	80.82%
Los Angeles	06037209200	Hispanic or Latino	88.36%
Los Angeles	06037211110	Hispanic or Latino	68.36%
Los Angeles	06037208000	Hispanic or Latino	73.58%
Los Angeles	06037208800	Hispanic or Latino	71.17%
Los Angeles	06037127801	Hispanic or Latino	57.27%
Los Angeles	06037134510	Hispanic or Latino	66.47%
Los Angeles	06037296220	Hispanic or Latino	84.63%
Los Angeles	06037530902	Hispanic or Latino	65.89%
Los Angeles	06037201301	Hispanic or Latino	58.33%
Los Angeles	06037209200	Hispanic or Latino	88.36%
Los Angeles	06037209300	Hispanic or Latino	81.45%

Free/Reduced Price Meal Percentage Data Sheet

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Los Angeles Unified	19 64733 6019624	Union Avenue Elementary	86.76%	3.81%	90.57%
Los Angeles Unified	19 64733 6113419	Evelyn Thurman Gratts Elementary	88.96%	3.68%	92.64%
Los Angeles Unified	19 64733 0114199	John H. Liechty Middle School	86.28%	3.44%	89.72%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
Contractor Developed -*From the Latino Children Institute * & Latino Campaign's Toolbox for Community Educators. *Pending *Network* Approval	Session 1: Family Reunions & the Ideal Pair; The first session of the workshop is an opportunity to explore each participants' eating habits and level of physical activity as well as overall knowledge of a basic healthy lifestyle. A Pre-Test, included in the Toolbox for Community Educators, is administered as a means to assess their knowledge. First lesson for the day is for participants to learn of the 4 Steps To Healthy Living as well as explore the healthy plate and what it consists of using posters developed by the Latino Children Institute. The second part of the lesson is full of activities to determine whether or not participants are eating from all the food groups by listing all the meals and snacks they have eaten throughout the day. Most participants realize which food group they are either consuming too little of or too much of and which pairings are ideal to provide a balanced amount of nutrients.	Spanish/English

Source	***Title***	***Languages***
Contractor Developed -*From the Latino Children Institute * & Latino Campaign's Toolbox for Community Educators. *Pending *Network* Approval	Session 2: Mid-Day Physical Activity & Food Sample and The Harvest; The second session comes 7 days after and participants first discuss their progress, if any, and are given 5 minutes to write in their weekly journal. Participants are then set into groups/teams and are given a fresh and healthy snack recipe to work on together. This practical and hands-on activity aims to illustrate how easy it is to prepare fun and healthy snacks using fruits and vegetables and other items from the healthy plate. Participants then sample the snack they have prepared to determine their level of taste and discuss other alternatives to preparing similar snacks and meal recipes. Participants also learn about the harvest, how to maintain their own spices or vegetables if space is available and also discuss the benefits, both personal and community, of purchasing and consuming locally grown and organic fruits and vegetables in groceries and farmer's markets. The facilitator also goes more in depth on how to determine the correct portion of fruits and vegetables to consume depending on their age, physical activity level and gender and the benefits of doing so. Network provided material is used during this session as well as forms included in the Toolbox for Community Educators. Some activities may be skipped if short on time.	Spanish/English

Source	***Title***	***Languages***
Contractor Developed -*From the Latino Children Institute * & Latino Campaign's Toolbox for Community Educators. *Pending *Network* Approval	Session 3: At the Park; This session is aimed at teaching participants alternative methods of keeping physically active and the benefits of doing so. The Toolbox for Community Educators includes a worksheet and planning sheet that helps participants log their daily activities and allows them to list the activities they will participate in to help them achieve an active lifestyle both as a family and on their own. A 30 minute physical activity is lead by the facilitator to demonstrate the activities families can enjoy in their own home if their community is a concern. Minor discussions on how they can improve their community's outdoor recreational areas and streets through advocacy and building up community through their leadership.	Spanish/English
Contractor Developed -*From the Latino Children Institute * & Latino Campaign's Toolbox for Community Educators. *Pending *Network* Approval	Session 4: The Celebration/Graduation; Participants have now gone through 5 weeks of workshops for 2 hours, once a week. This is a time to reflect on the subject matter learned and how, if at all, the workshops have impacted them and/or their family. Each participant is free to bring a healthy dish of their own to share with the group to demonstrate their understanding of making simple changes to their eating habits and the benefits thereafter. Participants are then administered a Post-Test with exact questions that were on the Pre-Test to determine the full impact of the workshops. Participants write for one last time in their journal and share their experiences and what they have planned for the future.	Spanish/English

Source	***Title***	***Languages***
Harvest of the Month- Monthly NEWsletter	The newsletter will be used to highlight participant and community achievements made during or after the completion of participation in the Salsa, Sabor y Salud nutritional program. Other health and nutritional information provided by the Network and its partners will also be highlighted in this piece.	The newsletter will be used as a promotional tool for our community and families to help highlight the progress and achievements our participants have made while or after they've participated in our program. It will help empower those participating and motivate them to continue working towards the goals set during their participation in the Salsa, Sabor y Salud workshops.
Salsa, Sabor y Salud Flyer	Flyer developed to distribute to community and families to promote Salsa, Sabor y Salud workshops.	The flyer will help the program with recruitment of participants into the program to help meet our project objectives of 300 workshop participants a year.

New Materials Development Data Sheet

Title	***Description***	***Justification***
Weekly Nutrition and Physical Activity Journal	Journal provided to participants so they can record any behavioral changes during their 4 to 5 week participation of the workshops. The journal is kept in class and participants are given the first 5 minutes of class to write in their journal.	This tool helps program staff capture changes from each individual participant that is occurring through the 5 weeks that sessions are held. It is a great tool utilized to determine participants' needs on a 1-on1 basis.

BUDGET COVER SHEET
FFY 2011

Organization: New Economics For Women				
Contract Number: 08-85170				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 60,280	$64,500	$ 4,220	7.00%
Fringe Benefits	$ 9,355	$11,577	$ 2,222	23.75%
SubContracts				
Contracts/Grants/Agreements				
Operating	$ 9,290	$3,144	$ (6,146)	-66.16%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 3,726	$8,436	$ 4,710	126.41%
Materials				
Travel	$ 2,349	$2,343	$ (6)	-0.26%
Equipment & Other Capital	$ -		$ -	
Indirect Costs				
Total Federal Share	$ 85,000	$ 90,000	$ 5,000	5.88%
***No state share -LFNE contract**				
Increase due to required 3rd year retrospective costs				
Justification for differences greater/less than 10%				
Fringe - Fringe increased to 17.95% in 2011 from 15.52% in 2010; thereby causing an increase greater than				
10% in this line item.				
Operating - Contractor removed insurance, maintenance, and postage in 2011; thereby causing a decrease				
greater than 10% in this line item.				
Other Costs - Contractor included costs for the required retrospective report for 2011; thereby causing an				
increase greater than 10% in this line item.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **North Coast Opportunities, Inc.**
Program Area: **Local Food and Nutirtion Education**
Contract Number: ***09-11434***

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 25%Female 75%

Ethnicity: ☐African American %; ☐Asian %; ☒Caucasian 40%; ☒ Latino 40%; ☒Native American 20%; ☐Pacific Islander %; ☐ Other (specify) : %

Languages: ☒English 70%; ☒Spanish 30%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☐ Under 5 years old %; ☒5 to 8 15%; ☒9 to 11 15%; ☒12 to 17 10%; ☒18 to 59 55%; ☒60 years old and over 5%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (270 occurrences at 1.0hour(s) each); ☒Community Education Events (18 occurrences at 0.5hour(s) each); ☒Training/Workshop/Conference (18 occurrences at 1.5hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☐Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☐MyPyramid – Healthy Eating Plan; ☐Promote Healthy Communities; ☒Promote Healthy Weight; ☐Sodium and Potassium; ☒Whole Grains; ☒Other (specify): garden-enhanced nutrition education .

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; 9Afterschool Programs; Churches; 3Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; 3Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; 1Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy):

Projected Number of Unduplicated Participants: 690

Narrative (max. 200 words)

The Better Eating Activity, and Nutrition for Students (BEANS) project will use teen peer educators to bring interactive food demonstrations to after school programs, family resourse centers and farmers markets. BEANS will focus its activiites in Mendocino County's three largest communities (Fort Bragg, Ukiah and Willits). Because all of these communities have seen significant increases in their Hispanic populations, the project will conduct targeted promotion to reach and engage members of the Latino community. North Coast Opportunities (NCO) will work with a range of partners to create an innovative program that combines nutrition educatiion with interactive food demonstrations, samples and reciipes, garden produce and actitiy, and SNAP promotion in after school settings. BEANS teen peer educators will form the core of the project, with at least 50% of the teens fluent in Spanish. In each community, NCO will use grant funds to haire a 0.25 FTE Site coordiantor, with the Ukiah Site Coordinator working an additional 0.25 FTE as the Lead Site Coordinator to manage program monitoring, reporting, and evaluation. NCO will also assign volunterrs to assist in each community, a significant in-kind contribution to the project.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☒We have not modified our methods/strategies
☐Improving cultural relevancy
☐Enhancing/updating existing strategies
☐Changing audience participation
☐Adding new partners
☐Other (specify):

☐Utilizing research/program tool ☐Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Increased consumption of fresh produce will indicate successful impact of after school classes. Improved knowledge of food preparation and increased cooking skills will indicate successful implementation of family resource center classes. Increased food stamp purchases at farmers market will indicate effective promotion.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

North Coast Opportunities will collaborate with Mendocino County UC Cooperative Extension 4-H Youth program; Mendocino County Garden-Enhanced Nutrition Education Project (Network LIA); Food For All Mendocino, three Family Resource Centers, and the Mendocino County Food Stamp Office (all programs of the Mendocino County Health and Human Services Agency); Noyo Food Forest; and the Mendocino County Farmers' Market Association. To ensure effective coordination, BEANS partners will meet quarterly, hold monthly phone conferences, and communicate regularly through email.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Mendocino	06045010400	Hispanic or Latino	53.45%
Mendocino	06045010500	Hispanic or Latino	64.65%
Mendocino	06045010700	Hispanic or Latino	56.12%
Mendocino	06045011600	Hispanic or Latino	80.13%

Free/Reduced Price Meal Percentage Data Sheet

School District	*CDS Code*	*School Site*	*Free Meal %*	*Reduced Meal %*	*Free and Reduced Meal %*
Fort Bragg Unified	23-65565-6025100	Dana Gray Elementary	48.55%	19.69%	68.23%
Fort Bragg Unified	23-65565-6061667	Fort Bragg Middle	44.72%	16.46%	61.18%
Fort Bragg Unified	23-65565-6025126	Redwood Elementary	50.47%	13.68%	64.15%
Ukiah Unified	23-65615-6025191	Frank Zeek Elementary	50.78%	16.63%	67.41%
Ukiah Unified	23-65615-101147	Grace Hudson Elementary	74.69%	10.07%	84.77%
Ukiah Unified	23-65615-6025233	Pomolita Middle	58.18%	9.91%	68.08%
Willits Unified	23-65623-6025282	Baechtel Grove Middle	55.44%	16.98%	72.41%
Willits Unified	23-65623-6108369	Blosser Lane Elementary	60.27%	12.64%	72.91%
Willits Unified	23-65623-6025290	Brookside Elementary	66.76%	11.44%	78.20%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
Network for a Healthy California Latino Campaign	Fruit, Vegetable, and Physical Activity Toolbox	English/Spanish
Network for a Healthy California Power Play!	School Idea and Resource Kit	English/Spanish
Cooperative Extension (EFNEP, FSNEP)	EatFit	English/Spanish
Network for a Healthy California	Harvest of the Month	English/Spanish
USDA materials	The Power of Choice	English

BUDGET COVER SHEET
FFY 2011

Organization: Northcoast Opportunities				
Contract Number: 09-11434				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$17,800	$ 18,334	$534	3%
Fringe Benefits	$6,230	$ 6,417	$187	3%
SubContracts	$39,420	$ 39,812	$392	1%
Contracts/Grants/Agreements				
Operating	$486	$ 1,250	$764	157%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$11,412	$ 8,615	-$2,797	-25%
Materials				
Travel	$3,356	$ 3,541	$185	6%
Equipment & Other Capital	$0	$ 735	$0	0%
Indirect Costs	$6,296	$ 6,296	$0	0%
Total Federal Share	$85,000	$ 85,000	$0	0%
*** LFNE project - no State Share**				
Justification for differences greater/less than 10%				
Operating - Contractor added more funds for printing and general office supplies based on historical costs;				
thereby causing an increase greater than 10% in this line item.				
Other Costs - Supplies to be purchased were designated to the Equipment line item; thereby causing a				
decrease greater than 10% in this line item.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Pacific Coast Farmers' Market Association**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **08-85142**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 40%Female 60%

Ethnicity: ☒African American 20%; ☒Asian 10%; ☒Caucasian 30%; ☒Latino 40%; ☐Native American %; ☐Pacific Islander %; ☐Other (specify)Multiple Ethnic: %

Languages: ☒English 70%; ☒Spanish 30%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☒ Under 5 years old 5%; ☐5 to 8 %; ☐9 to 11 %; ☐12 to 17 %; ☒18 to 59 80%; ☒60 years old and over 15%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☒Food Stamp Offices 40%		☐TANF Job Readiness Program	%
☐Public Housingl	%	☒WIC Offices	40%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (30 occurrences at 1.0 hour(s) each); ☐Community Education Events (occurrences at hour(s) each); ☐Training/Workshop/Conference (occurrences at hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐ Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☐Sodium and Potassium; ☒Whole Grains; ☒Other (specify): Healthy Preparation.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; 3.0 Farmers' Markets; 4.0 Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; 4.0 WIC Programs; Worksites; Other (specifiy): Other:

Projected Number of Unduplicated Participants: 650

Narrative (max. 200 words)
Through funding from the Local Food and Nutrition Education program, Pacific Coast Farmers' Market Association (PCFMA) intends to expand its "Cookin' the Market", nutrition education, and Food Stamp Promotion efforts by focusing on Food Stamp and WIC offices and select community events. Cooking demonstrations and nutrition education will be conducted at WIC, Food Stamp offices, and farmers' markets in the first year and at other community sites in years two and three. In year three, the project will sponsor a series of community cooking classes targeting food support recipients and eligible community members. Nutrition information will be distributed, and participants will receive information about budgeting their produce purchases. The goal of these events will be to educate SNAP-Ed recipients and eligibles about the benefits, preparation methods, and local availability of fresh fruits and vegetables in order to increase the consumption of fruits and vegetables.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☒We have not modified our methods/strategies
☐Improving cultural relevancy
☐Enhancing/updating existing strategies
☐Utilizing research/program tool
☐Changing audience participation
☐Adding new partners
☐Other (specify):
☐Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Pacific Coast Farmers' Market Association will measure the performance of our programs through intercept surveys that monitor the knowledge gained by participants in our educational outreach programs.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

Pacific Coast Farmers' Market Association (PCFMA) has previously partnered with Kaiser Permanente's "Thrive" program to sponsor farmers' markets at Bay Area Kaiser facilities and to present cooking demonstrations at farmers' markets throughout the Bay Area. PCFMA has also consistently used Network for Healthy California approved educational materials, and has collaborated with the Concord, CA, WIC office to present nutrition education programming. PCFMA will continue to coordinate with other local programs to deliver consistent messaging.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
San Francisco	06075016100	All races	57.35%
Santa Clara	06085501000	All races	50.23%
Solano	06095250900	All races	51.18%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
Share Our Strength	Operation Frontline	English, Spanish

New Materials Development Data Sheet

Title	*Description*	*Justification*
Cookin' the Market recipes	new and adapted recipes for cooking demonstrations	PCFMA plans to develop new recipes, based on resource guidelines, specifically for the target audience of this project for new quickly prepared recipes to demonstrate at farmers market using market ingredients.

BUDGET COVER SHEET
FFY 2011

Organization: Pacific Coast Farmers' Market Association				
Contract Number: 08-85142				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 39,966	$ 40,768	$ 802	2.01%
Fringe Benefits	$ 9,992	$ 10,192	$ 200	2.00%
SubContracts				
Contracts/Grants/Agreements				
Operating	$ 14,140	$ 12,640	$ (1,500)	-10.61%
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 10,092	$ 18,442	$ 8,350	82.74%
Materials				
Travel	$ 3,719	$ 3,831	$ 112	3.01%
Equipment & Other Capital	$ 50	$ 50	$ -	0.00%
Indirect Costs	$ 3,997	$ 4,077	$ 80	2.00%
Total Federal Share	$ 81,956	$ 90,000	$ 8,044	9.82%
***No state share -LFNE contract**				
Percentage Difference Justifications				
Operating Costs- PCFMA decreased Operating Expenses by $1500 by not budgeting for repair and maintenance for FFY 2011				
Other Costs- PCFMA budgeted $5000 for their 3 year Retrospective Project (Project completion case study). They have 2,482 Participant evaluations to mail versus the 1,785 they had for FFY 2010. They Have a higher number of classroom participants and farmers market participants than FFY 2010.				

1. STATE LEVEL GOALS AND OBJECTIVES

See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Sustainable Economic Enterprises of Los Angeles**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **09-11435**

a. Related State Objectives.

See State-level objectives 1, 2, 4, 8, and 9.

b. Audience.

Gender: Male 10%Female 90%

Ethnicity: ☒African American 10%; ☐Asian %; ☒Caucasian 5.0%; ☒Latino 80%; ☐Native American ☐Pacific Islander %; ☒Other (specify)Middle Eastern: 5.0%

Languages: ☒English 20%; ☒Spanish 80%; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %

Ages: ☐ Under 5 years old %; ☐5 to 8 %; ☐9 to 11 %; ☐12 to 17 %; ☒18 to 59 90%; ☒60 years old and over 10%

c. Focus on SNAP Eligibles.

Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. Project Description.

Key Methods:
☐Advisory Council/Task Force (specifiy): ; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (52 occurrences at 1.5hour(s) each); ☒Community Education Events (150 occurrences at 1.5hour(s) each); ☐Training/Workshop/Conference (occurrences at hour(s) each); ☐Point of Purchase (occurrences at hours each); ☐ Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☒Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☒Fats and Oils; ☒Fiber-Rich Foods; ☒Food Shopping/Preparation; ☐Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☒Sodium and Potassium; ☒Whole Grains; ☒Other (specify): Farm Fresh Produce.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; 5.0Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): Other:

Projected Number of Unduplicated Participants: 960

Narrative (max. 200 words)
The Good Cooking/Buena Cocina in the Farmers' Market program was designed to provide direct nutrition and culinary education to farmers' market patrons and those of the surrounding SNAP-ed eligible communities. This six-week program will cover the major food groups of MyPyramid, important health and nutrition topics, and will incorporate a physical activity at the beginning of each class. As a component of the nutrition education, culinary education in the form of farmers' market tips and the preparation of a recipe will be conducted every class.
The majority of class participants will be SNAP eligible. At the classes, each market manager will reiterate that SNAP, WIC Farmers' Market Nutrition Program checks and other federal programs can be used for shopping at SEE-LA farmers' markets. Age and culturally appropriate materials will be distributed in the classes and as promotional items for each individual market.
The five SEE-LA markets that will conduct these classes are Canoga Park, Hollywood Lemon Grove, Watts, Echo Park and Central Avenue. Every year SEE-LA will continue building partnerships with other farmers' markets and Community-Based Organizations. Pre- and post-test surveys will be conducted to measure the increase in healthy lifestyle changes.

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☒We have not modified our methods/strategies
☐Improving cultural relevancy
☐Enhancing/updating existing strategies
☐Changing audience participation
☐Adding new partners
☐Other (specify):

☐Utilizing research/program tool ☐Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
To determine whether participants' needs are met for the Good Cooking/Buena Cocina program, a series of pre-test and post-test surveys, and focus groups as well as daily verification statements will help evaluate the progress of the Good Cooking/Buena Cocina programs. The non-Network funded market money distributed and redeemed will serve as a proxy for calculating increased intake of farm fresh fruits and vegetables. Also, increases in the number of interested partners will be used to evaluate the popularity of the Good Cooking/Buena Cocina program.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

SEE-LA has been involved in the Network for a Healthy California Regional Collaborative since its inception, and conducts other agency collaborations with local Community-Based Organizations, local W.I.C. clinics, Hunger Action LA and Northridge Hospital, furthering the education of SNAP eligible Los Angeles families.

Census Tract Data Sheet

County	*Census Tract*	*Ethnicity*	*Percent At or Below 185% FPL*
Los Angeles	6037197500	All races	52.40%
Los Angeles	6037134510	All races	58.10%
Los Angeles	6037191610	All races	62.30%
Los Angeles	6037228600	All races	78.00%
Los Angeles	6037242000	All races	61.60%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	*Title*	*Languages*
Network for a Healthy California Latino Campaign	Fruit, Vegetable, and Physical Activity Toolbox	English/Spanish
Centers for Disease Control and Prevention	Printed Materials	English/Spanish
Cooperative Extension (EFNEP, FSNEP)	Printed Materials	English/Spanish
Network for a Healthy California	Harvest of the Month	English/Spanish
Network for a Healthy California	Discover the Secret to Healthy Living	English/Spanish
San Francisco Department of Public Health	Feeling Good Project Train-the-Trainer Curriculum	English/Spanish
USDA materials	Printed Materials	
WIC Materials	Healthy Harvest 2	English

BUDGET COVER SHEET
FFY 2011

Organization: Sustainable Economic Enterprises of Los Angeles (SEE-LA)				
Contract Number:				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	55,295	57,678	$ 2,383	4.31%
Fringe Benefits	8,294	8,652	$ 358	4.32%
SubContracts	3,600	3,600	$ -	0.00%
Contracts/Grants/Agreements				0.00%
Operating				0.00%
Non-Capital Equipment Supplies				0.00%
Building Space				0.00%
Maintenance				0.00%
Other Costs	3,347	3,424	$ 77	2.30%
Materials				0.00%
Travel	3,400	3,384	$ (16)	-0.47%
Equipment & Other Capital	-			0.00%
Indirect Costs	5,176	5,372	$ 196	3.79%
Total Federal Share	79,112	82,110	$ 2,998	3.79%
*** LFNE Project - No State Share**				

1. STATE LEVEL GOALS AND OBJECTIVES
See State-level objectives in introduction to Section B, pages 1-3.

2. DESCRIPTION OF PROJECTS/INTERVENTIONS FOR EACH PROJECT THE FOLLOWING INFORMATION SHOULD BE PROVIDED:

Project Title: **Trust for Conservation Innovation**
Program Area: **Local Food and Nutrition Education:**
Contract Number: **08-85147**

a. **Related State Objectives.**
See State-level objectives 1, 2, 4, 8, and 9.

b. **Audience.**
Gender: Male 18%Female 72%
Ethnicity: ☒African American 60%; ☐Asian %; ☒Caucasian 20%; ☒Latino 20%; ☐Native American %; ☐Pacific Islander %; ☐Other (specify)Multiple Ethnic: %
Languages: ☒English 100%; ☐Spanish %; ☐Arabic %; ☐Armenian %; ☐Bosnian %; ☐Cantonese %; ☐Farsi %; ☐ Hmong %; ☐Khmer (Cambodian) %; ☐Korean %; ☐ Lao %; ☐Mandarin %; ☐Russian %; ☐Tagalog %; ☐Vietnamese %; ☐Other (specify) : %; ☐ Other (specify) : %
Ages: ☐ Under 5 years old %; ☐5 to 8 %; ☐9 to 11 %; ☐12 to 17 %; ☒18 to 59 100%; ☐60 years old and over %

c. **Focus on SNAP Eligibles.**
Income Targeting Data Source:
See attached census tract data sheet.
See attached Free/Reduced Price Meal % data sheet.
Women's Reentry Center Data (75%)

Location Based Proxy Sites:
Targeting data is not required for proxy sites. Please check all that apply and indicate the percentage of your target audience(s) at these locations.

☐Food Banks	%	☐Shelters/Temporary Housing	%
☐Food Pantries	%	☐Soup Kitchens	%
☐Food Stamp Offices	%	☐TANF Job Readiness Program	%
☐Public Housing	%	☐WIC Offices	%

d. **Project Description.**
Key Methods:
☒Advisory Council/Task Force (specifiy): Soul Food Community; ☐Internet/Web Sites-website address: ; ☐Print Media; ☐Radio ; ☐TV ; ☒Nutrition Education Classes (48 occurrences at 2.0 hour(s) each); ☒Community Education Events (3.0 occurrences at 2.0 hour(s) each); ☒Training/Workshop/Conference (On going - 4 interns culminating in 2080 hours per year) occurrences at hour(s) each); ☐Point

of Purchase (occurrences at hours each); ☐Other (specify) : (occurances at hours each).

Key Educational Messages:
X Fruits & Vegetables; X Physical Activity; ☐ Breastfeeding; ☐Fat Free & Low Fat Milk or Equivalent (and alternate calcium sources); ☐Fats and Oils; ☐Fiber-Rich Foods; ☒Food Shopping/Preparation; ☒Lean Meat and Beans; ☒Limit Added Sugars or Caloric Sweeteners; ☒MyPyramid – Healthy Eating Plan; ☒Promote Healthy Communities; ☒Promote Healthy Weight; ☐Sodium and Potassium; ☒Whole Grains; ☒Other (specify): Food Stamp Promotion.

SNAP-Ed Delivery Sites by Type of Setting:
Adult Education & Job Training Sites; Adult Rehabilitation Centers; Afterschool Programs; Churches; 4.0 Community-Based Organizations; Community Centers; Community Clincs (non-government); Community Youth Organizations; Elderly Service Sites; Emergency Food Assistance Sites (includes Food Banks); Extension Offices; Farmers' Markets; Food Stamp Offices; Food Stores; Health Care Facilities (non-government); Healthy Start; Homes; Libraries; Other Youth Education Sites; Parks, Recreation Centers; Preschools- Head Start Programs; School District Preschools; Other Preschools or Daycares; Public/Community Health Centers (includes Public Health Departments); Public Housing; Restaurants/Diners/Fast Food; Schools – students (K-12); Schools – adults/parents; Shelters/Temporary Housing; Soup Kitchens/Congregate Meal Sites; Universities, Community Colleges; WIC Programs; Worksites; Other (specifiy): Other:

Projected Number of Unduplicated Participants: 430

Narrative (max. 200 words)
Nextcourse proposes to create the Soul Food project serving the nutrition and health education needs of women enrolled at the Women's Reentry Center (WRC), an innovative transitional services program located in San Francisco's South of Market (SOMA) neighborhood. The Soul Food nutrition education project will become a fundamental strategy through which the WRC community will help women learn essential skills necessary to nurture and heal themselves through healthy eating and active lifestyles. Major objectives will include nutrition educational curricula providing simple and accessible healthy eating and active lifestyle concepts developed by Nextcourse, the Network for a Healthy California, and the USDA.
An estimated 430 participants annually will be impacted by the following central themes for Soul Food project:
•Relevant nutrition education and physical activity lessons that provide opportunities for both personal growth and social support
•Community empowerment strategies that involve program participants in meaningful leadership positions
•Engagement of a diverse array of community partners providing resources and linkages to a broader community audience, and;
•On-going evaluation and assessment to inform project growth and development

e. **Summary of Research.**
See Section A, pages 2-5.

f. **Modification of Project Methods/Strategies.**

☒ We have not modified our methods/strategies
☐ Improving cultural relevancy
☐ Enhancing/updating existing strategies
☐ Utilizing research/program tool
☐ Changing audience participation
☐ Adding new partners
☐ Other (specify):
☐ Other (specify):

All modifications are approved by the Network.

g. **Use of Existing Educational Materials.**
See attached Existing Materials/Curricula data sheet.

h. **Development of New Educational Materials.**
All New Educational Materials must be listed on the New Educational Materials Data Sheet on page 4.

i. **Key Performance Measures/Indicators**. *(max. 100 words)*
Key behavior change factors to be influenced will include: Knowledge; Awareness; Skills; Self-efficacy; Peer Norms; Food Preferences; Social Support; and Community Empowerment. These indicators will be measured through both process and outcomes evaluation methods. Process measures will include date and location of activities, number of participants, nutrition education/physical activity topics, materials used or distributed, and facilitators, feedback surveys, and minutes from community meetings. Outcomes measures will include pre- and post-testing and focus groups capturing data on food preferences and self-efficacy.

3. EVALUATION PLANS

All contractors participate in process evaluation per their Scope of Work activities. Contractors who receive Federal Share >$350,000 must participate in impact evaluation. Impact evaluation measures the effectiveness of an intervention by assessing behavior change or the factors that directly influence behavior change primarily focusing on consumption of fruit and vegetables intake.

4. COORDINATION EFFORTS (MAX. 100 WORDS)

The Soul Food project complements existing Network nutrition education campaigns and USDA food stamp promotion by making relevant materials and information accessible to a target audience that is most affected by poor nutrition and food insecurity. By engaging community partners and other funded projects, the target audience will receive relevant and consistent nutrition education information, activities, and materials. Consistency of nutrition education messaging is a central method for providing effective teaching concepts. Partnerships include: working with Local Food and Nutrition Education Action Committee members; community-based organization members; and participating in the Bay Area Regional Network collaborative.

Census Tract Data Sheet

County	***Census Tract***	***Ethnicity***	***Percent At or Below 185% FPL***
San Francisco	06075018000	Black or African American	56.40%
	06075017601	All Races	51.06%
	06075012400	All Races	55.32%
	06075012500	Black or African American	74.08%

Use of Existing Educational Materials/Curricula Use Data Sheet

Source	***Title***	***Languages***
USDA materials	Food Stamp Outreach materials, MyPyramid, Dietary Guidelines for Americans	English
California African American Campaign	Brochures	English
California Latino Campaign	Healthy Latino Recipes cookbook	English
Contractor developed	Mission High School Eat UR Veggies	English
Harvest of the Month	HOTM materials	English

BUDGET COVER SHEET
FFY 2011

Organization: Trust for Conservation Innovation on behalf of Nextcourse				
Contract Number: 08-85147				
State Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries				
Fringe Benefits				
Subcontractors				
Contracts/Grant Agreements				
Operating				
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs				
Materials				
Travel				
Equipment & Other Capital				
Indirect Costs				
Total State Share				
Federal Share Budget	**FFY 2010**	**FFY 2011**	**Amount Difference**	**% Difference**
Personnel Salaries	$ 50,745	$ 50,745	$ -	0.00%
Fringe Benefits	$ 11,925	$ 11,925	$ -	0.00%
SubContracts			$ -	0.00%
Contracts/Grants/Agreements				
Operating	$ -		$ -	
Non-Capital Equipment Supplies				
Building Space				
Maintenance				
Other Costs	$ 4,470	$ 9,365	$ 4,895	109.51%
Materials				
Travel	$ 1,735	$ 1,735	$ -	0.00%
Equipment & Other Capital				
Indirect Costs	$ 15,153	$ 16,229	$ 1,076	7.10%
Total Federal Share	$ 84,028	$ 89,999	$ 5,971	7.11%
*** No state share -LFNE Contract**				
Percentage Difference Justifications				
Other Costs - The contractors budgeted $4,895 more in Other Costs for their 3 year Retrospective Project (Project completion case study).				

STATE LEVEL PROJECT SUMMARY FORM

REGIONAL NETWORKS

1. **Goals & Objectives** *(See State Level Objectives).*

2. **Project Title:** *Regional Networks for a Healthy California*

   a. **Related State Objectives:**
   Related State Objectives include 1, 2, 3, 4 and 6

   b. **Audience**

   Gender: Female and Male

   Ethnicity: All races and ethnicities with specific targeting for African American, Caucasian/White, and Latino/Hispanic populations

   Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese, Korean, and/or Hmong.

   Ages: All ages. Primary focus is on families, especially women with children.

   The 11 Regional Networks are also responsible for providing services to *Network*-funded projects and SNAP-Ed intermediaries who serve the above target audience. (See attached budget summaries for the Region Contracts.)

   c. **Focus on SNAP-Ed Eligibles**
   All of the targeted regional activities are designed to reach SNAP-Ed eligible consumers where they shop, learn, work, socialize, exercise and live. In addition, regional activities reach SNAP-Ed intermediaries so that they in turn can more effectively provide nutrition education to the eligible consumers that they serve.

   Income Targeting Data Source:
   Besides activities at location-based proxy sites, site verification of 50% or greater SNAP-Ed eligibles participating in the regional Fruit, Vegetable, and Physical Activity Campaigns and Programs and other regional activities will be based on the following data sources:

   Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; WIC Income Guideline Qualifications and Eligibility of Other Means-Tested Low-Income Programs.

   d. **Project Description**

   Key Strategies:
   Nutrition education classes and consumer empowerment, community education events, media publicity and outreach, print and outdoor media, retail promotions, promotion of healthy communities, physical activity promotion, advisory councils/task forces, trainings/workshops/conferences (for intermediaries).

   Key Educational Messages: Childhood obesity prevention, chronic disease and obesity prevention, dietary quality, fruits and vegetables, healthier eating (general), cooking skills, physical activity promotion (integrated with nutrition education), food shopping/preparation, Supplemental Nutrition Assistance Program promotion (brief promotional message).

Intervention Sites:
Schools, afterschool programs, community-based organizations, community clinics, community youth organizations, direct health service providers, faith/churches, food closets/pantries/banks, farmers' markets, festivals, food stamp offices, community gardens, grocery stores, Head Start, health care facilities/providers, Healthy Start, public/community health centers, other preschools or daycares, parks & recreation centers, restaurants/food service, WIC sites, low-wage worksites.

Projected Number of Contacts:*

Unduplicated Contacts: 2,729,000

Total Contacts (includes indirect): 1,119,935,000
* Most of numbers are repeated in the State Level Fruit, Vegetable, and Physical Activity Project Summary.

Frequency of Contacts: Over 28,300 classes, events, trainings, and point-of-purchase demonstrations will be held during the next year with the aim of achieving multiple contacts with the same SNAP-Ed eligible consumers to build awareness, knowledge, and skills, and ultimately change the behaviors of consumers related to fruit and vegetable consumption and levels of physical activity. The frequency of contacts depends upon the community channels in which a consumer is reached. For more detail on the overall Statewide Campaigns and Programs, please refer to the *Network for a Healthy California* **Targeted Fruit, Vegetable, and Physical Activity Campaigns** State Level Project Summary.

Further, more than 66 regionalized trainings and collaborative forums with SNAP-Ed intermediaries and partners will be held during the year to strengthen the knowledge level and skills of local SNAP-Ed projects to serve the target populations, as well as enhance coordination and synergy among local partners within the geographic regions.

Narrative Summary:

The regional structure is instrumental to the *Network's* overall infrastructure and accomplishment of its goals. The goal is to greatly enhance the Region's collective resources and potential impact to SNAP-Ed and SNAP consumers. The regional structure also is critical in advancing and linking *Network* and USDA initiatives with local projects, with the First Lady's Let's Move initiative and requests from USDA's new Strategic Plan being two examples. The 11 *Regional Networks* (1) deliver the state-developed consumer campaigns and programs, (2) maximize the impact of SNAP-Ed intermediaries by linking state-led initiatives to local Network-funded programs through customized trainings, forums, and technical assistance, among other methods; and (3) foster regional collaboratives that stimulate synergy deepen the reach into SNAP-Ed eligible communities through regionalized nutrition education initiatives that are based on locally identified needs, challenges and priorities. The below mentioned core activities of the *Regional Networks* will continue during FFY 2011, along with greater integration of the various FVPA Campaigns and Programs and regional efforts.

Please note that the current *Regional Network* contractors are coming to the end of their three-year contracts (9/30/2011). During FFY 2011 the state will be developing and releasing another multi-year funding procurement (Request for Applications/RFA). Any adjustments to scope and funding will be incorporated into the RFA, and based on the latest research available and any changes in USDA SNAP-Ed Guidance.

Reaching SNAP-Ed Consumers
Below are brief descriptions of the state-developed consumer campaigns and programs-- *Children's Power Play! Campaign*, *Latino Campaign*, *African American Campaign*, *Retail Program* and *Worksite Program* – and how they are activated regionally around the state. For more specifics on these campaigns and

programs, please refer to the *Network for a Healthy California* **Targeted Fruit, Vegetable, and Physical Activity Campaigns** State Level Project Summary.

Children's Power Play! Campaign: The *Children's Power Play! Campaign* is implemented in all 11 regions to reach children, especially those 9 – 11 years old, through schools, and community youth organizations, while also connecting these organizations with farmers' market, and supermarkets. The Campaign's interventions include interactive education activities conducted by adult intermediaries; promotional activities to increase awareness, including media publicity, and generate excitement among children; and youth nutrition education and empowerment strategies to engage children in making positive changes in their environments.

Latino Campaign: The *Latino Campaign* in nine regions targets Spanish-language dominant and English-speaking low-income Latino adults, aged 18-54 years, by using culturally relevant and linguistically appropriate methods. Utilizing five community intervention channels, the Latino Campaign conducts skill-building and consumer nutrition education and empowerment activities at farmers'/flea markets; supermarkets and neighborhood grocery stores; direct health service provider and community-based organizations; large Latino festivals; and other community gatherings. The *Latino Campaign* coordinates public relations activities to present fruit, vegetable and physical activity-related issues to reach the target population through the media.

African American Campaign: The *African American Campaign*, implemented in the six regions with the highest African American population density, is designed to reach African American families in a variety of community channels, including churches/faith organizations, local supermarkets and grocery stores, direct health service providers and community-based organizations, at festivals and other community events, and through public relations activities. To expand the reach of the faith channel, the Regions will directly implement interventions in additional churches while coordinating efforts with the *Network*-funded, competitively selected faith-based association projects.

Worksite Program: The *Worksite Program* is in 7 of the 11 *Regional Networks* that have a higher population-to-worksite density, emphasizing industries and worksites that employ low-wage workers.

Retail Program: The Retail Program is infused in all 11 regions and serves as a bridge activity linking and coordinating an intervention channel with the *Children's Power Play! Campaign, Latino Campaign,* and *African American Campaign*, in addition to reaching other SNAP-Ed eligible consumers not specifically targeted by the campaigns. At the regional level, the Retail Program uses a combination of in-store merchandising, such as point-of-sale materials and recipe cards; and promotional activities, such as food demonstrations and fruit and vegetable store tours, to help shoppers choose healthy foods.

Nutrition Analysis Software: The *Network* will purchase eleven software licenses for Food Processor SQL nutrition analysis software. The software will be provided to the *Regional Networks for a Healthy California* to enable both *Regional Network* staff and other local *Network*-funded projects to conduct nutrition analysis for the recipes that they develop or wish to use as part of their SNAP-Ed projects. The software will ensure that all fruit and vegetable recipes meet the CDC's recipe criteria for the National Fruit and Vegetable Program. By meeting these national standards, the recipes will have improved nutritional quality and consistency, will be able to carry the Fruits & Veggies—More Matters® logo upon California's licensure, and can be shared nationally with other SNAP-Ed projects and National Fruit and Vegetable Program projects. The software will be housed within the *Regional Networks* to reduce the total number of licenses required statewide.

Maximizing SNAP-Ed's Impact

To maximize the impact of *Network*-funded projects, specifically the LIAs, special projects and other SNAP-Ed intermediaries, the 11 regions host localized nutrition education trainings, convene meetings to enhance collaboration, and provide coordination and communications support to all *Network*-funded projects and partners. In response to the Administrative Review (June 2006), focus continues during FFY 2011 to tighten the linkages among LIA projects and special projects within their geographic regions. For example, face-to-face sharing forums to highlight best practices will be held in each region; LIA channel-specific meetings will be held where appropriate; regional directories and calendars (available via website) will facilitate key partners' connecting strategies and resources; and the *Regional Networks* will continue to reinforce the availablility of existing resources (e.g., USDA materials). Emphasis on higher quality trainings for LIAs and other projects will continue, with all *Regional Networks* implementing skills-based trainings that are evaluated using a method developed by the state (ex-post evaluation).

Further, Regional Networks will continue to link State-led initiatives with local projects, especially in marketing efforts. The *Regional Networks* help to infuse the *Champions for Change* brand and consumer empowerment message throughout *Network*-funded projects through communications, trainings and meetings. Involvement of local Champion Moms will continue to grow during FFY 2011 in regional events and media opportunities, as media research shows the effectiveness of this strategy. It is also expected that the Regional Networks will assist the Network in advancing the First Lady's Let's Move initiative.

The *Regional Networks* also provide specialized expertise in two key areas – physical activity promotion and school nutrition education. How to effectively integrate physical activity into nutrition education in a variety of community and school settings used by local funded projects is a specialized function of the regional agencies. The 11 Regional Physical Activity (PA) Specialists are charged with the task of integrating physical activity into all *Network*–funded nutrition education efforts and programs that work with the *Regional Networks*, the Fruits and Vegetable and Physical Activity Campaigns, Local Incentive Award Programs, Faith-based projects, and other Special Projects. They provide *Network*-funded projects with physical activity resources, education, technical assistance, and demonstrations on integrating physical activity with nutrition education using creative ways. For example, the Regional PA Specialists convene physical activity and nutrition forums that bring local SNAP-Ed intermediaries and partners together to share resources and PA integration strategies. The PA and nutrition forums are regional efforts to create synergy by working across sectors and build the capacity of regional partners to address the issues and challenges of promoting physical activity.

School nutrition education and parent education efforts are enhanced primarily by helping to link various efforts together, namely the regional *Power Play! Campaign*, school LIAs operating in the region, and other school based programs (e.g., UC-FSNEP). The *Network's* Nutrition Education Consultants operate regionally and assist the *Regional Network* Project Director in linking projects, sharing resources, and in developing trainings (where appropriate).

Strength through Collaboration

The *Regional Networks* convene Regional Collaboratives that bring local SNAP-Ed intermediaries and partners together to leverage SNAP-Ed activities, create synergy by working across sectors, and build the capacity of regional partners to address the issues and challenges facing the SNAP-Ed population in their geographic area. The Regional Collaboratives develop region-wide nutrition education messages/activities/initiatives that help empower the eligible audience to create better access to healthier foods in low-income communities. The region-wide initiatives are implemented in concert with regional campaigns, LIAs and other *Network*-funded partners, through community events, public relations activities, and promotions with retailers, farmers' markets, other businesses and SNAP-Ed intermediaries. Regional Collaboratives also adopt initiatives from other regions where relevant. "ReThink Your Drink" is one such initiative that has spread across the state. In FFY 2011, 9 of the 11 regions will implement Rethink Your Drink nutrition educational campaigns for SNAP-Ed target populations. Mini-grants are also provided in

most of the *Regional Networks* to reach the SNAP-Ed target audience in innovative nutrition education and/or reach other racial/ethnic SNAP-Ed populations.

e. Summary of Research

The **Fruit, Vegetable, and Physical Activity Campaigns** run by each region have undergone extensive formative research and impact evaluations by *Network* at the State level before being rolled out regionally. For more research details, please refer to the *Network for a Healthy California* **Fruit, Vegetable, and Physical Activity Campaigns** State Level Project Summary.

According to both the Centers for Disease Control and Prevention and the *2005 Dietary Guidelines for Americans*, physical activity in conjunction with healthy eating make important contributions to one's health, sense of well-being, and maintenance of a healthy body weight.

Coordination of messages and programs/partners: Health and communications experts stress the importance of delivering consistent health messages on a topic, regardless of the sponsor (i.e. agency), to reduce mixed health messages that create confusion and frustration for consumers. Coordination of geographically based programmatic efforts is considered very important by leading authorities, such as the U.S. Government Accounting Office.

f. Modification of Project Methods/Strategies

Core methods have not been modified, as additional improvements and enhancements were built into the 2008 funding procurement for the Regional *Network* agencies. Ongoing feedback is also obtained by regional agencies and consumers to ensure effectiveness.

g. Use of Existing Educational Materials

The following existing consumer educational materials/activities/curricula will be utilized.

Targeted Fruit, Vegetable, and Physical Activity Campaigns: For a complete listing and description of the State-developed materials being used by the Regional Networks, please refer to the *Network for a Healthy California* **Fruit, Vegetable, and Physical Activity Campaigns** State Level Project Summary.

Physical Activity Integration Resources:

1. *Instant Recess* (DVD): Instant Recess features a 10-minute physical activity DVD with a professional athlete that promotes being active at school, after-school programs, home, or the workplace. Included in the DVD are messages on healthy eating and ways to be physically active. The Instant Recess DVDs are a collaborative effort between The *Network*, The Professional Athletes Council and Dr. Antronette Yancey from UCLA School of Public Health.

2. *Shape of Yoga: Nutrition and Physical Activity Booklet for the Family:* The Shape of Yoga is a pamphlet of (10) basic yoga poses to be used by all the FVPA campaigns and programs and LIA's. Included in this pamphlet are nutrition education messages and safety tips. This pamphlet was created in partnership with the *Los Angeles Regional Network* and students from California State Northridge.

3. *Power UP in 10*: Power UP in 10 is a physical activity resource for users to be able to perform (10) basic movements to increase strength and flexibility. These movements are done without any needed equipment and will be geared for the adult population. This resource has been completed in English and is currently being translated to Spanish. This resource was created in partnership with the *Los Angeles Regional Network* and students from California State Northridge.

4. Three additional resources were produced in FFY 2010 as a result of a competitive process. The finalized resource materials will be completed by the end of FFY 2010 and ready for distribution in FFY 2011. The materials are:
   (a) A customized 56 card deck and activity booklet with physical activity and nutrition messaging; (b) a physical activity/nutrition education DVD with a pamphlet; (c) story and activity cards that link nutrition messaging with physical activity.

5. ReThink Your Drink: Based on nutrition education materials originally developed and piloted by the Alameda County Public Health Department (LIA), the ReThink Your Drink nutrition education campaign has grown in size and strength. Educational materials focus on the selection of healthy beverage options by teaching consumers to locate, read and analyze nutrition labels, discuss and explain the differences between added and natural sugars, identify dietary sources of both and to review and analyze personal consumption patterns for opportunities to select more healthful choices. Consumer-targeted nutrition education materials include: posters, pamphlets, bookmarks, wallet cards, display boards, activity sheets, and brochures. Intermediary-targeted materials included Be Sugar Savvy lesson plans and instructor guide.

Nutrition Education Reinforcement Items: A variety of nutrition education reinforcement items to enhance the interventions and are produced by *Network* at the state level and then distributed to the regions. Continuing from FFY 08, there are fewer items due to CDPH policies desiged to avoid products that may be contaminated with unsafe substances. Please refer to the *Network for a Healthy California* **Materials** State Level Project Summary.

Other *Network* Materials: The *Regional Networks* utilize other existing State *Network*-produced materials, especially media and public relations materials produced by the *Network*'s Communications Unit such as the Food Stamp Office Resource Kit, outdoor ads, radio scripts, photography and other media materials.

The *Regional Networks* also utilize existing regional materials (e.g., regionalized strategic plans) and adapt existing educational materials developed by local LIAs to be used for regional initiatives. One such example as noted above is the ReThink Your Drink Campaign. Another example is "Harvesting Health", a garden-based nutrition education toolkit that was jointly developed by LIAs in the Northcoast Region and the Northcoast *Regional Network*.

USDA/Other Materials Promoted/Used by Regional Networks: In addition to the materials described above, the *Regional Networks* and regional *Campaigns* promote the use of materials produced by USDA, the California Department of Education (CDE), and other reputable sources. Specifically, the Children's *Campaign* promotes the use of *Fruits and Vegetables Galore* (USDA), *The Power of Choice* (USDA), *Nutrition to Grow On* (CDE), and the *Nutrition Decathlon Toolkit* (Health Education Council). Partners are encouraged to use their own funds for the *School Health Index* (CDC), *Changing the Scene* (USDA), and developed tools for evaluating community youth organization nutrition and physical activity environments.

h. Development of New Educational Materials

1. *Shape of Yoga* and *Power Up in 10* DVD productions
   Although the Shape of Yoga resource has received very positive feedback among the SNAP-Ed eligible population, there is an additional need to make it even more user-friendly in a DVD format. With the production of these two resources in a DVD format, the *Network* will further address the lack of low-cost, high quality PA resources available for providers of SNAP-Ed programs. Moreover, these resources in the DVD format are necessary when time is a limiting factor; the DVD can be quickly played in homes and

schools and this type of medium is viewed as a source of entertainment while at the same time educating the population on guidelines for healthy eating and active living as set forth by USDA.

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

Key performance measures will include improvements in knowledge and increases in the key SNAP-Ed recommended behavioral outcomes: consumption of fruits and vegetables and increases in physical activity. Additional performance measures will include direct and indirect contacts with members of the target audience. Performance measures on the amount of collaboration taking place among agencies within a region will be analyzed through a networking analysis (regional sociograms) utilizing semi-annual data.

Measurement occurs through statewide and special surveys, the Semi-Annual Activity Reporting System, media reports, the *California Dietary Practices Survey* of adults, the *California Children's Healthy Eating and Exercise Survey*, and the *California Health Interview Survey (CHIS)*, the *California Teen Eating, Exercise and Nutrition Survey*. Other annual data sources include UC's *Food Behavior Checklist* for adults, the EARS (evaluation and reporting system) survey for youth, and the *Network Benchmark Tracking Survey*, impact evaluation conducted by the 40 largest local projects, and Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX^3).

For more information see the Introduction to Section B.

3. Evaluation Plan

Previous Evaluation: For more detail on previous evaluation conducted, please refer to the *Network for a Healthy California* **Targeted Fruit, Vegetable, and Physical Activity Campaigns** State Level Project Summary.

Evaluation Type:

Formative: The *Regional Networks* routinely use formative research methods (e.g., consumer focus groups, key informant interviews, needs assessment surveys, etc.) to determine effectiveness of messages, learn more about potential strategies that can be used by SNAP-Ed eligible consumers and intermediaries, and identify key places where SNAP-Ed eligible consumers may be reached.

Process: Measures will be collected by regional agencies via activity tracking forms and semi-annual activity reporting forms. Measure will include number of classes/events conducted, number of contacts, and amount of media coverage generated. In addition, the 11 *Regional Networks* submit semi-annual progress reports which include narrative descriptions and notations on scope of work forms. *Regional Networks* evaluate their regionalized skills-based trainings and forums geared toward intermediaries to determine effectiveness.

Outcome: All of the *Regional Networks* will complete case studies on their regional campaigns and programs and nutrition education initiativies, noting changes that make it easier for SNAP-Ed eligibles to adopt healthy eating and physical activity lifestyles in their communities. The approach of the case studies will be primarily qualititative in nature (e.g., interviewing key staff) to document the process of how the educational campaign was conducted, but will also utilize indicators of effectiveness (e.g., media coverage, resulting changes). Results from the case studies will be shared with other *Regional Networks* and LIAs so that all can learn about how the regional campaigns and programs and regional nutrition education initiatives were conducted as well as determine their relative effectiveness and feasibility.

Evaluation Tools: *Network* Case Study Guidelines; adapted consumer surveys and questionnaires, activity tracking forms, SAAR forms, progress reports, *Network* training evaluation guidelines, and EARS.

4. Coordination Efforts

The regional structure is designed to stimulate synergy between all players at the regional level, especially those who are funded by the *Network* and other FNS programs. The goal is to reach deeper into SNAP-Ed eligible communities, expand coverage, and reinforce and intensify empowering key messages to current, likely and potentially eligible SNAP participants. The *Regional Networks* also assist the state by bringing new local partners to the state level (e.g., State Parks, Children's and Family Commission, California Department of Social Services, etc.). The regional contractors will:

- Collaborate with local food stamp offices wherever possible. For example they assist with *Food Stamp Office Resource Kit* distribution and restocking of nutrition education materials, provide nutrition education and food demonstrations on-site, as well as involve food stamp office outreach workers in local and regional nutrition education activities wherever possible.
- Ensure members are utilizing existing USDA FNS materials and other qualifying nutrition education materials (mentioned previously in this section under USDA-produced materials) in activities and events;
- Involve FNS programs (e.g., county local UC Cooperative Extension offices; UC-FSNEP; WIC agencies; school districts; and county offices of education) in the Regional Collaboratives to help coordinate regional nutrition education efforts, messages and activities;
- Work closely with WIC agencies to implement enhanced nutrition education activities for older children and parents, thereby increasing consistent message delivery and neighborhood access to healthy foods to the target audience; and
- Participate in the County Nutrition Action Plan (CNAP) process, primarily in areas where there are multiple *Network*-funded county health departments.
- Where possible, work with the California foundation-funded projects (i.e., The California Endowment and Kaiser Permanente) to collaborate efforts in high need areas. One such effort is in the Central Valley with The California Endowment-funded Central California Obesity Prevention (CCROP) project. The Central Valley Regional Network currently collaborates with CCROP when possible, and, should funding become available for a USDA-funded Central Valley Initiative, will assist in efforts to activate county health departments and amplify local food stamp outreach efforts to accelerate SNAP participation and improve health outcomes.

Title of the evaluation	Regional Networks Evaluation
The project or projects with which it is associated	11 Regional Network contractors
The type of evaluation as primarily a formative, process, outcome or impact assessment	Evaluation includes: formative, process and outcome
The question(s) to be addressed by the evaluation	1) What are the training needs of the partners in the region? 2) Is the regional Collaborative effective in meeting the needs of the regional partners? 3) Are the skills based trainings and forums effective for the intermediaries who are being reached? 4) How many and what types of activities are occuring? 5) Did media coverage occur? 6) Did the regional nutrition education initiative meet expectations? What were the outcomes of the nutrition education intiatives?
The approach to conducting the evaluation, including scope, design, measures and data collection	Evaluation Type: Formative: The Regional Networks routinely use formative research methods (e.g., consumer focus groups, key informant interviews, needs assessment surveys, etc.) to determine effectiveness of messages, learn more about potential strategies that can be used by SNAP-Ed eligible consumers and intermediaries, and identify key places where SNAP-Ed eligible consumers may be reached. Process: Measures will be collected by regional agencies via activity tracking forms and semi-annual activity reporting forms. Measure will include number of classes/events conducted, number of contacts, and amount of media coverage generated. In addition, the 11 Regional Networks submit semi-annual progress reports which include narrative descriptions and notations on scope of work forms. Regional Networks evaluate their regionalized skills-based trainings and forums geared toward intermediaries to determine effectiveness in these intermediary. Outcome: All of the Regional Networks will complete case studies on their regional campaigns and programs and nutrition education initiativies, noting SNAP-Ed eligibles to adopt healthy eating and physical activity lifestyles in their communities. The approach of the case studies will be primarily qualititative in nature (e.g., interviewing key staff) to document the process of how the educational campaign was conducted, but will also utilize indicators of effectiveness (e.g., media coverage, resulting changes). Results from the case studies will be shared with other Regional Networks and LIAs so that all can learn about how the regional campaigns and programs and regional nutrition education initiatives were conducted as well as determine their relative effectiveness and feasibility. Evaluation Tools: Network Case Study Guidelines; adapted consumer surveys and questionnaires, activity tracking forms, SAAR forms, progress reports, Network training evaluation guidelines, and EARS.
Plans for using the results	1) Needs assessments guide program/trainings/Collaborative meetings (formative); 2) Skills-based training evaluation shared with other regions and the state for possible dissemination (process/outcome); 3) Process data collected as part of progress reports is used by the State to assess progress (process); 4) Regional Nutrition Education Intiative Case Studies disseminated to field (process/outcome)
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	Formative and process evaluation is ongoing; Case Studies will be completed by end of FFY 2011
Project cost	Part of staff time costs, as a part of contract.

Title of the evaluation	FitDeck
The project or projects with which it is associated	Network for a Healthy California Physical Activity Integration Program
The type of evaluation as primarily a formative, process, outcome or impact assessment	Process
The question's) to be addressed by the evaluation	How can Fit Deck be integrated with nutrition education among the Supplemental Nutrition Assistance Program (SNAP) eligible? What improvements can be made to Fit Deck to improve its effectiveness?
The approach to conducting the evaluation, including scope, design, measures and data collection	Surveys are of implementation of Fit Deck Measures will include qualitative and quantitative items of the implementation of the customized 56 card deck and Activity Booklet with PA and nutrition messaging geared toward the SNAP-ed audience. The cards will have real life photos of people that represent the cultural diversity, limited mobility and age groups of the target audience. The *Network* will also translate the new resource to Spanish.
Plans for using the results	Develop resources that integrate Physical Activity (PA) with nutrition education and can be used by the *Network's* partners to increase PA levels among low-income adults in California.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	N/A
Project cost	There are no additional costs. This project uses existing evaluation resources and staff

FEDERAL FISCAL YEAR (FFY)2011 PROJECT SUMMARY BUDGET

NETWORK FOR A HEALTHY CALIFORNIA **REGIONAL NETWORKS Revised 9/29/10**

Federal Share Budget	FFY2010			FFY2011			
	PHI	STATE	TOTAL	PHI	STATE	TOTAL	% DIFFERENCE
1. Personnel Salaries/Benefits	218,308	529,476	747,784	247,004	521,585	768,589	2.78
2.Contracts/Grants/Agreements	150,000	11,085,760	11,235,760	50,000	11,183,551	11,233,551	(0.02)
3. Non-capital Equipment/Supplies	9,240	28,305	37,545	9,900	18,604	28,504	(24.08)
4. Materials	100,000	0	100,000	0	0	0	(100.00)
5. Travel	13,100	10,810	23,910	13,100	8,210	21,310	(10.87)
6. Administrative *	0	0		0	0	0	-
7. Building/Space & Other General Expenses *	30,000	174,361	204,361	30,000	169,094	199,094	(2.58)
8. Maintenance *	0	0		0	0	0	-
9. Equipment & Other Capital Expenditures	9,800	0	9,800	19,000	0	19,000	93.88
Total Direct Costs	**530,448**	**11,828,712**	**12,359,160**	**369,004**	**11,901,044**	**12,270,048**	(0.72)
11. Indirect Costs @8.6 % of Personnel Costs for State staff**	62,774	45,535	108,309	52,636	44,857	97,493	(9.99)
12. TOTAL COSTS	**$593,222**	**$11,874,247**	**$12,467,469**	**$421,640**	**$11,945,901**	**$12,367,541**	**(0.80)**

See Appendices, Sction C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)

*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately

**Indirect Cost rate for the State is 8.6% of total personnel costs and PHI is 16.5% of total budget less subcontracts

10% Budget Changes Justifications

3. Personnel decreased for the State in this project so there is some corresponding decrease in operating costs In FFY 20111. Also, in FFY2010, LAN support was budgeted at $750.00 per FT for both state and PHI. These costs are no longer budgeted directly in FFY2011 but instead will be treated as a distributed cost housed in Program Ovhead which is part of Building/Space/Maintenance & Other General Expense

5. Travel - an out of state trip (FNS annual conference) denied by WRO is responsible for this increase exceeding 10%

4. Decrease of 100% in Materials is due to moving materials production from Regional Networks to Materials unit budget

9. Increase is due to inclusion of Nutrition Analysis Software added to FY 2011 budget.

STATE LEVEL PROJECT SUMMARY FORM

***NETWORK FOR A HEALTHY CALIFORNIA* FRUIT, VEGETABLE, AND PHYSICAL ACTIVITY CAMPAIGNS**
Project #1

1. **GOALS & OBJECTIVES** (*See State Level Objectives).*

2. **Project Title: *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns**

   a. **Related State Objectives**

   Related State Objectives include 1a, 1c, 2a, 2b, 2d, 3, 5, 6, and 7.

   b. **Audience**

   The campaigns and programs will target activities to Californians who are eligible or potentially eligible for the Supplemental Nutrition Assistance Program.

   Gender: Female and Male

   Ethnicity: All races and ethnicities with specific targeting for African American and Latino communities and selected materials available in Asian languages.

   Languages: English, Spanish, and select Asian languages, which may include Chinese, Hmong, Korean, and/or Vietnamese.

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

   c. **Focus on SNAP-Ed Eligibles**

   All of the targeted campaign and program activities are designed to reach Supplemental Nutrition Assistance Program Education (SNAP-Ed)-eligible consumers where they shop, learn, work, play, worship, and live. These sites are identified using the data sources described below.

   Income Targeting Data Sources:
   Site verification of 50 percent or greater SNAP-Ed-eligible persons participating in campaign and program activities will be based on the following data sources:

   - Primary: *Network* GIS census tract and census block data; school free/reduced price meal program percentages; WIC income guideline qualifications; and retail sites in qualifying census tracts and those on the USDA-approved list
   - Secondary: Sites meeting proxy criteria, such as food banks and public housing sites; community-based organization record audits; worksite-specific data; and consumer surveys.

d. Project Description

Key Strategies: Nutrition education classes and consumer empowerment; community events; retail promotions; print and outdoor media; radio/TV; internet/websites; training/workshops/ conferences; advisory councils; nutrition education research/evaluation; worksite healthy food and physical activity promotions; community empowerment and promotion of healthy communities (healthy community promotion will be directly linked, supportive of, and proportionate to direct nutrition education for eligible families).

Key Educational Messages: Primary messages focus on fruits and vegetables; physical activity promotion (integrated with nutrition education); and chronic disease and obesity prevention. Secondary messages include healthier eating, in general; food safety; cooking skills; and California Food Stamp Program promotion (brief promotional messages).

Intervention Sites: Churches, community-based organizations, community events, community youth organizations, direct health service providers (education classes at community clinics and other health care organizations), farmers' markets, flea markets, grocery stores, low-wage worksites, media and public relations events, restaurants/foodservice, food banks, and low-resource schools.

Projected Number of Contacts:

Unduplicated Contacts: 2,711,000, which includes 470,000 from the *Children's Power Play! Campaign*; 565,000 from the *Latino Campaign;* 415,000 from the *African American Campaign*; 1,250,000 from the *Retail Program*; and 11,000 from the *Worksite Program* (may be lower depending upon final approved *Worksite Program* qualifying criteria).

Total Contacts: 84,925,000, which includes 2,100,000 from the *Children's Power Play! Campaign;*1,590,000 from the *Latino Campaign*; 1,125,000 from the *African American Campaign*; 80,000,000 from the *Retail Program*; and 110,000 from the *Worksite Program*.

Harvest of the Month (*HOTM*) contacts are captured through the Semi-Annual Activity Reports submitted by school-based LIAs and other *Network*-funded agencies reaching a total of 425,000 pre-school through grade 12 students and 700,000 adults.

Frequency of Contacts:

The campaigns and programs aim to achieve multiple contacts in multiple channels with the same eligible consumers in order to build awareness, knowledge, and skills, and ultimately change the behaviors of consumers related to fruit and vegetable consumption and levels of physical activity. The frequency of contacts will vary depending upon the community channels in which an individual consumer is reached.

For the *Children's Power Play! Campaign*, the majority of 9- to 11-year-old children will participate through school or a community youth organization and are expected to engage in at least seven nutrition-focused educational lessons each year, with additional exposure to the *Campaign* through promotional activities at schools, community youth organizations, retailers, and other community channels. Other children may be reached only at a community venue, event, or retail grocery store if that child does not attend a school or youth organization participating in the *Children's Power Play! Campaign*. Overall, frequency of contacts with this audience has

been lower since 2004, when new targeting threshholds required by USDA resulted in the elimination of all child-targeted advertising.

The *Latino* and *African American Campaigns* reach eligible consumers with fruit, vegetable, and physical activity messages through community-based interventions at festivals, farmers'/flea markets, community clinics, health fairs, and retail outlets, with additional support from media and public relations activities. Although participants in these channels are not identified and tracked to determine the number of times they are exposed to the campaigns, multiple contacts are expected to facilitate behavior change. Through the American Cancer Society's (ACS) *Body & Soul: A Celebration of Healthy Living* program, the *African American Campaign* will work with churches to engage participants in lessons from the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators.* The *Toolbox* is used as the nutrition education component within the *Body & Soul* framework. Church participants are expected to engage in four to six classes. Both campaigns also partner with community-based organizations and direct health service provider health educators, who offer an average of seven classes to participants.

The *Retail Program* conducts merchandising activities at qualifying independent, small chain, and large chain grocery stores and supermarkets. Based on estimates for establishing merchandising materials in 850 stores and survey data that correlate low-income status with shopping up to twice weekly, it is estimated that 1,250,000 shoppers in qualifying retail locations will receive approximately eight indirect contacts per month for 8 months in FFY 2011.

As part of the *Worksite Program*, the participating worksites will implement the Check for Health Workplace Environmental Assessment, Establishing a Worksite Wellness Committee, and two additional nutrition and physical activity tools from the *California Fit Business Kit* (*Take Action!* is now one of the nutrition and/or physical activity tools that worksites may choose to implement), resulting in a conservative estimate of ten contacts with each employee. Eligible employees also will be exposed to changes that support increased fruit and vegetable consumption and physical activity at their worksites based on the *California Fit Business Kit*'s tools.

HOTM is comprised of ready-to-go tools and resources that are used in diverse applications within the school environment and the community, including an educator newsletter, family newsletter, community newsletter, menu slicks, and posters. There are over 35 seasonal produce items featured with *Harvest of the Month*. Based upon Local Incentive Awardee Impact Evaluation results, it is estimated that *Harvest of the Month* will be implemented for an average of 7 months out of the typical 9-month school year in most participating schools, with at least one nutrition education activity taking place each month. In FFY 2011, work will continue to extend *HOTM* to qualifying retail and worksite partners and to build and expand relationships with the produce industry.

Narrative Summary:

***Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns:** The *Network for a Healthy California's* targeted statewide campaigns and programs empower eligible Californians to consume the recommended amount of fruits and vegetables and enjoy physical activity every day. Five structured campaigns and programs have been developed, namely the *Children's Power Play! Campaign, Latino Campaign, African American Campaign, Retail Program,* and *Worksite Program*. In addition, *HOTM* offers partners in multiple community channels a tool kit that features a monthly produce item that can be linked to a variety of nutrition education activities. All of the targeted campaign/program activities funded by USDA are

designed to reach SNAP-Ed-eligible consumers where they shop, learn, work, play, worship, and live. These programs facilitate behavior change by reaching consumers directly through media and community venues and by educating and empowering eligible families to make positive changes in their own environments.

These research-based, multi-channel, large-scale social marketing initiatives reach specific target audiences in the most effective, cost-efficient manner possible. The community channels used by each campaign/program have been selected to reach the largest proportion of each target audience in environments in which they will be most receptive to educational messages and program interventions. The campaigns and programs align with the *Network for a Healthy California's* brand, Champions for Change, allowing all of the *Network*'s activities to work synergistically together to reinforce messages and promote behavior change.

The *Children's Power Play! Campaign* operates in all 11 *Regional Networks for a Healthy California (Regional Networks)* to reach children through nearly 600 schools and 1,000 community youth organizations (includes Local Incentive Awardee schools and afterschool programs), while also connecting these organizations with farmers' markets, supermarkets, and restaurants. The *Campaign*'s interventions include interactive educational activities conducted by adult intermediaries, promotional activities to increase awareness and generate excitement among children, and youth nutrition education and empowerment strategies to engage children in making positive changes in their environments. At the local level, *Regional Networks* provide support to LIAs and other *Network*-funded projects serving 9- to 11-year-old children. State-level activities in FFY 2011 will focus upon preparing for the FFY 2012 large-scale evaluation study of the *Campaign*, continuing to improve the quality and reach of *Campaign* interventions through technical assistance to the Regions and state and local partnership development, and improvements to existing *Campaign* resources. The regional *Children's Power Play! Campaign* interventions will result in 470,000 unduplicated contacts through nutrition education lessons and promotions and 2,100,000 total contacts with eligible children in FFY 2011. These numbers will be augmented with *Children's Power Play! Campaign* media and public relations contacts generated by the *Regional Networks*, which are tracked together with all regional media and public relations activities thereby making it difficult to assess the specific numbers achieved by the *Children's Power Play! Campaign.*

The *Latino Campaign* operates in 9 of the 11 *Regional Networks* where the highest proportions of eligible Latinos live. Using five community intervention channels, the *Latino Campaign* conducts skill-building and consumer empowerment activities as a direct result of nutrition education at the local level. Throughout FFY 2011, the nine regions will work in a minimum of 240 farmers'/flea markets, 270 qualifying supermarkets and neighborhood grocery stores, 360 direct health service provider organizations and community clinics, and 75 large Latino cultural gatherings. These activities, which will result in approximately 565,000 unduplicated contacts and nearly 1.6 million total contacts with eligible Latinos, will be reinforced with Spanish- and English-language television, radio, and outdoor advertising. To support these activities, the *Latino Campaign* has a community empowerment platform to educate eligible Latinos about the importance of eating more fruits and vegetables and being more physically active and of improving the availability of fruits and vegetables and safe physical activity opportunities in their communities. From FFY 2008 through FFY 2010, the *Latino Campaign* collaborated with the American Cancer Society (ACS) to evaluate the ACS Latino *Body & Soul* program in three *Latino Campaign* regions to determine the effectiveness of reaching eligible Latinos in faith-based settings. In FFY 2011, the *Latino Campaign* will prepare to expand into this channel through its *Regional Networks* beginning in FFY 2012.

The *African American Campaign* operates in 6 of the 11 *Regional Networks* where the highest proportions of eligible African Americans live, and also funds 4 competitively-selected faith

associations/alliances that operate within the Regions. In FFY 2011, *Regional Networks* and Faith Projects will implement nutrition education and physical activity promotion interventions through approximately 130 churches, 65 festivals, 7 community gardens, 12 farmers' markets, 140 supermarkets and neighborhood grocery stores, and 180 direct health service providers. Interventions in these channels will result in approximately 415,000 unduplicated contacts and nearly 1,125,000 total contacts with eligible African Americans. Faith Projects use the ACS *Body & Soul* program, which provides a framework for successfully influencing nutrition and physical activity behaviors among African Americans in church settings. Faith Projects empower congregations to make healthy choices through engaging pastors in promoting healthy living, offering educational activities that teach members skills for eating more fruits and vegetables and being physically active, creating a church environment that supports healthy eating by serving more fruits and vegetables at church meals and functions, and facilitating individual behavior change through peer counseling. (See Faith Projects Project Summary for additional information). In FFY 2011, the *African American Campaign* will continue to develop the beauty salon channel (see Beauty Salon/Supply Channel Project Summary for additional information), strengthen the regional and faith project interventions through technical assistance and training, and further develop state and local partnerships.

The *Retail Program* operates in each of the 11 *Regional Networks* by working with qualifying grocery stores to increase the purchase of fruits and vegetables among SNAP-Ed eligible adults and their families. In FFY 2011, Regional *Retail Program* Specialists will help develop partnerships between California produce industry stakeholders (supermarkets, grocery stores, corner stores, growers, shippers, distributors, and processors) and the *Children's Power Play! Campaign, Latino Campaign, African American Campaign, Worksite Program,* and self-selected Local Incentive Awardees and Special Projects. These partnerships will result in opportunities for targeted promotional activities, such as food demonstrations and fruit and vegetable store tours, as well as opportunities for retailers, growers, shippers, distributors, and processors to provide fruit and vegetable samples to nearby schools, community youth organizations, churches, clinics, and worksites. These partnerships also will encourage retail partners to display in-store merchandising materials such as point-of-sale signage, newsletters, cross promotional wobblers, and recipe cards to help consumers select, store, and prepare fruits and vegetables. In addition, Regional *Retail Program* Specialists will provide appropriate *Network* resources (educational materials, staff training materials, toolkits, etc.) for food security partners (Food Stamp, WIC, and County Food Bank Staff) and corner stores interested in improving the quality and/or variety of their selection of fresh produce. The *Retail Program* will continue to work with WIC to support the expanded WIC food package. The programs will use the co-branded wobblers that cross promote fruits and vegetables with WIC food package items and the Regional *Retail Program* Specialists will collaborate with WIC Local Vendor Liaison staff to cross-promote one another's programs in their interactions with retailers. Combined, these activities will result in over 1,250,000 unduplicated contacts and over 80 million total contacts with consumers in 850 out of approximately 5,800 qualifying grocery stores.

In FFY 2011, the *Worksite Program* will be implemented in 7 of the 11 *Regional Networks.* The regions will maintain relationships with as many worksites as possible, within the parameters of USDA qualification criteria, and will recruit participation from new qualifying worksites. Under current qualifying criteria, the *Regional Networks* efforts would result in an estimated 270 participating sites by the end of FFY 2011; however, USDA's new, more stringent qualifing criteria, as well as economic challenges of the businesses themselves are expected to make retention and recruitment more challenging. For purposes of this plan, we are estimating 150-200 participating worksites in FFY 2011. When criteria are finalized, the *Worksite Program* will collaborate with the *Regional Networks* to determine the overall expected impact on worksite participation and adjust the annual objectives accordingly. Use of the existing *California Fit*

Business Kit materials will continue in each worksite with the requirement to complete the self-guided Check for Health Assessment and then engage the low-wage workers and managers to implement the *Establishing a Worksite Wellness Committee* tool and two additional nutrition and physical activity tools from the *Kit*. The *Regional Networks* will continue building awareness and adoption of the *Worksite Program* through public relations activities, already established regional advisory councils, and partnership building in exchange for their participation. To help maintain existing relationships and establish new partnerships, the *Worksite Program* will provide added value to participating worksites through additional training opportunities, which worksite staff will attend at their own expense, and will conduct a satisfaction survey to guide future refinements to the program. The *Worksite Program* also will collaborate with the *Latino Campaign* to adapt the *California Fit Business Kit* to more effectively reach the low-income farm worker population, one of the lowest-paid and most underserved occupational groups. Based on an estimate of 200 worksites, the *Worksite Program* activities will result in approximately 11,000 unduplicated contacts and a conservative estimate of 110,000 total contacts with eligible employees statewide in FFY 2011.

Harvest of the Month (HOTM) is a statewide program designed to motive students and their families to increase consumption and enjoyment of a variety of fruits and vegetables and to engage in physical activity every day. *HOTM* is comprised of four key monthly elements each developed using the Social Ecological Model as a framework, including an educator newsletter, family newsletter, community newsletter, and menu template. It is intended for implementation in areas where nutrition education can make the biggest impact--the classroom, cafeteria, home, and community. *HOTM* is used extensively by the *Network*'s Local Incentive Awardees and other partners. The website, www.harvestofthemonth.com, also allows non-funded partners across the United States and internationally to download and implement *HOTM*. The *HOTM* website houses all of the resources and tools needed to implement *HOTM*. Within the site, the Educators' Corner and Training Corner address the needs of the classroom educator and child nutrition staff by providing additional activities, expanded resources, support materials and training materials for program implementation. During FFY 2011, a best practice study of *HOTM* will be completed (see Section 3. Evaluation Plan) and used to guide improvements in the materials and training.

State-level campaign and program activities will include program development and refinement; updating and refinement of materials; research and evaluation; partnership development; improving integration of campaign and program materials and elements across the *Network*; and oversight, training, and technical assistance for the 11 *Regional Networks* charged with implementing the campaign/program interventions at the regional and local levels (see *Regional Networks for a Healthy California* Project Summary and Training Project Summary).

e. Summary of Research

The targeted campaigns and programs have undergone extensive formative research and impact evaluation. Focus groups, key informant interviews, community surveys, and statewide surveys have provided the basis for messages, materials, and intervention development. Each intervention channel has been pilot tested, and large-scale studies have been conducted to prove the effectiveness of specific campaigns and programs.

To monitor healthy eating and physical activity behaviors among the target audiences represented by each campaign and program, the team relies on the findings of the *Network's* three statewide surveys. The surveys, conducted every two years, include the adult *California Dietary Practices Survey*, the *California Teen Eating, Exercise and Nutrition Survey*, and the *California Children's Healthy Eating and Exercise Practices Survey*. The *Network* also collaborates with the researchers conducting the Behavioral Risk Factor Surveillance Survey, the Women's Health

Survey, and the California Health Interview Survey. The surveys are used to help set state and local priorities and to raise public awareness. (See Research and Evaluation Project Summary for more information.)

Children's Power Play! Campaign: A large-scale evaluation of the *Children's Power Play! Campaign* conducted in 1995 indicated that the *Children's Power Play! Campaign*, when implemented through schools alone, positively influenced children's knowledge and attitudes, and increased the reported consumption of fruits and vegetables by seven percent. When a multi-channel, community-wide approach supplemented the school activities, fruit and vegetable consumption reported by the children increased 14 percent. The *Campaign*'s current design is based upon the multi-channel approach proven successful through the study. More recently, the *Campaign* evaluated its *School Idea & Resource Kits* and found that it positively influences knowledge, self-efficacy, and beliefs related to fruits, vegetables, and physical activity. Additionally, the *California Children's Healthy Eating and Exercise Practices Survey* (CalCHEEPS), a biennial statewide survey of 9- to 11-year-old children, provides dietary and activity information and helps to guide the *Campaign*'s future direction. Data from the 2005 survey indicate that children who reported being aware of the *Children's Power Play! Campaign* were more likely, compared to those not seeing or hearing about the *Campaign*, to eat 3 or more servings of vegetables (15 vs. 8 percent, $p<.05$) and 5 or more servings of fruits and vegetables (19 vs. 11 percent, $p<.05$). These children also ate more servings of vegetables (1.3 vs. 1.0 servings, $p<.01$). Looking at the *Dietary Guidelines for Americans* (2005), *Campaign*-aware children were three times more likely to meet the guideline for cups of vegetables (12 vs. 3 percent, $p<.001$) and six times more likely to meet the guidelines for both cups of fruits and vegetables (6 vs. 1 percent, $p<.05$). In addition, CalCHEEPS trend data indicate that, from 1999 to 2003, recall of the *Children's Power Play! Campaign* nearly doubled, and knowledge of the recommended fruit and vegetable intake rose concurrently. More importantly, fruit and vegetable consumption among children residing in low-income households increased dramatically from 3.4 to 4.1 servings (approaching statistical significance at $p=.066$).

Latino Campaign: In 2000, the *Latino Campaign* formally evaluated the effect of its community and media interventions on the fruit and vegetable consumption of Latino adults. The results showed that the *Campaign* significantly increased fruit and vegetable consumption among Spanish-speaking Latinos by 37 percent. Psychosocial determinants of fruit and vegetable consumption were also influenced positively. Additionally, results from the *California Dietary Practices Survey*, a biennial statewide survey of adults, showed increased consumption of fruits and vegetables between the years 2003-2005 among Latino adults, from 4.1 to 4.3 daily servings (NS). Since the *Network* baseline in 1997 to 2005, there has been almost a ½ serving (0.4) increase in fruit and vegetable consumption among Latino adults (3.9 to 4.3, respectively, $p<.05$). The *Campaign* also worked with the American Cancer Society to conduct formative research on the use of *Body & Soul* with the Latino population. Results from the study are being finalized.

African American Campaign: In order to effectively reach the African American community, the *African American Campaign* adopted and currently implements the proven-effective ACS *Body & Soul* program. This program is based on a National Cancer Institute-funded research project, which was conducted by the University of North Carolina and Emory University in Atlanta and showed that the *Body & Soul* program significantly increased fruit and vegetable consumption, decreased fat consumption, and increased internal motivation and self-efficacy among program participants. It was particularly important that the impact evaluation demonstrated that churches could implement the program on their own and achieve a significant change in behavior. In FFY 2008, the *African American Campaign* completed testing of the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* with African American audiences in church and other

community settings. The purpose of the study was to test how well the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* worked in providing effective nutrition education for the community and to determine whether the *Toolbox* could be used to provide the nutrition education lessons within the *Body & Soul* program's framework. Study results showed the *Toolbox* is effective in increasing self-efficacy among African Americans and there were significant changes, over time, in purchasing behaviors, meal and snack preparation, and in the actual consumption of fruits and vegetables by women who attended the *Toolbox* sessions. The *Toolbox* is now a component of the *African American Campaign* and is used in faith settings, as well as other community channels. Additionally, results from the *California Dietary Practices Survey* showed increased consumption of fruits and vegetables between the years 2003-2007 among African American adults, from 3.0 to 4.3 daily servings.

Retail Program: The *Retail Program* has been evaluated through an annual retailer satisfaction survey of retail partner staff who implement the merchandising and promotion program in their grocery stores. The survey measures retailer interest in and commitment to partnering with the *Retail Program* in the future and gathers suggestions on how to improve the merchandising and promotion program. The *Retail Program* also has conducted shopper intercept surveys with eligible customers to measure their reactions to the point-of-sale materials, food demonstrations, and in-store messages. In addition, elements of the *Retail Program* were included in the impact evaluations of the *Children's Power Play!* and *Latino Campaigns*. During FFY 2010, the *Retail Program* initiated a Checkout Study to assess whether tailored nutrition education messages delivered through coupon-like color promotional messages that accompany the supermarket purchase receipt will increase fruit and vegetable purchases made by SNAP participants. The data for this evaluation will be provided by Catalina Marketing Corporation through the use of their existing "shopper-driven" marketing program. Catalina Marketing promotions and advertisements are triggered based on the consumer's purchase behavior (either Universal Product Code scans or Card IDs such as store loyalty cards) and delivered at the point of sale, via a full-color, high-speed printer. However, Catalina does not use or store any data that would personally identify a shopper. In FFY 2010, the *Retail Program* also began an Intervention Study to evaluate the comparative impact of the major types of fruit and vegetable promotional strategies (point of sale materials and food demonstrations) used by the *Network's Retail Program.* The study is to assess whether the *Retail Program's* different intervention strategies impact produce sales, shoppers' attitudes about consuming fruits and vegetables, shopping skills, and shoppers' confidence in preparing fresh produce.

Worksite Program: Each element of the *Worksite Program* also has been tested. The tools within the *California Fit Business Kit* have been pilot tested with worksite leaders throughout the state, and many of the tools were developed by using an existing evidence base. In FFY 2007, the *California Fit Business Kit's Take Action! Employee Wellness Program* was formally evaluated in five worksites. Refinements to this tool were made to both printed program materials and website pages based on the results of the evaluation. In the *Worksite Program* Fruit Snack Study there was a 39 percent increase in fruit and vegetable consumption among low-wage workers who were exposed to the fresh fruit snack deliveries three times per week as compared to the control worksites. The *Worksite Program* also completed a study to examine the effect of healthy food merchandising and promotions on the purchase of healthy food items at catering trucks that serve low-wage workers. The Catering Truck Study began in FFY 2007 and was completed in FFY 2008. For five weeks, 8 catering trucks offered two "healthy" dishes, termed "Grab N Go" food, in addition to their regular menu items. The two items were a turkey, avocado, and sprouts sandwich with sliced fresh fruit, and a chicken wrap with sliced fresh fruit. Price was held constant throughout the five weeks. During Weeks 1 and 2 (Baseline), the new items were offered without any special promotional signage or packaging. In Weeks 3 and 4 (Promotion), the turkey

sandwich with fruit and the chicken wrap with fruit were promoted. During the Promotion period of Weeks 3 and 4, both items were repackaged onto a glossy black tray with a clear top and stickered with an "Eat Fruits & Vegetables and Be Active!" message. A four color 11 x 17 sign promoting both items with the same health message was posted in the regular daily special area. In addition, all employees wore hats, t-shirts, and aprons carrying the same message. During the final Week 5 (Post-Intervention), all special packaging, the health message sign, and the employee promotional wear items were removed, but the two new Grab N Go food items were still offered for sale. Sales rose sharply during the Grab N Go period where promotional signage and packing were used. The sales increasing by 37% for the turkey sandwich and 14% for the chicken wrap on promotional period vs. baseline period. It offers initial evidence that nutritious food items supported by a strong positive message about healthy eating can dramatically improve sales and purchase behavior for those items, even in a non-traditional food purchase venue.
Key informant interviews and focus groups with business leaders and focus groups with low-wage workers formed the basis for the development of the *Worksite Program*. Each element of the *Worksite Program* also has been tested. Results from the worksite fruit snack study, which was conducted in low-wage worksites, showed a 39 percent increase in reported fruit and vegetable consumption as a result of the program. The *Take Action! Employee Wellness Program* was also formally evaluated, and refinements to the program and website were made in FFY 2007.

Harvest of the Month: Ten *Network* contractors implemented and evaluated the *HOTM* intervention during 2005-2006. The impact evaluation consisted of contractors measuring change in reported consumption of fruits and vegetables and four factors associated with consumption—knowledge, preferences, familiarity, and self efficacy for eating fruits and vegetables. Data came from contractors who used a pretest and posttest design. In summary, there is evidence that change in fruit and vegetable consumption and factors that influence fruit and vegetable consumption can be attributed to the interventions used by these contractors, which emphasized *HOTM*. A customer satisfaction survey was sent to LIAs in the field in 2006 and 2007. The purpose was to determine if *HOTM* was meeting their needs and to obtain feedback that would help direct the development of future HOTM cycles. In 2005-2006, a *HOTM* process evaluation was conducted with the goal to assess the reach, dose delivered, dose received, and fidelity of the standardized HOTM intervention to the implementation plan, identify contextual factors and the resources required to implement the intervention, and capture qualitative data to gauge the likelihood that the intervention will have the intended impact in schools. In FFY 2010, *HOTM* initiated a best practice study, which will include key informant interviews with key stakeholders and will be followed by a quantitative survey with participating teachers in FFY 2011.

f. Modification of Project Methods/Strategies

Core intervention approaches for the targeted campaigns and programs have not been modified. During FFY 2011, the *African American Campaign* and *Latino Campaign* will continue development of new channels to reach its target audience. The *African American Campaign* will test interventions through beauty salons and the *Latino Campaign* will prepare for regional implementation in the faith channel. In addition, the *Latino Campaign* and *Worksite Program* will collaborate on methods to reach Latino farm workers.

g. Use of Existing Educational Materials

The campaigns and programs use materials that have been designed and tested for their respective target audiences. These materials have been modified to incorporate the *Network for a Healthy California* Champions for Change brand and the California Department of Public Health logo

and, when the national license is obtained, we will add the national *Fruits and Veggies—More Matters*® brand prior to reprinting and make appropriate revisions needed to apply to the *2010 Dietary Guidelines for Americans*. The materials also may be modified to improve their content based upon feedback from local projects. Materials will be printed as funds permit.

Educational Activities/Curricula

1. *School Idea & Resource Kits*: Produced by the *Children's Power Play! Campaign*, the *School Kits* include both fourth- and fifth-grade editions. The *Kits* each include 10 activities related to fruits and vegetables and physical activity and link to the fourth- and fifth-grade California Content Standards for English/Language Arts and Mathematics. The worksheets and parent letter included in the *Kit* are in both English and Spanish. The *Kits* were evaluated and proven effective in positively influencing key determinants of fruit and vegetable consumption and physical activity levels among fourth and fifth graders. The *Kit* was originally published in 1994 and most recently updated in 2008 to reflect the new brand and to reference the new Health Education Content Standards for California Public Schools. The *Kit* will be revised in FFY 2011 to address areas of improvement identified through the *Kit's* evaluation study.

2. *Power Up for Learning: A Physical Activity Supplement to the School Idea & Resource Kit*: Produced by the *Children's Power Play! Campaign*, *Power Up for Learning* is designed to assist teachers in reinforcing classroom-based nutrition education lessons through physically active games. This piece was field tested in FFY 2008 and finalized and distributed in FFY 2009. The content, which is intended for teachers, is in English only.

3. *Community Youth Organization (CYO) Idea & Resource Kit:* Produced by the *Children's Power Play! Campaign*, the *CYO Kit*'s 20 activities are for youth leaders in afterschool programs, summer programs, and clubs serving 5- to 11-year-old children. The worksheets and parent materials included in the *Kit* are in both English and Spanish. The *Kit* was originally published in 1995 and most recently updated in 2009. Also in FFY 2009, the *Campaign* identified links between the *Kit's* activities and the California Content Standards in English/Language Arts, Mathematics, Science, and Physical Education, better allowing afterschool programs to support and enrich the subject matter taught during the school day. In FFY 2011, the *CYO Kit* will be updated to enhance connections with the Content Standards and improve upon activities based upon partner feedback.

4. *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators:* Originally developed by the *Latino Campaign* in 2004, the *Toolbox* was designed so that community educators can easily teach eligible Latino adults how to increase their fruit and vegetable consumption and physical activity. Each item in the *Toolbox* was revised to meet the 2005 *Dietary Guidelines for Americans* and was tested in 2007 with eligible African American adults to ensure wider application of this educational tool. The *Toolbox* is in both English and Spanish. The *Toolbox* content was updated in FFY 2008, and a new website was created (www.network-toolbox.net) to allow broader access.

5. *Nutrition and Health Barriers Facing California Latinos - Latino Community Leaders Recommend Practical Solutions*: Developed in 2005 and re-branded in 2007 by the *Latino Campaign*, this issue-oriented summary of California's Latino health status includes solutions to help build long-term, sustainable, community-level change that supports fruit and vegetable consumption among eligible Latino adults. The solutions were provided by eligible Latina mothers, Latino health advocates, and key stakeholders at three large Latino community forums held across the state as a part of the 2004 Latino Health Awareness Month activities. The document is available in both English and Spanish.

6. *A Day in the Life* (DVD and Discussion Guide): Produced by the *African American Campaign* in 2006, these English-language tools are designed to help community educators deliver a fun and effective educational lesson on ways to eat the recommended amount of fruits and vegetables and get the recommended levels of physical activity where they live, work, worship, play, and shop. In FFY 2008, the video and discussion guide was incorporated into the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* and updated to reflect the new brand.

7. *Conducting Successful Nutrition Education and Physical Activity Promotion at Community Events* (Manual): Produced by the *African American Campaign* in FFY 2006 and revised and re-branded in FFY 2008, the English-language manual provides guidance and tools to successfully reach members of the community through a variety of events, such as festivals, health fairs, farmers' markets, and flea markets. The newest edition includes both adult- and child-targeted interventions. It provides easy-to-implement activities that will help improve fruit and vegetable consumption and physical activity among the target audience.

8. *Building a Healthy Body & Soul: Faith-Based Nutrition and Physical Activity Health Ministry Manual*: The purpose of this English-language manual is to help churches and other faith-based organizations start health ministries and/or expand their existing ministries to address fruit and vegetable consumption and physical activity promotion, based on the *Body & Soul* pillars. It offers useful information, examples, and tips to guide community educators in creating a customized program to improve the health of African Americans. It is designed for use by health ministers, lay ministers, church staff, and volunteers to work with congregations/church membership and surrounding communities.

9. *Advocating for the Health of our Communities: Consumer Empowerment Agenda of the Network for a Healthy California—African American Campaign Advisory Council*: This piece provides information on the priorities and methods recommended by the *African American Campaign* Advisory Council to increase nutrition education and physical activity promotion among African American families to promote behavior change. The agenda is in English only and was re-branded in FFY 2008.

10. *Retail Food Demonstration Training Kit*: Originally developed in 2004 by the *Retail Program*, updated in 2006, re-branded in 2007, and revised in 2009, this English-language resource offers a step-by-step process for conducting fruit and vegetable food demonstrations at neighborhood grocery stores and supermarkets. The tool includes resources, templates, and checklists for food preparation and effective food demonstration execution.

11. *Retail Store Tour Guide*: Originally developed in 2007 and revised in 2009, this English-language resource offers a step-by-step process for conducting fruit and vegetable store tours for youth or adult groups at neighborhood grocery stores and supermarkets. The tool includes resources, activities, templates, and checklists for conducting interactive store tours.

12. *Produce Quick Tips*: Developed by the *Retail Program* in 2005, revised in FFY 2007, and expanded in 2009, these colorful, 4" x 6" flash cards (available in English and Spanish) are used as a nutrition education tool for store tours, food demonstrations, and other skill-development opportunities at festivals, churches, schools, and other places where fruits and vegetables are available. Each card features select fruits and vegetables; information on the best time of year to buy quality, affordable fruits and vegetables; nutrition information; selection tips; and preparation and storage information. The cards also correspond with *Harvest of the Month*'s featured produce items.

13. *Retail Program* Point-of-Sale Merchandising Materials*:* Developed by the *Retail Program* in 2003 and revised in 2007, the merchandising materials are an integrated point-of-sale merchandising program that provides retailers with a variety of signage options and allows more customized promotion of fruits and vegetables at the point-of-sale. Options include a floor stand display with seasonal posters, a spinning kiosk sign that holds 300 recipe cards, recipe card holders for the canned fruit and vegetable aisles, cross promotional wobblers, freezer case promotional clings, *HOTM* community newsletters, in-store audio, colorful produce department signage for over 50 fresh items, and outdoor banners for independent retailers who choose to significantly increase the quantity and quality of their fresh produce. Merchandising materials are produced in both English and Spanish.

14. *Produce Handling Guide:* Originally developed by California's Fresh Produce and Floral Council in 2006, this English-language guide helps qualifying independent retailers learn how to store and rotate fresh produce and identify items that need to be discarded. *Retail Program* staff will have the guide translated into Spanish and updated with the Champions for Change brand in FFY 2011. The document will also be a useful tool for retailers who need to improve the quality or quantity of their fresh produce offerings in preparation for the new WIC food package that requires authorized WIC vendors to carry at least two fresh fruits and two fresh vegetables.

15. *Retailer Fruit and Vegetable Marketing Kit*: This *Kit* serves as a resource for independent retailers who are seeking information on how to merchandise and promote their selection of fresh produce. The *Kit*, based on information gleaned from the *Produce Quick Tips, Produce Handling Guide*, and the successes and challenges revealed from various corner store conversion projects, provides the retailer with information about produce storage and display, cross promotion merchandising techniques, and promotional activities to educate low-income consumers on how to purchase, store, and prepare fresh produce. The toolkit also has a section written for community-based organizations interested in providing hands-on technical assistance to retailers making improvements to their fresh produce selection.

16. *California Fit Business Kit:* Originally created by the *Worksite Program* in 2005, this suite of 10 tools and resources is used to help employers in qualifying low-wage locations develop and implement workplace cultures and environments that support healthy eating and physical activity for their low-wage workers. The *Kit* is given to qualifying worksites in exchange for the employer's commitment to implement interventions at their own expense. No funds are exchanged. The *Kit's* self-guided resources were expanded to include a concise 16-page Program Sell-in Brochure, a functional Binder that contains all the tools, and 3 nutrition and physical activity education empowerment posters (increasing fruit/veggies, physical activity, and participating in *Take Action!*). The *Kit* was re-branded in FFY 2008 and an updated *Take Action!* website also was created (www.takeactionca.com) to complement the *Kit*. The suite of 10 resources now includes: *Check for Health, Establishing an Employee Wellness Committee, Take Action! Employee Wellness Program, Healthy Meeting Policies, Vending Machine Nutrition Standards, Healthy Dining Menu Guidelines, A Guide to Bringing Farm Fresh Produce to the Worksite, Healthy Stairwells Tool,* and *A Guide to Creating Worksite Physical Activity Clubs, and Establishing a Worksite Farmers' Market.* In FFY 2011, a new tool will be added to promote breastfeeding-friendly worksites consistent with the recommendations of the Federal Task Force on Preventing Childhood Obesity.

17. *Workplace Nutrition and Physical Activity - An overview of the facts, case studies, and information resources:* In 2003, the *Worksite Program* released an issue-oriented brief that provides practical solutions on what employers, employees, and community organizations can do to improve worksite wellness through fruit and vegetable consumption and physical activity. The brief also includes best practice case studies and information resources. The

brief was updated in 2005 to include additional resources and case studies and was re-branded in FFY 2008. It lays the groundwork and presents a business case to encourage employers of low-wage workers to offer health promotion services.

18. *Harvest of the Month* (*HOTM*) Tool Kit: The *HOTM* monthly elements are targeted to students, prekindergarten through grade 12, and their families. The 35 seasonal educator newsletters are scientifically accurate and provide hands-on activities, tools, and ideas for open-ended study by students, including taste testing and school gardening. *HOTM* activities support specific core curricular areas, including English-language arts, science, history-social science, health education, and mathematics. The family newsletters reinforce what kids learn in the classroom and provide parents with nutrition information, healthy eating tips, and recipes. These newsletters are available in English and Spanish. Other languages, translated by local partners, are available in the *Educators' Corner* of the website. The Training Corner provides a place where end users can learn how to use *Harvest of the Month* resources to create an effective program. Successful implementation of *Harvest of the Month* requires training for those working with the monthly elements and those who may be involved in implementing the activities throughout the school community and beyond. The *HOTM* community newsletters developed by the *Retail Program* provide the opportunity to expand reach beyond parents and into retail stores, farmers' markets, and other community channels. The menu slicks are two-sided templates that allow child nutrition staff to insert the monthly school menu and provide another opportunity to reach families with key nutrition messages. Skills and knowledge learned in the classroom are reinforced with activities on the menu slicks, which are available in English and Spanish.

19. *Instant Recess* (DVD): See *Regional Networks for a Healthy California* State Level Project Summary Form for description.

20. *Shape of Yoga: Nutrition and Physical Activity Booklet for the Family:* See *Regional Networks for a Healthy California* State Level Project Summary Form for description.

21. *Total Body in 10*: See *Regional Networks for a Healthy California* State Level Project Summary Form for description.

Cookbooks

22. *Kids…Get Cookin'!: Fast and Fun Recipes:* Produced by the *Children's Power Play! Campaign*, this kid-oriented bilingual cookbook features fun graphics, 20 tasty recipes in both English and Spanish, and celebrities. The cookbook was originally published in 1995 and most recently rebranded and updated in FFY 2009 to ensure that the recipes meet the National Fruit and Vegetable Alliance criteria. In FFY 2011, a new edition of the cookbook will be completed with updated recipes and celebrities. The majority of recipes in the current cookbook have been used by the campaign for the past 10 years. The new recipes will have an increased emphasis on low-cost and easily accessible ingredients, cultural appropriateness for the largely Latino target audience, ease of preparation for those with limited cooking skills, less frequent use of the stove and oven, and inclusion of a greater variety of fruits and vegetables.

23. *Healthy Latino Recipes Made with Love*: This English- and Spanish-language cookbook provides traditional favorites that offer a greater variety of colorful fruits and vegetables while reducing the amount of fat, cholesterol, and sodium per serving. The cookbook was updated in FFY 2010 to offer new recipes for those that already have the current recipes and include recipes culturally influenced by countries throughout Latin America, rather than focusing solely on Mexican foods and recipes.

24. *Soulful Recipes: Building Healthy Traditions*: The *African American Campaign* cookbook, adopted in-part from the National Cancer Institute, was completed in FFY 2008 and published in FFY 2009. The cookbook features healthy versions of African American family-favorite meals and snacks, preparation tips, and photos of easy-to-prepare recipes that include a variety of colorful, culturally-appropriate fruits and vegetables. The cookbook is in English only.

25. *Everyday Healthy Meals*: A 2007 revision to the *Retail Program's* 2004 *Discover the Secrets to Healthy Living* cookbooklet, this cookbook was created for eligible adults and their families and is distributed through supermarkets and neighborhood grocery stores, festivals, health care organizations, low-wage worksites, farmers' markets, and flea markets. It contains recipes that encourage eligible consumers to eat more fruits and vegetables every day. The cookbook is in both English and Spanish.

Brochures

26. *Help Your Kids Power Up with Fruits, Vegetables, and Physical Activity* : Produced by the *Children's Power Play! Campaign*, these full-color brochures in English and Spanish give parents easy ideas for helping their kids eat more fruits and vegetables and get more physical activity. The brochure was originally published in 1994 and most recently updated in 2009.

27. *Fruits and Vegetables for Your Health, Your Neighborhood, and Your Life* and *Physical Activity for Your Health, Your Neighborhood, and Your Life*: Developed and tested by the campaign in 2006 and produced in 2007, these educational brochures provide eligible consumers with positive strategies to create healthier homes and communities so that eating fruits and vegetables and enjoying physical activity every day are socially supported and easier to do. The brochures are available in English and Spanish.

28. *Why Do Fruits and Vegetables Matter to Men?*: The *African American Campaign* partners with the National Cancer Institute and Centers for Disease Control and Prevention (CDC) to provide education and resources to eligible African American families. The *African American Campaign* materials primarily target women with children, while the CDC offers materials that specifically target men in the household. The revised CDC brochure, entitled "Why Do Fruits and Vegetables Matter to Men?" addresses the need for African American men to incorporate the daily recommended amount of fruits and vegetables into their diets. This brochure is offered free-of-charge from our partners at CDC in limited quantities to assist local projects in addressing issues of the whole family and to encourage African American men to support healthy eating practices for themselves and their families. We plan to reproduce small quantities of these brochures as needed to meet the needs of our local projects.

29. *Worksite Program Sell-in Brochure*: Produced by the *Worksite Program*, this Sell-in Brochure introduces employers to the benefits of having a worksite wellness program that promotes fruit and vegetable consumption and increased amounts of physical activity. The brochure was originally published in 2008 and is used by Regional Worksite Staff at their initial presentations when they reach out to engage qualifying low-wage worksites.

Posters

30. *Children's Cups of Fruits and Vegetables*: Produced by the *Children's Power Play! Campaign*, this bilingual (English/Spanish) poster uses children's hands to demonstrate different amounts of fruits and vegetables, thus enabling them to gauge their progress toward

the MyPyramid recommendations. This poster was originally produced in 2003 and most recently updated in FFY 2009.

31. "Afternoon in the Park" Artwork: In 2001, the *African American Campaign* commissioned an original piece of artwork titled "Afternoon in the Park" by African American artist Michael Cunningham. "Afternoon in the Park" is a positive depiction of an African American family playing together and eating healthfully. The *African American Campaign* uses the artwork to inspire and build upon the African American culture's overall appreciation of the arts to establish healthful eating and increased physical activity as a social norm. The artwork is featured on promotional pieces such as posters, recipe cards, and brochures and is in English only. The artwork was incorporated into the *Network's "Our Playbook For a Strong Brand: Branding Guidelines Manual"* in FFY 2007.
32. "A Healthy Tradition for a Healthy Life" Mural: The *Latino Campaign* commissioned this original piece of art from Fresno-based artist Ramiro Martinez. The artwork was created to celebrate the contributions and culture of the Latino community in California and to help encourage California Latinos to eat healthier and be physically active. The original artwork was unveiled in June 2003 at the first Latino Health Awareness Month in California. The artwork has been reproduced in printed educational materials and posters for distribution statewide. The artwork was incorporated into the *Network's "Our Playbook For a Strong Brand: Branding Guidelines Manual"* in FFY 2007.

33. Adult Cups of Fruits and Vegetables: Updated in FFY 2008, the poster uses adult hands to demonstrate different amounts of fruits and vegetables, allowing them to gauge their progress towards MyPyramid recommendations. The poster is available in both English and Spanish.

34. *Harvest of the Month*: Four posters have been produced that feature California's bounty of fruits and vegetables and promote physical activity. Motivational taglines and messages are an integral part of each poster. The first poster, developed in 2005, features 12 of the 35 featured produce items, their health benefits, and the produce name in English and Spanish. The remaining three posters were created as mosaics using fruits, vegetables, and sporting equipment shaped in the form of a soccer player, basketball player, and runner.

35. *Worksite Program* Posters: Three posters have been developed, including a poster that promotes fruit and vegetable consumption in the workplace, a poster that promotes physical activity, and a poster that promotes the 10 week *Take Action!* program. All posters are dual-sided and either English/Spanish or English/Chinese.

Note: All of the materials developed through the fruit, vegetable, and physical activity campaigns are intended for SNAP-Ed-eligible audiences. They are developed based upon formative research with these audiences, are pilot tested with eligible audiences, and include the required USDA acknowledgement language and SNAP promotion statement. For those materials not already submitted or those that have been updated, we will submit them for inclusion in the SNAP-Ed Nutrition Connection Resource Library. Please see Materials State Level Project Summary Form for a complete inventory.

Nutrition Education Reinforcement Items

The campaigns and programs use nutrition education reinforcement items produced by the *Network* to enhance the interventions. All items include nutrition education messages and meet USDA cost criteria. Specific items are based upon feedback from intermediaries and the target audience, and they must meet California Department of Public Health procurement and

distribution guidelines for NERI, which are being modified based on the recall of lunch box coolers. Currently, few NERI are available.

USDA/Other Materials Promoted/Used by Campaigns

In addition to the materials described above, the campaigns and programs promote the use of materials produced by USDA, the California Department of Education (CDE), the Centers for Disease Control and Prevention (CDC), the Produce for Better Health Foundation (PBH), and other reputable sources. For example, the *Children's Power Play! Campaign* promotes the use of *Fruits and Vegetables Galore* (USDA), *The Power of Choice* (USDA), *Nutrition to Grow On* (CDE), and the *Nutrition Decathlon Toolkit* (Health Education Council). The *Children's Power Play! Campaign* also encourages partners to use their own funds for the *School Health Index* (CDC), *Changing the Scene* (USDA), and a locally developed tool for evaluating community youth organization nutrition and physical activity environments. The *African American Campaign* promotes and uses the ACS *Body & Soul* program, and the *Latino Campaign* is modifying *Body & Soul* for use with Latino populations. In addition, the campaigns and programs monitor fruit and vegetable and physical activity messages and materials that are disseminated by USDA, CDC, and PBH, and use these messages, as appropriate, in revised educational materials.

h. Development of New Educational Materials

In FFY 2011, 3- to 5-minute videos will be produced for each campaign and program to assist *Regional Networks*, state-level staff, and partners with their recruitment and training efforts. The videos will bring the multi-faceted campaigns and programs to life and generate increased interest in partnering with the *Network.* The *Latino Campaign* will complete the process of culturally and linguistically adapting the *Body & Soul* program materials to use with Latino faith-based organizations, based on the results of the Latino *Body & Soul* pilot study. In addition, the *Latino Campaign* will begin the process of updating its highly-successful telenovela video, *El Amor se Conquista por la Comida*. This educational video was developed prior to the release of the 2005 *Dietary Guidelines for Americans*. During FFY 2011, the concept, script, and storyboards for an updated telenovela, based on the 2010 *Dietary Guidelines for Americans* will be completed.

The *African American Campaign* will develop tools and resources to pilot test a new potential community channel, beauty salons (see Beauty Salon Project Summary for more information). The beauty salon channel has been used to reach African American women with health behavior messages, including promotion of breast cancer screening and diabetes prevention. Among African American women, fruit and vegetable consumption continues to be disproportionately low and overweight and obesity levels high, indicating a need to enhance the *Network*'s efforts with this audience. The *Campaign* will build from existing research and resources to test beauty salons as an appropriate channel for promoting fruits, vegetables, and physical activity to SNAP-Ed-eligible African American women.

The *Retail Program* will collaborate with the *Children's Power Play! Campaign* to expand its merchandising and promotion materials to include kid-targeted materials, based on needs identified by retail partners. In-store audio will be produced with input from retail partners in order to reinforce the *Network*'s messages while the audience is shopping and drive customers to shop for fresh, frozen, dried, and canned fruit and vegetables. In addition, the *Everyday Healthy Meals* general market cookbook will be updated, beginning with the develoment of new recipes in FFY 2011.

Harvest of the Month will continue to develop new monthly elements to meet the needs of local projects. The new educator newsletters, family newsletters, community newsletters, and menu slicks will be placed on the *HOTM* website for distribution to funded and non-funded partners.

Updates will be made to a variety of existing resources in order to ensure their continued relevance to the target audience and address areas of improvement identified by staff and partners. Consumer-targeted materials to support and reinforce nutrition education will be produced in accordance with USDA and CDPH guidelines. In addition, some materials will be translated and culturally-adapted for low-income Chinese and, potentially, Hmong audiences as part of the Asian Infusion Project.

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

List the key measures/indicators of implementation or performance that you will capture or collect. An example of an implementation measure is the number of PSAs delivered in each media market during the intervention. One associated performance indicator might be the percent of people in a media market who report hearing the message.

See Section 2.d, projected number of contacts, frequency of contacts and narrative summary, for the key performance measures/indicators.

3. Evaluation Plan

Evaluation Type

Formative: The *Children's Power Play! Campaign* will prepare for its large-scale evaluation study to be conducted in FFY 2012 and ensure appropriate targeting of its materials and interventions through formative research with the 9- to 11-year-old target audience. The *African American Campaign* will pilot test interventions in beauty salons to prepare for future *Regional Network* implementation. In addition, the *Latino Campaign* and *Worksite Program* will partner to pilot test a project to effectively reach and influence farm workers. *HOTM* was designed to enhance local nutrition education interventions conducted in low-resource schools with students in grades K-12 by providing cost-effective, replicable strategies and resources that promote increased consumption of fruits and vegetables. A study was initiated in FFY 2010 to determine *HOTM* promising practices among *Network* contractors using *HOTM*; it will be completed in FFY 2011.

Process: Local agencies will continue to collect process evaluation measures for the *Children's Power Play! Campaign, Latino Campaign, African American Campaign, Retail Program,*and *Worksite Program* via activity tracking forms, which are based upon the EARS requirements. Measures will include: number of classes/events conducted, number of contacts, number of partner organizations, nutrition and physical activity environmental changes implemented by partners, documentation of media efforts across all campaigns and programs, and any additional EARS requirements. The *Worksite Program* specifically tracks *California Fit Business Kit* implementation; gathers *Take Action!* evaluations from worksite participants, Team Captains, and Program Managers; conducts two in-depth employee surveys per region; collects a productivity/ absenteeism evaluation form; and completes two case histories per region. All data are being captured in a customized database developed at Loma Linda University, which is used by the *Regional Networks*. In FFY 2011, the *African American Campaign* will conduct key informant interviews with faith-based organizations that have used the *Body & Soul* model to assess current levels of participation as per the evidence-based protocol, determine needed technical assistance and support, and provide guidance for future implementation and partnership development. The *Retail Program* will continue its retailer satisfaction survey with participating retailers, and the *Worksite Program* will add a partner satisfaction survey in order to guide future improvements in program materials, delivery, and support.

Outcome/Impact: Both the *Children's Power Play! Campaign* and the *Latino Campaign* will prepare for large-scale evaluation studies to be conducted in FFY 2012. In FFY 2011, study

design, study tool develoment, and partner recruitment will be completed, with data collection and the implementation periods to take place the following year.

The *Retail Program* will complete an intervention study in a minimum of 20 qualifying grocery stores. The purpose of the intervention study is to determine the impact of fruit and vegetable merchandising and promotional activities on the purchase of selected fruits and vegetables during the time of the month when food stamp benefits are deposited in EBT accounts. The project began in FFY 2010 and will be completed in FFY 2011. The *Retail Program* also will complete its point-of-purchase (check-out) marketing study. The purpose of the study, based on a similar evaluation conducted by UC Davis Agricultural and Natural Resources Cooperative Extension, is to evaluate the influence on buying behavior when consumers using their EBT card are given nutrition education messages along with their grocery receipts. Based on whether or not the participant used their EBT card to purchase fruits and vegetables, they will receive a nutrition message that either provides tips on how to select low-cost seasonal produce or messages that encourage them to purchase more fruits and vegetables to reach their recommended amounts. The *Retail Program* will also conduct an evaluation of the Store Tour Guide to determine whether the use of the guide leads to effective store tours that influence knowledge, attitudes, beliefs, self-efficacy, and behaviors related to fruits and vegetables.

Evaluation Tools: Consumer surveys and questionnaires, intermediary questionnaires, focus groups and/or informal roundtable discussions, intercept surveys, key informant interviews, and sales data.

4. Coordination Efforts

The targeted campaigns and programs are aligned with the *Network for a Healthy California's* overall strategy, brand, and messaging. Locally, they operate within the *Regional Network* structure and are designed to complement and work synergistically with *Network* school and community LIAs, Special Projects, and partnership initiatives to create horizontal and vertical integration. This coordination strategy, which has been enhanced since bringing the campaigns/programs into the *Regional Network* structure, helps to pull the campaigns and programs deeper into low-income communities, expand campaign/program resources into LIA programs, and intensify the messages that eligible consumers receive about fruits and vegetables and physical activity from the state, regional, and local levels. The *Regional Network* Scope of Work was revised as part of a competitive Request for Applications process, affording the opportunity to better integrate the various elements of the campaigns/programs, physical activity, and overall coordination and collaboration roles of the *Regional Network* contractors.

The campaigns and programs promote the use of nutrition assistance programs such as food stamps, WIC, and school meals to help families extend their food dollars and obtain the foods they need to maintain their health. Food banks and other charitable resources are promoted as appropriate. The campaigns and programs use flyers, brochures, and other educational materials to connect SNAP-Ed-eligible families with local resources for health information and physical activity options. The *Regional Networks* have established partnerships with local Food Stamp Program Offices and provide opportunities for Food Stamp Program staff to participate in community events. The campaigns and programs have developed and tested age-, culturally-, and linguistically-appropriate materials for each target audience (e.g., children 5-11 years of age, African American adults, and Latino adults). These materials are made available to all LIAs to use in educating their program participants.

The *Children's Power Play! Campaign* coordinates with UC-FSNEP's school-based programs for classrooms and cafeterias in order to cross-promote programs and ensure complementary services. The *Children's Power Play! Campaign's School Idea & Resource Kits* are on the approved materials

list for the U.C. Cooperative Extension Programs. During FFY 2011, the *Children's Power Play! Campaign* and UC-FSNEP state-level staff will continue to identify effective models for collaboration, while ensuring program and fiscal integrity among the two SNAP-Ed-funded efforts. State-level *Children's Power Play! Campaign* staff will conduct periodic meetings with UC-FSNEP staff to continue to coordinate efforts and encourage similar coordination at the regional level. During FFY 2011, the *Power Play! Campaign* and *Harvest of the Month*, as well as the adult-targeted programs, will look for ways to support the First Lady's Let's Move initiative. In addition, it is expected that the California Department of Public Health's license agreement for Fruits & Veggies—More Matters® will be signed, after which the campaigns and programs will integrate more closely with the National Fruit and Vegetable Program including co-branding materials, as appropriate.

In FFY 2011, the departments and agencies participating in the State Nutrition Action Plan Collaborative (SNAP/C) will work together and with the USDA Western Regional Office to reassess priorities in line with new federal and state priorities such as Let's Move, the 2010 *Dietary Guidelines for Americans*, the HealthierUS School Challenge, the USDA Strategic Plan, and similar policy initiatives. WIC will continue to provide leadership for SNAP/C.

FVPA CAMPAIGNS
EVALUATION PLAN

Title of the evaluation	*African American Campaign* Beauty Salon Evaluation
The project or projects with which it is associated	*African American Campaign*
The type of evaluation as primarily a formative, process, outcome or impact assessment	Formative
The question(s) to be addressed by the evaluation	Are beauty salons an effective channel for providing SNAP-Ed to the *African American Campaign* 's target audience? What media should be used in this channel? Would it be practical and effective to train salon professionals to provide SNAP-Ed themselves?
The approach to conducting the evaluation, including scope, design, measures and data collection	Formative research will be conducted with SNAP-Ed eligible African American women and with beauty salon owners and stylists and beauty supply store operators through focus groups, key informant interviews, or another comparable method recommended by the evaluation subcontractor. In addition, a small pilot test will be conducted with selected beauty salons and beauty supply stores to test proposed intervention strategies, methods, and materials. Specific scope and evaluation methods will be determined following intervention development; however, it is expected that the pilot test will include up to 20 stylists, salon owners, and beauty supply store owners and that interviews with intermediaries and surveys with the target audience will be used to obtain results.
Plans for using the results	Formative research and pilot test results will be used to inform the *African American Campaign* about the feasibility and promise of using beauty salons as a channel for providing SNAP-Ed to the campaign's target audience. Results will help guide planning of future beauty salon channel programs, which would be integrated into the *Regional Networks for a Healthy California* Scope of Work.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	This is a new project; it has not been evaluated previously.
Project cost	$100,000 (total beauty salon/supply channel project cost)

FVPA CAMPAIGNS
EVALUATION PLAN

Title of the evaluation	Impact Evaluation of the *Latino Campaign* (planning and design)
The project or projects with which it is associated	*Latino Campaign*
The type of evaluation as primarily a formative, process, outcome or impact assessment	Impact
The question(s) to be addressed by the evaluation	Does participation in the *Latino Campaign* intervention improve fruit and vegetable intake, physical activity, knowledge, attitudes, and beliefs among low-income California Latinos compared to persons in a control group?
The approach to conducting the evaluation, including scope, design, measures and data collection	In FFY 2011, evaluation efforts will be focused on plannning and designing the quasi-experimental study; developing and pilot testing pre/post instruments, data collection methods, and *Campaign* materials; translation of materials, obtaining IRB approval; and recruiting intervention and control sites.
Plans for using the results	If proven effective as-is, continue to disseminate the *Campaign* intervention regionally throughout the state following the current model and use results to promote and further diffuse the *Campaign*; otherwise, use the study findings to refine the *Campaign* and improve its efficacy.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done.	In 2000, the California Department of Public Health evaluated the *Latino Campaign* (then called the *California Latino 5 a Day Campaign*) to examine the effectiveness of the program. The findings suggested that the *Campaign* achieved substantial success. The media, festival, farmers'/flea market, and grocery store interventions reached the target audience. Consumption of fruits and vegetables increased significantly among Spanish-speaking Latinos in the intervention group. Exposure to interventions was also positively associated with psychosocial and fruit and and vegetable outcome measures. The study demonstrated that social marketing campaigns must be designed to appeal to the cultural needs, norms, and lifestyle of the Latino audience.
Project cost	$75,000 (FFY 2011)

FVPA CAMPAIGNS
EVALUATION PLAN

Title of the evaluation	Formative and Impact Evaluation of the *California Children's Power Play! Campaign*
The project or projects with which it is associated	*California Children's Power Play! Campaign*
The type of evaluation as primarily a formative, process, outcome or impact assessment	Formative and Impact Evaluation
The question(s) to be addressed by the evaluation	Formative: What 9- to 11-year-olds are the key opinion leaders for the *California Children's Power Play! Campaign* ? How can the *Campaign* be refined to optimize its reach of the key opinion leaders among children? Impact: Does participation in the *Campaign* intervention over three months improve fruit and vegetable intake, physical activity, knowledge, attitudes, and beliefs among fourth- and fifth-grade children compared to those participating in control schools?
The approach to conducting the evaluation, including scope, design, measures and data collection	In FFY 2011, formative evaluation will focus on identifying key opinion leaders and the most effective strategies to reach the opinion leaders. Impact evaluation efforts will be focused on designing the quasi-experimental study; developing and pilot testing pre/post instruments, data collection methods, and *Campaign* materials; obtaining IRB approval; recruiting school districts; and developing the teacher and school training modules.
Plans for using the results	The formative evaluation will be used to make slight refinements to the Campaign to maximize its effectiveness. If the impact evaluation proves the Campaign is effective as-is, the Network will continue to disseminate the Campaign intervention regionally throughout the state following the refined model and use results to promote and further diffuse the Campaign; otherwise, use the study findings to refine the Campaign and improve its efficacy.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	In 1995, the California Department of Public Health evaluated the *California Children's Power Play! Campaign* to examine its impact on fruit and vegetable intake. It found an increase of 7 percent for the school-only channel and 14 percent for the school and community channels combined. The *Campaign's School Idea & Resource Kit* (*SIRK*) the primary component of the school intervention channel was tested for its impact on knowledge, attitudes, and beliefs related to fruit and vegetable consumption and physical activity after being updated to include physical activity in 2003. These studies predated the 2005 shift in fruit and vegetable recommendations from five daily servings to three to five cups based on age, gender, and activity level. The *Campaign* materials now reflect the current *Dietary Guidelines for Americans, 2005* .
Project cost	$75,000 (FFY 2011)

FVPA CAMPAIGNS
EVALUATION PLAN

Title of the evaluation	Retail Program Intervention Study
The project or projects with which it is associated	*Network* Retail Program
The type of evaluation as primarily a formative, process, outcome or impact assessment	Impact Assessment
The question(s) to be addressed by the evaluation	What impact does the Retail Program's merchandising materials and food demonstrations have on shoppers' produce purchase, their attitudes about consuming fruits and vegetables, shopping skills and self-efficacy about preparing fresh produce?
The approach to conducting the evaluation, including scope, design, measures and data collection	The Intervention Study includes three study groups each comprised of five randomly assigned Food Maxx store locations. One group will receive Network Retail Program fruit and vegetable promotional materials only including floor stands with seasonal posters, Harvest of the Month newsletters and *Network*/WIC co-branded shelf wobblers. A second group will receive merchandising materials and direct, face-to-face fruit and vegetable promotion through instore food demonstration. The third group will serve as a control/comparison group. Two types of data will be collected: 1) general produce sales (dollar amount and poundage) and sales information for the specific produce items featured by the food demonstrations and 2) a brief intercept survey (N=990) will be conducted with shoppers regarding their shopping skills, confidence in preparing fresh produce, attitudes toward consuming fruits and vegetables and awareness of Retail Program activities in intervention stores.
Plans for using the results	The Intervention Study results will be used to determine the degree to which the Retail Program's intended impacts are evident and inform decisions regarding the appropriate mix and intensity of Retail Program intervention activities to achieve the intended results.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	This is the first rigorous evaluation of the Network's Retail Program.
Project cost	FFY11 evaluation costs $150,000

FVPA CAMPAIGNS
EVALUATION PLAN

Title of the evaluation	Latino Campaign Farm Worker Project
The project or projects with which it is associated	*Latino Campaign, Worksite Program*
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome
The question(s) to be addressed by the evaluation	Will new and/or modified *California Fit Business Kit* tools result in increased relevancy for the farm worker population and increased participation from worksites employing farm workers?
The approach to conducting the evaluation, including scope, design, measures and data collection	In FFY 2011, a subcontractor will assist the *Latino Campaign* in developing and implementing effective tools and methods to reach the SNAP-Ed-eligible farm worker population in California. The *Network* will coordinate with farmers to relay key messages such as eating healthy, obesity prevention and hunger prevention to their workforce. *The Latino Campaign* will support the subcontractor with educational materials and provide local partnerships with nutrition and physical activity education through toolbox lessons directly to farm workers. The *Worksite Program* will play a crucial role in sustaining the level of involvement through the introduction of worksite wellness tools, including new tools and methods. Evaluation efforts will be focused on plannning, designing, and implementing this study; developing and pilot testing pre/post instruments, data collection methods, and toolbox materials; translation of materials, obtaining IRB approval; and recruiting intervention sites.
Plans for using the results	The *Network* reaches Latinos with messaging through the champion moms and children at schools sites. Now we have the opportunity to relay the message in their work environment in settings not currently addressed by the *Worksite Program* . The results from this evaluation will guide both the *Latino Campaign* and the *Worksite Program* in the creation and refinement of tools that can be used outside the office setting.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	This project has not been previously evaluated.
Project cost	$10,000

FVPA CAMPAIGNS
EVALUATION PLAN

Title of the evaluation	*Retail Program* Retailer Satisfaction/Feedback Survey & Store Tour Guide Evaluation
The project or projects with which it is associated	*Network for a Healthy California - Retail Program*
The type of evaluation as primarily a formative, process, outcome or impact assessment	Formative & Outcome Assessment
The question(s) to be addressed by the evaluation	Retailer Satisfaction/Feedback Are the profiled retailers reaching the target clientele, what are the retailers' attitudes and opinions about the Retail Program activities and customer service? What effect does the Retail Program's store tours have on shoppers' produce purchase, their attitudes about consuming fruits and vegetables, shopping skills and self-efficacy about preparing fresh produce?
The approach to conducting the evaluation, including scope, design, measures and data collection	The Retailer Satisfaction Survey includes a convenience sampling method of 60+ retailers in California where each phone interview will take 10 to 15 minutes to complete. The interviewer will explain the purpose of the survey, any potential risk or benefits, and ensure each respondent their responses would be kept confidential. All participants will be either general managers or produce managers for their respective stores. Following the completion of the phone interviews, the data is to be compiled into a Microsoft Access database and validated the data entries via a dual entry validation process. The Store Tour Guide Evaluation includes pre- and post-surveys with participants of store stores and follow-up telephone interviews. If a feasible comparison group can be identified and included, this will be incorporated into the evaluation.
Plans for using the results	The Store Tour Guide Evaluation results will be used to determine the degree to which the Retail Program's intended outcomes are evident and inform decisions regarding the appropriate mix and intensity of Retail Program store tour activities to achieve the intended results. The Retailer Satisfaction Survey collects important information about the target audience such as general information about the produce sales in their stores, the utility of items offered to their store by the Retail Program, and overall satisfaction with the Retail Program.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	Retailer Satisfaction Survey is conducted annually, most recently FFY2010. From year to year, questions are modified or changed. First evaluation of store tour guide activities.
Project cost	Retailer Satisfaction Survey Evaluation costs $20,000 Store Tour Guide Evaluation costs $30,000

FVPA CAMPAIGNS
EVALUATION PLAN

Title of the evaluation	Formative Evaluation of *Harvest of the Month*
The project or projects with which it is associated	*Harvest of the Month (HOTM)*
The type of evaluation as primarily a formative, process, outcome or impact assessment	Formative Evaluation
The question(s) to be addressed by the evaluation	What specific *HOTM* activities do teachers for grades K-12 implement when they participate in *HOTM*? What characteristics impact the intensity of *HOTM* implementation? Do activities vary by grade, region, or other school characteristics? Why don't teachers participate in *HOTM*? Do teachers get adequate training to implement *HOTM*? What additional nutrition education resources would facilitate *HOTM* implementation? How much time do teachers typically spend on each *HOTM* activity?
The approach to conducting the evaluation, including scope, design, measures and data collection	In FFY 2011, evaluation efforts will focus on data collection: disseminating a quantitative self-administered survey to classroom teachers for grades K-12 throughout the state to obtain generalizable data about the implementation of *HOTM*. Data entry, database cleaning, data analysis and report writing will follow.
Plans for using the results	Findings from the formative evaluation will be utilized to help refine *HOTM to* facilitate its implementation and use among *Network* contractors.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	In FFY 2010, the first step of the HOTM formative evaluation is being conducted. It includes semi-structured qualitative interviews with LIA coordinators, HOTM coordinators/lead teachers, classroom teachers, and child nutrition staff to gain detailed information about *HOTM* training and implementation in the field among key stateholders.
Project cost	$50,000

SNAP-Ed Targeting Proposal for the
Network for a Healthy California—Worksite Program

Background of *Network for a Healthy California—Worksite Program*

The *Network for a Healthy California—Worksite Program* (*Worksite Program*) currently partners with approximately 200 low-wage worksites in California and operates in seven of the eleven *Regional Networks for a Healthy California*. Within each region, the *Worksite Program* staff partner with qualifying, low-wage worksites to help them develop their own worksite wellness programs that promote fruit and vegetable consumption and daily physical activity. Our primary resource is the *California Fit Business Kit*, which contains ten tools that worksites can use to promote healthy behaviors among their employees and offer a worksite environment that helps support those behaviors. Participating worksites receive training and technical assistance from regional staff. In addition, the *Worksite Program* offers the site the *California Fit Business Kit* and supporting nutrition education materials, such as posters and brochures. They also may assist the worksite in planning and conducting one-time events to generate support and enthusiasm and educate the employees at the worksite. The worksite itself assumes all costs associated with implementing environmental changes to support fruit and vegetable consumption and physical activity among their employees.

Targeting to the SNAP-Ed Eligible Audience

Per the request of USDA's Western Regional Office, the *Network for a Healthy California* has developed a revised proposal for ensuring appropriate targeting of the *Worksite Program*. In addition to the proposed criteria below, *Network* staff will continue to research available data sources and possible targeting methods so that the *Worksite Program* reaches as many SNAP-Ed eligible working adults as possible. Any new proposed criteria will be presented to California Department of Social Services and USDA WRO as they are developed.

<u>Revised Criteria</u>:
A worksite would qualify for participation in the *Worksite Program* if 50 percent or more of its employees are paid an hourly wage less than or equal to $12.96. Worksites would be required to complete a form verifying the site's eligibility (Attachment A).

We propose setting the worksite wage at $12.96/hour, which is the equivalent yearly rate for supporting a two-person household at 185% of the Federal Poverty Level. The lower $12.96/hour wage provides some allowance for the possibility that the household includes a second, part-time worker. We also propose that the hourly wage be the targeting method, rather than requiring both census tract and hourly wage criteria. The new targeting criteria were requested by USDA based on the assumption that a worksite's geographic location is not an acceptable indicator of the income level of its employees. Under this assumption, the hourly wage criteria are a stronger indication of appropriate targeting and, therefore, should be the basis for determining whether a site qualifies.

This proposal is based on the following:

1. The average size of a California household with a working family member is 2.7 people, essentially a family of 3.

2. Most low-income households with a working family member had only one worker, based on 2008 data.

- Two reputable data sources demonstrate that 99% of SNAP households[1] and 83% of households below poverty[2] had 0 or 1 worker.
- Of all households in California, 23% had no workers and 40% had one working family member.
- If a household had a working member, there was more than a 50% chance that it had only one working member; if it was a very low income household there was a more 75% chance the household had only one working family member.
- Based on these statistics, it is highly unlikely that there would be more than two workers in any given California household, and there is a greater than 60% chance that there would be only one worker, no matter what the household income.

Workers Per Household in California

	2008 FSP[1]	2008 ACS[2] Households <FPL	2008 ACS All Households
0	71.6%	28.7%	22.5%
1	27.1%	54.5%	39.6%
2	1.4%	14.8%	29.5%
3	0.1%	2.6%	8.3%

3. Many SNAP-Ed eligible working adults work part-time.
   - According to the 2008 American Community Survey (ACS), in households below the Federal Poverty Level (FPL) that had a worker, one third are part-time workers, and thus would not have been bringing in full wages.
   - Similarly, 27%, nearly one third of food stamp program participants, who worked were employed part time.
   - Of all households, one quarter of workers were part time employees.

	2008 FSP[1]	2008 ACS[2] Households at poverty	2008 ACS Households above FPL
Worked part time	27.0%	32.7%	25.0%
Worked full time	9.6%	10.5%	47.0%
		11.0% total ACS HH	88.0% total ACS HH

   - Median weekly part-time usual earnings nationwide in the first quarter of 2010 were $228/week.[3]

4. With the May 2010 California unemployment rate benchmarked at 12.4%, nearly double that of the 6.6% of May 2008 (ACS data are from 2008), and rates of underemployment typically

[1] 2008 SNAP Characteristics Survey; CA data
[2] 2009 American Community Survey, CA data
[3] Bureau of Labor Statistics. Databases and Tables. Weekly and hourly earnings data from the Current Population Survey. LEU0204926100
http://data.bls.gov:8080/PDQ/servlet/SurveyOutputServlet;jsessionid=623063eb2fa279363d56

out-pacing unemployment, using the employment data for 2008 is certainly a conservative measure that underestimates employment for 2010.[4]

5. The average hourly wages for workers in the construction, manufacturing, hospitality, and agriculture industries in the state of California are all above our proposal of the rate of $12.96 per hour. In essence, even industries with among the lowest wages in California do not have an average hourly wage low enough to justify making the threshold anything lower than $12.96 an hour.

Industry	Average Hourly Wage[5]
Manufacturing	**$14.93**
Construction	**$18.80**
Hospitality	**$14.75**
Agriculture	**$13.03**

6. A household with 2.7 members that is at 185% of FPL would have an estimated household income of $15.28/hour, equivalent to $611.20/week; $2646.50/month; and $31,757/year.

7. If we were looking at the entire California workforce, there would be two incomes in up to 50% of cases. Because we are focusing on the low-income workforce when selecting worksites, the chance that there will be a second worker is somewhere between about 25 and 50%. Furthermore, if there is a second worker, it may likely be a two-adult household with possible family size larger than three. Consequently, we recommend using the 185% of poverty level hourly wage of $12.96 for a 2-person household to provide a safety margin to allow for the possibility of a two-worker household. Clearly, using the hourly wage of $9.63 for a one-person household is too low.

See Poverty Guidelines on the following page.

[4] State of California Employment Development Department. Labor Market Information Division. March 2010 Benchmark. Civilian Labor Force, Monthly Average/Annual Data. http://www.calmis.ca.gov/file/lfhist/cal$shlf.xls
[5] State of California Employment Development Department. Labor Market Information Division. OES Employment and Wages by Occupation. Occupational Employment (May 2009) & Wage (2010 - 1st Quarter) Data http://www.calmis.ca.gov/file/occup$/oeswages/cal$oes.xls

2009[6] HHS Poverty Guidelines
48 Contiguous States and District of Columbia

Persons in Family Unit	Poverty Level	130% of Poverty Level	185% of Poverty Level	Hourly Wage	Comments
1	$10,830.00	$14,079.00	$20,035.50	$9.63	
2	$14,570.00	$18,941.00	$26,954.50	$12.96	**$15.28/hr if using multiplier of 2.7**
3	$18,310.00	$23,803.00	$33,873.50	$16.29	
4	$22,050.00	$28,665.00	$40,792.50		
5	$25,790.00	$33,527.00	$47,711.50		
6	$29,530.00	$38,389.00	$54,630.50		
7	$33,270.00	$43,251.00	$61,549.50		
8	$37,010.00	$48,113.00	$68,468.50		
For each additional person, add	$3,740.00	$4,862.00	$6,919.00		

SOURCE: *Federal Register,* Vol. 74, No. 14, January 23, 2009, pp. 4199-4200.

[6] 2009 Guidelines have been retained for 2010

Attachment A

Network for a Healthy California—Worksite Program
Worksite Qualification Form

In order to ensure that the *Network for Healthy California-Worksite Program* is in compliance with our funder's guidelines, please answer the following questions:

1) Can you confirm that 50% or more of your employee population makes $12.96 an hour or less?

   ☐ **Yes** ☐ **No**

2) How many employees do you have at your company?

   _____

3) How many of those employees make $12.96 an hour or less?

   _____

4) What type of industry is your company?

   _____

_____ _____
Name Signature

_____ _____
Title Date

Thank you for your participation!

This material was produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information visit www.cachampionsforchange.net.

FVPA CAMPAIGNS
EVALUATION PLAN

Title of the evaluation	*Worksite Program* Satisfaction Survey
The project or projects with which it is associated	*Worksite Program*
The type of evaluation as primarily a formative, process, outcome or impact assessment	Process
The question(s) to be addressed by the evaluation	What are the employers attitudes and opinions about the *Worksite Program* materials, activities and customer service? What improvements can be made to the materials, activities, and customer service to improve recruitment and retention of worksite partners?
The approach to conducting the evaluation, including scope, design, measures and data collection	The *Worksite Program* Satisfaction Survey will include a convenience sampling method of 30-50 retailers in California where each phone interview will take 10 to 15 minutes to complete. The interviewer will explain the purpose of the survey, any potential risk or benefits, and ensure each respondent their responses would be kept confidential. All participants will be either worksite senior managers (president, CEO, owner), human resource directors, or assigned worksite wellness leads for their respective worksites. Following the completion of the phone interviews, the data is to be compiled into a Microsoft Access database and validated the data entries via a dual entry validation process.
Plans for using the results	The *Worksite Program* Satisfaction Survey results will be used to guide future refinements to the *California Fit Business Kit, Fit Business Tips,* and posters; development of new materials or tools; and improvements to the customer service offered through the *Regional Networks* .
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	This will be the first satisfaction survey conducted by the *Worksite Program.*
Project cost	$20,000

STATE LEVEL PROJECT SUMMARY FORM

NETWORK FOR A HEALTHY CALIFORNIA FRUIT, VEGETABLE, AND PHYSICAL ACTIVITY CAMPAIGNS

Project #2

FAITH PROJECTS – SUMMARY FORM

1. **Goals & Objectives** *(see State Level Objectives)*
2. **Project Title:** ***African American Campaign*** **Faith Projects**

	Minimum Direct Contacts	FFY11 Budget
F.A.M.E. Assistance Corporation	2,500	$150,000
TBD	2,500	$150,000
Bayview Charities	2,500	$150,000
West Fresno Health Care Coalition	2,500	$150,000

a. **Related State Objectives.**

Supports State Level Objectives 1, 2, 3 and 8.

b. **Audience.**

The *Campaign* will target activities to African American families who are eligible, likely-eligible, or potentially-eligible for the California Food Stamp Program.

Gender: Female and Male
Ethnicity: African American
Languages: English
Ages: Adults 18-54 years, primarily women with children

c. **Focus on SNAP-Ed-Eligibles**

The *African American Campaign* activities funded by USDA are designed to reach SNAP-Ed-eligible consumers where they shop, learn, worship, and live. These sites are identified using the data sources described below.

Income Targeting Data Sources:
Site verification of 50% or greater SNAP-Ed-eligibles participating in *African American Campaign* activities will be based on the following data sources:

- Primary: *Network* GIS census tract and census block data and school free/reduced-price meal program enrollment data
- Secondary: Community-based organization record audits and consumer surveys

d. **Project Description.**

Key Strategies/Methods: Nutrition education classes; community events; print media; radio/TV; internet/websites; training/workshops/conferences; advisory councils; nutrition education & community empowerment; research/evaluation; promotion of healthy communities (promotion will be directly linked, supportive of, and proportionate to direct nutrition education for SNAP-Ed-eligible families).

Key Educational Messages: Fruits and vegetables; healthier eating, in general; food safety; cooking skills; Food Stamp Program promotion (brief promotional messages); physical activity promotion (integrated with nutrition education); chronic disease and obesity prevention.

Intervention Sites: Delivery sites for Faith Projects SNAP-Ed include churches, community-based organizations, community events, farmers' markets, grocery stores, and media and public relations events.

Projected Number of Contacts:

Unduplicated Contacts: 210,000
Total Contacts: 778,000

Narrative:
Two *African American Campaign* Faith Projects contracts were competitively awarded to non-profit faith associations in July 2009 to provide nutrition education and physical activity promotion to SNAP-Ed-eligible African American families through their eligible member churches in California. Two to three additional Faith Projects contracts will be awarded in June 2010 to qualifying faith associations and alliances. The two newly selected associations/alliances plan to work primarily with churches in the Bay Area, Central Valley, Los Angeles, and San Diego regions. Faith Projects use the American Cancer Society's *Body & Soul* program, which provides a framework for successfully influencing nutrition and physical activity behaviors among African Americans in church settings. The Faith Projects will result in an estimated 210,000 unduplicated contacts, including contacts within the churches and their surrounding communities, and an estimated 778,000 total contacts with SNAP-Ed-eligible African Americans each year. The key activities of the Faith Projects include (1) recruitment, training, and support to qualifying churches within the association's network to implement the *Body & Soul* program and complementary activities to reach eligible African American adults, (2) technical assistance to participating congregations in developing community partnerships and educating and encouraging consumers to create positive changes in their communities, (3) identification of Champion Pastors to inspire and educate low-income African Americans to create healthy changes, (4) collaboration with the *Regional Networks for a Healthy California*, (5) promotion of the *African American Campaign*, *Body & Soul*, and their key health messages within the faith association's/alliance's national, state, and community networks, (6) participation on the *Network*'s statewide African American Advisory Council to provide direction and advice to the *African American Campaign*, and (7) administrative and fiscal management, including required documentation of activities, persons participating, and fiscal reporting.

State-level *African American Campaign* activities will include program development and refinement; materials updating; research and evaluation; partnership development; and oversight, training, and technical assistance for the faith associations charged with implementing the *Campaign* interventions.

e. **Summary of Research.**

In partnership with the American Cancer Society (ACS), the *African American Campaign* Faith Projects will work with churches to implement *Body & Soul: A Celebration of Healthy Living*. An impact evaluation study funded, in part, by the National Cancer Institute and conducted by the University of North Carolina and Emory University, showed that the *Body & Soul* program significantly increased fruit and vegetable consumption, decreased fat consumption, and increased internal motivation and self-efficacy among program participants. It was particularly important that the impact evaluation demonstrated that churches could implement the program on their own and achieve a significant change in behavior. In FFY 2008, the *African American Campaign* completed testing of the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* with African American audiences in church and other community settings. The purpose of the study was to test how well the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators* worked in providing effective nutrition education for the community and to determine whether the *Toolbox* could be used to provide the nutrition education lessons within the *Body & Soul* program's framework. Study results showed the *Toolbox* is effective in increasing self-efficacy among African Americans.

f. **Modification of Project Methods/Strategies.**

From 1999 through 2008, the *African American Campaign* funded churches directly through its faith-based community projects. In 2009, the *Campaign* modified its approach to fund "faith associations" in order to build upon the successful approaches and lessons learned through the faith-based community projects but engage a larger number of churches, communities, and African American families within the state. In 2010, the *Campaign* has modified its approach even further to include "faith alliances" as well.

g. **Use of Existing Educational Materials.**

The *African American Campaign* uses materials that have been designed and tested for African American audiences. These materials were modified to incorporate the new Champions for Change brand and to improve upon the materials based on feedback from local projects and will be modified as necessary to incorporate the new *Fruits and Veggies—More Matters*® brand.

Educational Activities/Curricula

Body & Soul: A Celebration of Healthy Eating and Living, A Guide for Your Church: The guidebook, developed by the National Cancer Institute (NCI) in collaboration with the American Cancer Society (ACS), provides African American churches with the framework for successfully integrating healthy eating and physical activity into their churches. The guide describes *Body & Soul's* four pillars and makes a case for the importance of helping church members eat more fruits and vegetables and be more physically active.

Body & Soul: A Celebration of Healthy Eating and Living Community Partner Toolkit: This NCI/ACS toolkit includes a variety of program planning tools, templates, and forms to help African American churches implement the *Body & Soul* program.

Body & Soul Peer Counseling materials: The NCI/ACS *Body & Soul* peer counseling materials include a peer counseling coordinator's guide, a peer counselor's handbook, and a peer counseling training video.

Building a Healthy Body & Soul: Faith-Based Nutrition and Physical Activity Health Ministry Manual: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Fruit, Vegetable, and Physical Activity Toolbox for Community Educators: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

A Day in the Life Video and Discussion Guide: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Conducting Successful Nutrition Education and Physical Activity Promotion at Community Events Manual: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Advocating for the Health of our Communities: Consumer Empowerment Agenda of the Network for a Healthy California—African American Campaign Advisory Council: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Cookbooks

Soulful Recipes: Building Healthy Traditions: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Everyday Healthy Meals Cookbook: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Brochures

Fruits and Vegetables for Your Health, Your Neighborhood, and Your Life and *Physical Activity for Your Health, Your Neighborhood, and Your Life*: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Why Do Fruits and Vegetables Matter to Men?: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Posters

"Afternoon in the Park" Artwork: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Adult Cups of Fruits and Vegetables poster: See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

Nutrition Education Reinforcement Items

See *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns State Level Project Summary for description.

USDA/Other Materials Promoted/Used by Campaigns

In addition to the materials listed above, the *African American Campaign* promotes the use of materials and resources produced by USDA, the Centers for Disease Control and Prevention, the Produce for Better Health Foundation, and other reputable sources, as appropriate.

h. **Development of New Educational Materials.**
No new Faith Project educational materials are planned for FFY 2011; however, the campaigns/programs will routinely review new USDA materials as they become available to determine whether they should be reproduced or purchased in order to infuse them into our interventions.

i. **Key Performance Measures/Indicators**.
Key performance measures will include improvements in knowledge and increases in the key SNAP-Ed recommended behavioral outcomes; consumption of fruits and vegetables and increases in physical activity. Additional performance measures will include target audience impressions. Measurement occurs through statewide and special surveys, semi-annual reports, Activity Tracking Forms, media reports, the *California Dietary Practices Survey* of adults, and the *Network Benchmark Survey*.
For more information see the Introduction to Section B.

3. Evaluation Plans

Formative: The *African American Campaign* will not conduct any formative research related specifically to the faith channel during FFY 2011.

Process: Measures will be collected by Faith Projects via Activity Tracking Forms (ATFs). Measures will include number of classes/events conducted, number of participants, number of social marketing contacts, number of partner organizations, documentation of media efforts, etc. The ATFs also document the targeting data for each site at which interventions are conducted. In FFY 2011, the *Campaign* will also conduct key informant interviews with faith projects, as described in the evaluation summary.

4. Coordination Efforts

The *African American Campaign* Faith Projects will coordinate with the six *Regional Networks* that currently implement the *African American Campaign*. Specifically, they will cooperate to determine which churches in the region will be recruited and served by each agency, coordinate on annual media plans, participate in joint trainings offered by the state-level *Campaign*, work together to involve Champion Moms and Champion Pastors in activities occurring in the regions, and collaborate as appropriate in planning and conducting regional nutrition education initiatives, Black History Month and Juneteenth promotions, and consumer nutrition education and empowerment forums. In addition, the *Regional Networks* will provide training to participating Faith Project staff and churches on the *Fruit, Vegetable, and Physical Activity Toolbox for Community Educators, Community Youth Organization Idea & Resource Kits,* and other appropriate resources offered through the *Regional Networks*. The *African American Campaign* Faith Projects will promote the use of nutrition assistance programs such as food stamps, WIC, and child nutrition programs (i.e., lunch, breakfast, summer and after-school programs) to help families extend their food dollars and obtain the foods they need to maintain their health. They also will promote food banks and other charitable resources as appropriate. The Faith Projects will use flyers, brochures, and other educational materials to connect eligible families with local resources for health information and physical activity options.

Title of the evaluation	African American FVPA Campaign Faith Projects Key Informant Interviews
The project or projects with which it is associated	Churches affiliated with the *African American Campaign's* Faith Projects, former Faith-Based Community Projects and other selected churches who have implemented the *Body & Soul* Program
The type of evaluation as primarily a formative, process, outcome or impact assessment	Process
The question(s) to be addressed by the evaluation	1. To what extent have Body & Soul churches sustained the program in the absence of *Network support.* 2. How many of the four B & S pillars did the church implement? 3. What, if any, were the obstacles to administering all four B & S pillars? Was there a measurable change in the eating and physical actvity practices of church-goers that can be directly attributed to B & S?
The approach to conducting the evaluation, including scope, design, measures and data collection	The evaluation will consist of key informant interviews (e.g., Pastors, church-site coordinators, kitchen staff), collecting interviews from between 150 to 200 churches.
Plans for using the results	Data collected through the Faith Project Evaluation will be used to modify the Body & Soul program to be more effective and practical.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	The *Network* has never evaluated its Body & Soul program. The School of Public Health at UNC Chapel Hill as published a process evaluation of a Body & Soul project that is unafilliated with the *Network* .
Project cost	45,000

BUDGET COVER SHEET
FFY 2011
(October 1, 2010 - September 30, 2011)

Organization: **Bayview Charities**
Contract Number: **PHI contract # TBD**

NOTE: Federal Share Only (No State Share contributed for this project.)

State Share Budget	FFY 2010	FFY 2011	Amount Difference	% Difference
Personnel Salaries	$ -	$ -	$ -	0.00%
Fringe Benefits	$ -	$ -	$ -	0.00%
Operating	$ -	$ -	$ -	0.00%
Travel	$ -	$ -	$ -	0.00%
Equipment & Other Capital	$ -	$ -	$ -	0.00%
Subcontractors	$ -	$ -	$ -	0.00%
Other Costs	$ -	$ -	$ -	0.00%
Indirect Costs	$ -	$ -	$ -	0.00%
Total State Share	**$ -**	**$ -**	**$ -**	**0.00%**

Federal Share Budget	FFY 2010	FFY 2011	Amount Difference	% Difference
Personnel Salaries	$ -	$ 71,968	$ 71,968	0.00%
Fringe Benefits	$ -	$ 20,151	$ 20,151	0.00%
Operating	$ -	$ 13,637	$ 13,637	0.00%
Travel	$ -	$ 8,922	$ 8,922	0.00%
Equipment & Other Capital	$ -	$ 1,877	$ 1,877	0.00%
Subcontractors	$ -	$ 29,220	$ 29,220	0.00%
Other Costs	$ -	$ 4,225	$ 4,225	0.00%
Indirect Costs	$ -	$ -	$ -	0.00%
Total Federal Share	**$ -**	**$ 150,000**	**$ 150,000**	**0.00%**

A	PERSONNEL SALARIES:					
	1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administraive Duties	5. Percentage FTE Time for Direct Delivery	6. Federal Share Total Dollars
	FEDERAL SHARE POSITIONS					
	1. Name: Katherline C. Hardie Title: Chief Executive Officer (Executive Director)	$ 60,000	0.1500	5%	10%	$ 9,000
	2. Name: Rev. Bruce Jackson Title: Administrator (Program Director)	$ 42,000	0.5000	5%	45%	$ 21,000
	3. Name: Vacant Title: Project Coordinator	$ 29,120	1.0000	25%	75%	$ 29,120
	4. Name: Vacant Title: Accountant/Finance Analyst (Accounting Specialist)	$ 32,120	0.4000	40%	0%	$ 12,848
	SUBTOTAL	**$ 163,240.00**	**2.0500**	**75%**	**130%**	**$ 71,968.00**

Vacant Positions: Positions will be filled within the first month of the contract and candidate appliations and interviews will be conducted at least one month prior to October 31, 2010.

POSITION DESCRIPTIONS:

Accountant/Finance Analyst (Accounting Specialist)	Assists with processing purchase orders, invoices, preparation of vouchers for payment as related to the Network program, as well as monitoring the budgets.
Administrator (e.g., Director of Programs)	Administer the nutrition education contract and budget, supervising nutrition education staff, attend nutrition education and scope of work related meetings, program planning and participating in the Regional collaborative. Coordinate contract reporting requirements. Provide management and supervision of the day to day program staff (Project Coordinator, Accounting Specialist and Administrative Coordinator). Serve as Liaison for the consultants. Ensuring progress and adherance to the scope of work for the Network Contract.
Chief Executive Officer (Executive Director)	Provides overall guidance for the operations, personnel, and fiscal responsibilities required by the nutrition project. Meet regularly with Administrator (Director of Programs) and occassionally with the entire Network Program Staff and Consultants. Attend all Network events for this contract. Monitor the overall progress and status of the Network Contract. May travel occassionally to statewide or regional Network meetings.
Project Coordinator	Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles. Ensure the day to day program activities are carried out and coordinated within the Network Churches via the Church Coordinators and Champion Pastors.

B.	**FRINGE BENEFITS:**	**FRINGE BENEFITS SUBTOTAL**	**$ 20,151**
	Includes payroll taxes and medical/dental benefits at 28% of salaries -- Payroll Taxes, Unemployment Insurance, Medical & Dental Insurance		$ 20,151.04
C.	**OPERATING EXPENSES:**	**OPERATING EXPENSES SUBTOTAL:**	**$ 13,636**
	ALL ITEMS IDICATED BELOW WILL BE USED EXCLUSIVELY TO CONDUCT NUTRITION EDUCATION ACTIVITES LISTED IN THE SOW WITH COST PRORATED ACCORDINGLY AS APPROPRITE.		
1)	Rent for office space allocated to nutrition education program: -- $1.35 x 920 sq. ft. = $1,242 x .50 = $621 x 12 mths = $7,452 (prorated 2 FTE)		$ 7,452
2)	Telephone -- $420 mthly x .50 = $210 x 12 mths = $2,520 (prorated 2 FTE)		$ 2,520
3)	Office Supplies -- (pens, paper, appointment calendar, ink cartridge, paper clips, binders, file folders, post-it-notes, etc)		$ 1,760
4)	Postage -- 530 stamps @ .46 each for communications to SNAP-ED Eligibles and church coordinators (twice per year)		$ 488
5)	Printing -- Routing printing of Agendas, Meeting Notes, Flyers, Letters for volunteers, church coordinators, Sister Circles/SNAP-ED Eligibles (7170 copies at .10 oer copy)		$ 717
6)	Advertising/Media: Development of medica materials, including public service or paid advertisements, requires prior approval from Network staff and USDA WRO and must display appropriate acknowledgements, and conform to all USDA requirements.		
	Media Activities (advertising, promoting Body & Soul to local print and electronic media)		$ 699
	Voice and Viewpoint - local weekly African American Newspaper (San Diego & Riverside Counties) - 1 week @ $360.00		
	The Reader Magazine -- weekly print and electronic publication for San Diego County - 12 weeks @ $15.00 = $180.00		
	San Diego Monitor Newspaper - local African American Newspaper for the 4th Council District of San Diego 4 qtrs @ $39.95 = $160.00		
D.	**EQUIPMENT EXPENSES:**	**EQUIPMENT EXPENSES SUBTOTAL**	**$ 1,877**
1)	Portable Projector -- Acer H5360 (Project Coordinator - 1 FTE) -- $588 + tax		600
2)	Laptop - HP Compaq Business Notebook 6730b (Project Coordinator - 1 FTE) This product on Program Letter 10-06 is discontinued A comparable laptop is HP Probook 5310M ($749 + tax)		800
3)	Software -- Guardian Encryption/Symantec ($90 per license); Microsoft Office SUITE 2010 ($25 per license) -- Quick Books Premier ($45 per license) (Project Coordinator - 1 FTE)		150
4)	Screen - self standing - Da-Lite 36 x 48, 60 diagonal screen - (Project Coordinator - 1 FTE) -- ($327 + tax)		327

E.	**TRAVEL AND PER DIEM:**			**TRAVEL AND PER DIEM SUBTOTAL**	**$ 8,926**
	Network Required Meetings and Trainings				
	Network Required Meetings and Trainings				
	Appropriate Project Staff indicated under Personnel will attend the following *Network* -sponsored meetings with the purpose of meeting Scope of Work goals and infrastructure objectives . All travel costs will be in alignment with State DPA rates and guidelines and prorated as appropriate.				
1)	One 2 days Regional Coordinators' Meeting -- Sacramento				$ 2,566
	Attendees: Chief Executive Officer/Executive Director, Administrator/Program Director, Contract Manager,				
	RN/Nutritionist/Health Educator				
	Airfare:	$361.40 roundtrip x 4 people = $1445.60	$ 1,445.60		
	Lodging:	$100 per night ($84 + estimated tax) x 2 days x 4 people = $800	$ 800.00		
	Per Diem:	$40/day (Breakfast - $6/day; Lunch 10/day; Dinner $18/day) x 2 days x 4 people	$ 320.00		
			TOTAL	$ 2,566.00	
2)	One-day orientation to the Network and the African American Campaign -- Sacramento				$ 2,006
	Attendees: Chief Executive Officer/Executive Director, Administrator/Program Director, Contract Manager,				
	RN/Nutritionist/Health Educator				
	Airfare:	$361.40 roundtrip x 4 people = $1446.00	$ 1,445.60		
	Lodging:	$100 per night ($84 + estimated tax) x 1 day x 4 people = $400	$ 400.00		
	Per Diem:	$40/day (Breakfast - $6/day; Lunch 10/day; Dinner $18/day) x 1 day x 4 people	$ 160.00		
			TOTAL	$ 2,006.00	
3)	One 1 day Media spokesperson training in SouthernCalifornia				$ 376
	Attendees: Chief Executive Officer/Executive Director, Administrator/Program Director, Contractor Manager,				
	RN/Nutritionist/Health Educator				
	Train:	$76 roundtrip x4 people = $304.00	$ 304.00		
	Per Diem:	$36/day (Dinner $18/day) x 1 day x 4 people	$ 72.00		
			TOTAL	$ 376.00	
4)	One 2 days Regional Coordinators' Meeting -- Southern California				$ 1,664
	Attendees: Chief Executive Officer/Executive Director, Administrator/Program Director, Contract Manager,				
	RN/Nutritionist/Health Educator				
	Train:	$76 roundtrip x 4 person = $76.00	$ 304.00		
	Lodging:	$130 per night ($110 + estimated tax) x 2 days x 4 people = $1,040	$ 1,040.00		
	Per Diem:	$40/day (Breakfast - $6/day; Lunch 10/day; Dinner $18/day) x 2 days x 4 people	$ 320.00		
			TOTAL	$ 1,664.00	

	5)	One 1 day African American Advisory Meeting in SouthernCalifornia		$ 376
		Attendees: Chief Executive Officer/Executive Director, Administrator/Program Director, Contract Manager,		
		RN/Nutritionist/Health Educator		
		Train: $76 roundtrip x 4 person = $76.00	$ 304.00	
		Per Diem: $18/day (Dinner $18/day) x 1 day x4 people	$ 72.00	
			TOTAL	$ 376.00
		Local Mileage Approx. 161 mi./mo x 12 mos. X $.50/mi. x 2 Project Staff		$ 1,938
		(for SNAP-ED outreach and church coordinators meeting) = $830		
F.	**SUBCONTRACTORS:**		**SUBCONTRACTORS SUBTOTAL**	**$ 29,220**
	(Consultant agreements will be completed and signed as appropriate and submitted for file upon execution of agreements.)			
	1)	Consultant -- Web Designer -- design and maintain the website for the church network; restructure current Bayview Charities		1,500
		website with links to the church network website - includes media releases and event announcements (flat rate per project)		
	2)	Consultant -- Administrative Coordinator (Provides administrative and office support for the project and is responsible for the		13,500
		reporting requirements -- clerical support for staff and consultants -- (75 hrs per mth - 12 months - $15 per hr) - Outside consultant		
	3)	Consultant -- Nutrionist/Health Educator -- Provides nutrition education to the FSNE eligible population		9,720
		(30 hrs per mth - 12 mths - $27 per hr) -- credentials previously submitted		
	4)	Consultant -- Contract Manager - Review all fiscal processes and procedures and ensure compliance to standard financial		4,500
		reporting for the Network Contract. Ensure the timely input of data into the financial system for the		
		time studies, fiscal reporting and adherence to funding requirements (15 hrs per mth - 12 mnths - $25 per hr)		
		Carolyn Denese Wright, Business Manager for Bayview Baptist Church, will serve as the Contract Manager		
G.	**OTHER COSTS:**		**OTHER COSTS SUBTOTAL:**	**$ 4,222**
	Federal Share:			
	1)	20 Body & Soul Manuals (color) @ $38 = $760 -- 2 downloaded and printed copies of PDF file per church		$ 760
		-- 2 coordinators per church (includes printing and binding)		
	2)	10 Body & Soul Campaign Banners 24" x 7" (color) @ $76.25 = $763		$ 762
	3)	10 Fruit, Vegetable & Physical Activity Tool Box Manuals (color) @ $70 = $700 -- 1 downloaded and printed copy of PDF file per		$ 700
		church (includes printing and binding)		
	4)	Healthy Cooking Demonstrations: Food for healthy cooking demonstrations performed at targeted churches and		$ 650
		community locations (13 demos. @ approx. $50 per demonstration = $650 annually). Approximately 260 people will be		
		reached at each demonstration. Food demos and taste tests will be conducted.		

	5)	Event Space Rental-- space for two Health Fairs & one Farmers Market for SNAP-ED Eligibles training (prorated for 2 FTE)										$ 1,350
		3 events at $450 per event = $1,350										
	Expenditures on nutrition education reinforcement items or promotional items must have prior CDPH approval and must comply with all State and Federal safety requirements with respect to production including Prop 65 requirements for lead content.											
H.	**INDIRECT COSTS:**									**INDIRECT COSTS SUBTOTAL**		$ -
	Federal Share:	____% of Total Salaries or ___% Total Direct Costs										
		or ___% of Modified Directs (provide what costs to be included)										
TOTAL								**$ 163,240.00**	**205%**	**75%**	**130%**	**$ 150,000.00**

BUDGET COVER SHEET
FFY 2011
(October 1, 2010 - September 30, 2011)

Organization: **FAME Assistance Corporation**
Contract Number: **PHI contract # 1015954**

NOTE: Federal Share Only (No State Share contributed for this project.)

State Share Budget	FFY 2010	FFY 2011	Amount Difference	% Difference
Personnel Salaries	$ -	$ -	$ -	0.00%
Fringe Benefits	$ -	$ -	$ -	0.00%
Operating	$ -	$ -	$ -	0.00%
Travel	$ -	$ -	$ -	0.00%
Equipment & Other Capital	$ -	$ -	$ -	0.00%
Subcontractors	$ -	$ -	$ -	0.00%
Other Costs	$ -	$ -	$ -	0.00%
Indirect Costs	$ -	$ -	$ -	0.00%
Total State Share	**$ -**	**$ -**	**$ -**	**0.00%**

Federal Share Budget	FFY 2010	FFY 2011	Amount Difference	% Difference
Personnel Salaries	$ 82,750	$ 89,000	$ 6,250	7.55%
Fringe Benefits	$ 12,413	$ 13,350	$ 937	7.55%
Operating	$ 17,555	$ 21,220	$ 3,665	20.88%
Travel	$ 6,412	$ 5,830	$ (582)	-9.08%
Equipment & Other Capital	$ 2,795	$ -	$ (2,795)	-100.00%
Subcontractors	$ 11,850	$ 7,000	$ (4,850)	-40.93%
Other Costs	$ 9,525	$ 9,520	$ (5)	-0.05%
Indirect Costs	$ 6,700	$ 4,080	$ (2,620)	-39.10%
Total Federal Share	**$ 150,000**	**$ 150,000**	**$ -**	**0.00%**

Operating (20.88% Increase): FFY 2010 budget was prepared prior to contract negotions, based on post-award projections. The FFY 2011 budget is based on actual costs during FFY 2010.

Equipment & Other Capital (100% Decrease): Contractor purchased equipment during FFY 2010 and does not have need for equipment in FFY 2011.

Subcontractors (40.93% Decrease): FFY 2010 budget was prepared prior to contract negotions, based on post-award projections. The FFY 2011 budget is based on actual costs during FFY 2010.

Indirect Costs (39.10% Decrease): FFY 2010 budget was prepared prior to contract negotions, based on post-award projections. The FFY 2011 budget is based on actual costs during FFY 2010.

(Federal Share Only--No State Share)

EXHIBIT B
BUDGET JUSTIFICATION
October 1, 2010 - September 30, 2011

Contractor: FAME Assistance Corporation
PHI Contract # 1015954

A. PERSONNEL SALARIES:

1. Name and Position Title	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrative Duties	5. Percentage FTE Time for Direct Delivery	6. Federal Share Total Dollars
FEDERAL SHARE POSITIONS					
1. Name: Solon Escobar Title: Director of Programs	$65,000	0.200	20%	0%	$ 13,000
2. Name: Heather Hays Title: Project Coordinator	$43,000	1.000	0%	100%	$ 43,000
3. Name: Lidia Jimenez Title: Administrative Coordinator	$33,000	1.000	50%	50%	$ 33,000
Personnel Subtotal	**$141,000**	**2.200**	**70%**	**150%**	**$ 89,000**

POSITION DESCRIPTIONS:

1.	**Director of Programs:** Administer the nutrition education contract and budget, supervising nutrition education staff, attend nutrition education and scope of work related meetings, program planning and participating in the Regional collaborative. Coordinate contract reporting requirements.
2.	**Project Coordinator:** Coordinate program staff and nutrition education activities; plan and follow through on outreach and educational events at health fairs, schools, and other promotional activities; work with schools, churches, farm worker organizations, and community organizations in planning and promoting good health through dissemination of nutrition education materials; actively acquire and develop culturally and linguistically competent nutrition curriculum and educational materials; to promote existing and/or to develop new physical activity promotional components of nutrition education; and expand our existing community outreach program to encompass nutritional components to increase community awareness and knowledge of good nutrition and healthy active lifestyles.
3.	**Administrative Coordinator:** Provides administrative and office support for the project staff and is responsible for the reporting requirements.

B. FRINGE BENEFITS:

Fringe Benefits Subtotal: $ 13,350

Includes payroll taxes and medical/dental benefits at 15% of salaries $ 13,350

C. OPERATING EXPENSES: **Operating Expenses Subtotal: $ 21,220**

All items indicated below will be used exclusively to conduct nutrition education activities listed in the SOW with the cost prorated accordingly as appropriate.

1)	Rent for office space allocated to nutrition education program: 454 sq. ft. @ $2.50/sq. ft. (flat rate) x 12 months. Space rent costs incurred is only for Nutrition Education Staff indicated under Personnel.	$	13,620
2)	Printing: Routine printing for nutrition education flyers (1,250 flyers/month at .10 cents per copy x 12 months)	$	1,500
3)	Communications: Telephone, fax & Internet @ $300 /month (Total cost of $30,000 annually prorated @ 12% for nutrition education staff usage).	$	3,600
4)	Postage: $50 per month x 12 months to be used in the mailing of general nutrition education materials.	$	600
5)	General Office supplies: Paper, pens, ink cartridges, file folders, etc.	$	1,800
6)	Subscription Services: Subcription to local African American press (LA Sentinel), a resource for identifying the interests and locations of the target audience.	$	100

D. EQUIPMENT EXPENSES: **Equipment Subtotal: $ -**

E. TRAVEL AND PER DIEM: **Travel Subtotal: $5,830**

Network Required Meetings and Trainings

Appropriate Project Staff indicated under Personnel will attend the following *Network* -sponsored meetings with the purpose of meeting Scope of Work goals and infrastructure objectives . All travel costs will be in alignment with State DPA rates and guidelines and prorated as appropriate.

1) One 2 day mandatory Regional Coordinators meeting in Sacramento [date TBD]: $710/person x 3 Attendees **$2,130**

Attendees: Director of Programs & Project Coordinator
Airfare: $320 roundtrip p/person
Lodging: $100 per night ($84 +estimated tax) x 2 days = $200
Per Diem: $40/day x 2 days = $80 (Breakfast-$6/day; Lunch-$10/day; Dinner-$18/day; Incidentals--$6/day)
Ground Transportation: $25/person x 2 days= $50
Airport Parking: $30/person x 2 days = $60

2) **One 1-1/2 day mandatory African American Advisory Council meeting in Southern California, [date TBD]: $380/person x 2 Attendees** **$760**

Attendees: Director of Programs & Project Coordinator
Mileage: 250 miles x .50 cents/mile = $125/person
Lodging: $100 per night ($84 +estimated tax) x 2 days = $200/person
Per Diem: $40/day p/person (Breakfast--$6/day; Lunch--$10/day; Dinner--$18/day; Incidentals--$6/day)
Parking: $15/person

3) **One 2 day mandatory Regional Coordinators meeting in Southern California, July 2011: $380/person x 3 Attendees** **$1,140**

Attendees: Director of Programs, Project Coordinator & Administrative Coordinator
Mileage: 250 miles x .50 cents/mile = $125/person
Lodging: $100 per night ($84 +estimated tax) x 2 days = $200/person
Per Diem: $40/day p/person (Breakfast--$6/day; Lunch--$10/day; Dinner--$18/day; Incidentals--$6/day)
Parking: $15/person

Local Mileage **$1,800**

Travel expenses for mileage reimbursement incurred by Project Staff to implement *Network* Scope of Work activities. All mileage costs will be in alignment with State DPA rates.

Approx. 150 mi./mo. x 12 mos. x $.50/mi. x 2 Project Staff = $1,800

F. SUBCONTRACTORS: **Subcontractors Subtotal: $ 7,000**

(Consultant agreements will be completed and signed as appropriate and submitted for file upon execution of agreements.)

1) **Consultants: Church Site Coordinators (TBD)**: Implement the ACS Body & Soul Program and other church-level *Network* activities at targeted churches to develop interest and skills in eating more fruits and vegetables and engaging in physical activity among the congregation and community residents; Increase fruit and vegetable consumption awareness, knowledge and skills among SNAP-eligible African American adults. (Approx. 4-6 hours/month). ($50/month per site coordinator x 10 sites x 12 months = $6,000) . $ 6,000

2) **Expert Consultants:** Physical Activity or Nutrition Experts to conduct training sessions for attendees and/or kids at approved church and community events ($50/hour x 20 hours = $1000) $ 1,000

G. OTHER COSTS: **Other Costs Subtotal: $ 9,520**

1) **Healthy Cooking Demonstrations:** Food for healthy cooking demonstrations performed at targeted churches and community locations (15 demos. @ approx. $200 per demonstration = $3,000 annually). Approximately 75 people will be reached at each demonstration. $ 3,000

2) **Church-Level *Network* Activities**: Costs associated with conducting allowable nutrition education classes, community events, educational forums, and other promotional activities indicated in the Scope of Work at targeted churches and community locations in order to increase fruit and vegetable consumption awareness, knowledge and skills among SNAP-eligible African American adults ($500 per church site x 10 sites = $5,000 annually). $ 5,000

3) **Internet Access Subscription/Router**: Watchguard security appliance (box) with annual subscription for network protection (anti-virus, anti-spyware intrusion prevention, and content filtering) that connects the workstation to the internet and separates the workstation from the rest of FAME's network. This allows FAME to setup access rules specifically for the program's encryption requirements. ($720 per year). $ 720

4) **Ministerial Council Meeting/Assoiation Meeting or Conference/Community Leadership:** Attend and conduct presentations at 2 association meetings or conferences per year. Materials, nutrition samples, booth costs = $400/event x 2 = $800. Estimated attendance of 600-1000 people per event, including church and community leaders and influencers. $ 800

H. INDIRECT COSTS: **Indirect Costs Subtotal: $ 4,080**

Administrative Overhead: Approximately 4.58% of Total Personnel Salaries ($89,000) for costs not directly or exclusively associated with the project's deliverables--Accounting, I.T. costs, insurance, payroll services, and janitorial costs.

TOTAL	**$ 141,000**	**2.20**	**70%**	**150%**	**$ 150,000**

BUDGET COVER SHEET
FFY 2011
(October 1, 2010 - September 30, 2011)

Organization: **West Fresno Health Care Coalition**
Contract Number: **PHI contract # TBD**

NOTE: Federal Share Only (No State Share contributed for this project.)

State Share Budget	FFY 2010	FFY 2011	Amount Difference	% Difference
Personnel Salaries	$ -	$ -	$ -	0.00%
Fringe Benefits	$ -	$ -	$ -	0.00%
Operating	$ -	$ -	$ -	0.00%
Travel	$ -	$ -	$ -	0.00%
Equipment & Other Capital	$ -	$ -	$ -	0.00%
Subcontractors	$ -	$ -	$ -	0.00%
Other Costs	$ -	$ -	$ -	0.00%
Indirect Costs	$ -	$ -	$ -	0.00%
Total State Share	**$ -**	**$ -**	**$ -**	**0.00%**

Federal Share Budget	FFY 2010	FFY 2011	Amount Difference	% Difference
Personnel Salaries	$ -	$ 71,780	$ 71,780	0.00%
Fringe Benefits	$ -	$ 7,180	$ 7,180	0.00%
Operating	$ -	$ 10,100	$ 10,100	0.00%
Travel	$ -	$ 3,110	$ 3,110	0.00%
Equipment & Other Capital	$ -	$ 5,345	$ 5,345	0.00%
Subcontractors	$ -	$ 8,730	$ 8,730	0.00%
Other Costs	$ -	$ 35,310	$ 35,310	0.00%
Indirect Costs	$ -	$ 8,445	$ 8,445	0.00%
Total Federal Share	**$ -**	**$ 150,000**	**$ 150,000**	**0.00%**

BUDGET COVER SHEET
FFY 2011
(October 1, 2010 - September 30, 2011)

Organization: TBD
Contract Number: TBD

NOTE: Federal Share Only (No State Share contributed for this project.)

State Share Budget	FFY 2010	FFY 2011	Amount Difference	% Difference
Personnel Salaries	$ -	$ -	$ -	0.00%
Fringe Benefits	$ -	$ -	$ -	0.00%
Operating	$ -	$ -	$ -	0.00%
Travel	$ -	$ -	$ -	0.00%
Equipment & Other Capital	$ -	$ -	$ -	0.00%
Subcontractors	$ -	$ -	$ -	0.00%
Other Costs	$ -	$ -	$ -	0.00%
Indirect Costs	$ -	$ -	$ -	0.00%
Total State Share	**$ -**	**$ -**	**$ -**	**0.00%**

Federal Share Budget	FFY 2010	FFY 2011	Amount Difference	% Difference
Personnel Salaries	$ 84,800	$ 84,800	$ -	0.00%
Fringe Benefits	$ 9,328	$ 10,176	$ 848	9.09%
Operating	$ 4,233	$ 4,420	$ 187	4.42%
Travel	$ 4,687	$ 4,316	$ (371)	-7.92%
Equipment & Other Capital	$ 3,000	$ -	$ (3,000)	-100.00%
Subcontractors	$ 23,862	$ 25,528	$ 1,666	6.98%
Other Costs	$ 7,370	$ 8,040	$ 670	9.09%
Indirect Costs	$ 12,720	$ 12,720	$ -	0.00%
Total Federal Share	**$ 150,000**	**$ 150,000**	**$ -**	**0.00%**

Equipment & Other Capital (100% Decrease): Contractor purchased equipment during FFY 2010 and does not have need for equipment in FFY 2011.

FEDERAL FISCAL YEAR (FFY)2011 PROJECT SUMMARY BUDGET

***NETWORK FOR A HEALTHY CALIFORNIA* FRUIT, VEGETABLE, AND PHYSICAL ACTIVITY CAMPAIGN**

Federal Share Budget	**FFY2010**			**FFY2011**			
	PHI	**STATE**	**TOTAL**	**PHI**	**STATE**	**TOTAL**	**% DIFFERENCE**
1. Personnel Salaries/Benefits	1,342,526	152,395	1,494,921	1,403,106	113,644	1,516,750	1.46
2.Contracts/Grants/Agreements	2,101,500	0	2,101,500	1,573,329	0	1,573,329	(25.13)
3. Non-capital Equipment/Supplies	57,605	23,131	80,736	57,605	5,742	63,347	(21.54)
4. Materials	0	0	0	0	0	0	-
5. Travel	67,208	5,504	72,712	61,865	4,345	66,210	(8.94)
6. Administrative *	100,000	0	100,000	55,000	0	55,000	(45.00)
7. Building/Space & Other General Expenses*	168,500	59,482	227,982	168,500	43,981	212,481	(6.80)
8. Maintenance *	0	0	0	0	0	0	-
9. Equipment & Other Capital Expenditures	58,975	0	58,975	58,975	0	58,975	-
Total Direct Costs	**3,896,314**	**240,512**	4,136,826	**3,378,380**	**167,712**	**3,546,092**	(14.28)
11. Indirect Costs @8.6 % of Personnel Costs for State staff**	449,482	13,106	462,588	428,183	9,773	437,956	(5.32)
12. TOTAL COSTS	**$4,345,796**	**$253,618**	**$ 4,599,414**	**$3,806,563**	**$177,485**	**$3,984,048**	**(13.38)**

See Appendices, Sction C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)

*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately

**Indirect Cost rate for the State is 8.6% of total personnel costs and PHI is 16.5% of total budget less subcontracts

10% Budget Changes Justifications

2. Decrease is due to a reduction in subcontracts and consultants in FY 2011.

3. Personnel decreased in this project on the state side so there is some corresponding decrease in operating costs In FFY 2011. Alsoo, in FFY2010, LAN support was budgeted at $750.00 per FTE. This cost is no longer budgeted directly in FFY2011 but instead will be treated as a distributed cost housed in Program Ovhead which is part of Building/Space/Maintenance & Other General Expense

6. Decrease is due to a reduction in meeting costs with the elimination of meals at meetings.

STATE LEVEL PROJECT SUMMARY FORM

FFY11

COMMUNICATIONS – Project #1 (State Media Contract Projects)

1. **Goals & Objectives** (*See State Level Objectives).*

2. **Project Title: Communications: Project #1 - Advertising/Public Relations**

   a. **Related State Objectives**

   Related State Objectives include # 1a, 2a & b, and 4

   b. **Audience**

   Ethnicity: Multi-ethnic populations including African American, Latino, Caucasian, Asian-American.

   Languages: English, Spanish

   Ages: 18-54 women with children living in the home

   c. **Focus on SNAP-ed Eligibles**

   At least 50 percent of mass media impressions will be received by SNAP-Ed eligible individuals, defined as women living in households with incomes ≤185% FPL. Messaging will be crafted using findings from quantitative and qualitative research conducted among low-income populations in order to ensure all information resonates with the target audience.

   Income Targeting Data Source:
   Scarborough Research Data, GIS Census Data, Indicated 2000 Census Tract Data

   d. **Project Description**

   Key Strategies:
   The *Network* released a Request for Application (RFP) for a new media, advertising and public relations contractor in FFY10, and will secure a contractor to provide services for FFY11, FFY12, and FFY13. An RFP is sent our every three years to secure a contractor to implement a comprehensive media, advertising and public relations campaign to support the *Network's* large multi-level social marketing campaign. The contract term will be for 36 months, and is anticipated to be effective on October 1, 2010 through September 30, 2013. The maximum budget amount for FFY11 is $12,000,000.

   Sustain the *Champions for Change* communication campaign using the following strategies:

   1. Implement a statewide mass advertising campaign April through September using television, Spanish radio, and outdoor advertising directed to low-income audiences.

2. Re-explore strategic direction and evaluation methodology for a direct-to-home education intervention to be designed in FFY11 and distributed to food stamp recipents households throughout the state in FFY12. Prior to full creative development, a plan including objectives, strategies, rough creative concepts and an evaluation plan will be presented via the state and funder approval process. Development will proceed only with USDA Western Regional Office, California Department of Public Health and California Department of Health and Human Services'approval.
3. Develop the methodology and survey instrument for Wave 8 of the *Network for a Healthy California Tracking Survey*, which will cover the FFY11 campaign year. Data will be collected and evaluated in FFY12. The survey monitors advertising recall, beliefs, attitudes, and behavior of SNAP recipients and eligibles.
4. Utilize statewide public relations activities to promote *Network* messaging and extend the FFY10 "What's Harder" media campaign. This will include support of Fruit and Veggie Fests, African American-targeted events, and Latino Health Awareness Month events to be held in qualifying census tracts.
5. Build on the *Network*'s Champions for Change and Champion Mom initiative by training local *Network* media spokespersons, and providing technical assistance for media outreach to contractors.

<u>Key Educational Messages:</u>
FFY11 messaging will continue to inspire moms to become Champions for Change by placing emphasis on healthy behavior change at home. Based on quantitative and formative research, the primary intended outcomes are to increase self-efficacy and social normative beliefs as they relate to fruit and vegetable consumption and physical activity. Research has shown self-efficacy and social normative beliefs to be main determinents of health behavior, and specifically fruit and vegetable consumption.

The "What's Harder" TV ads that were created in FFY10 will continue their rotation in FFY11. These ads feature real moms and dads from the eligible audience talking to other moms and dads about taking back ownership of their families' health and nutrition in their homes and communities, using the following key messages:

- "Saying no to my kids when they want to load up on fattening food is hard. But seeing them get teased about their weight would be even harder."
- "Getting your kids to eat more fruits and vegetables can be hard. Watching your child struggle with obesity would be a lot harder. Realizing it was time to change . . . now that wasn't very hard at all."
- "Be a champion for your children. Be a champion for change."

Messaging that addresses economic barriers to accessing healthy food will continue to be incorporated into advertising:

- "My budget. My rules. Eat right when money's tight."
- "For healthy recipes to stretch your food budget, visit championsforchange.net."

The messaging related to the current economic downturn represents a combination of USDA's "eat right when money's tight," which has been enthusiastically adopted by local *Network* partners in FFY09 and FFY10, as well as the *Network*'s existing "My Rules" outdoor campaign, and the new "What's Harder" TV ads.

The Spanish radio ads created and aired in FFY10 will continue their rotation in FFY11. The Spanish-language radio ads feature a female Mariachi band. The cheerful spots give a nice touch to popular Mexican songs– transforming the lyrics into catchy messages that empower the Latino community to make health a priority for themselves and their families.

Intervention Sites: Statewide

Projected Number of Contacts

Direct Education Contacts (unduplicated): Up to 2.7 million SNAP-Ed individuals statewide, pending state approval.

Indirect Contacts - Mass Media: 3,140,000 (Adults 18+ years old) unduplicated contacts among <185% FPL adult target population. 629,372,260 duplicated targeted impressions received by the ≤185% FPL adult target population. This reach represents 56.7 percent of all projected 1,110,004,000 mass media impressions among total adults 18+ years old.

Narrative Summary:

1. Implement a statewide mass advertising campaign using television, outdoor advertising and radio that effectively reaches SNAP-Ed eligibles, and that will achieve USDA's requirement of delivering over 50 percent of purchased media impressions to individuals living in ≤185% FPL households. The campaign will feature the "What's Harder" English- and Spanish-language TV and outdoor executions produced in FFY10 and targeted to African Americans, Caucasians and Latinas. Spanish radio stations will air the Spanish-language spots produced in FFY10. All advertising materials will include the USDA SNAP-Ed acknowledgement and promotion of California food stamps.

   A total of 16 weeks of mass media weight, tailored by market, will be "flighted" (on and off weeks) in order to extend advertising over a six-month period – April through September. Advertising weight levels will be highest in Bakersfield, Fresno, Los Angeles, and Sacramento, which have the highest concentrations of the SNAP-ed target. However, all eleven California media markets will receive advertising, representing coverage of just under 100 percent of California's SNAP-ed population[1]. In addition to the four markets previously mentioned, the following markets will receive advertising: Chico, Eureka, Fresno, Monterey, Palm Springs, San Diego, San Francisco/Bay Area, and Santa Barbara.

2. Re-explore a direct-to-home educational intervention with planning and design initiated in FFY11 and materials produced and distributed in FFY12 to food stamp recipient households throughout the state. The planning and design will be based on research findings from 2007, 2008, and 2009, including: Benchmark Survey results, focus groups, and a pilot test.

[1] A small number of California food stamp recipients reside in counties near the Oregon border, which are covered by Oregon media outlets.

[Additional research will be conducted after distribution of materials in FFY12, via a formal qualitative evaluation that will be conducted, and a quantitative back-end analysis of responses to a business reply card offering additional nutrition education (i.e., a *Network* cookbook or copy of the Good Food TV DVD) will also be conducted in FFY12].

- The pieces will contain nutrition education in the form of easy-to-read tips and advice from Champion Moms, with the intention of building knowledge and self efficacy. In addition the new California Food Stamp Program name and food stamp benefits will be promoted with nutrition education messages.
- Results of a quasi-experimental evaluation conducted by Field Research in FFY07 as part of the direct marketing pilot test indicated that direct-to-home education is effective among the SNAP-Ed target. The evaluation was designed to capture: a) women receiving the DVD/mailer; and b) a matching control group. Interviews were conducted pre- and post-delivery of the piece. Statistically significant increases in self-efficacy and social normative support were found among intervention mothers vs. the control group.
- Recent data from the *Network 2009 Tracking Survey* shows that 51 percent of SNAP recipient moms are "very likely"and 40 percent are "somewhat likely" to read "information in the mail on topics that you choose about eating healthy and being active." This response is significantly higher than other audience segments.

Development will proceed only with USDA Western Regional Office, California Department of Public Health and California Department of Health and Human Services'approval. Should advance approval not be granted, approximately three to five additional weeks of mass media will be purchased.

3. Develop the methodology and survey instrument for Wave 8 of the *Network for a Healthy California (Network)* Tracking Survey, which will cover the FFY11 campaign year. Data will be collected and evaluated between October and February of FFY12. The *Tracking Survey* monitors consumer recall of *Network* advertising as well as beliefs, attitudes, and behavior related to nutrition and physical activity among SNAP recipients and eligibles. The survey provides a rich source of low-income consumer data, given it's seven years of tracking. As USDA funding will cover the cost to survey only $\leq$130% FPL subjects, other funding sources will be explored to survey $\geq$130% FPL subjects in order to provide important comparisons
4. Utilize statewide public relations activities to promote *Network* messaging and extend the FFY10 Champions for Change and "What's Harder" media campaign and messages. This will include support of *Fruit and Veggie Fests* in May, African American-targeted events in February and June, and *Latino Health Awareness Month* events in September. Participation in other events directed to low-income audiences and co-sponsored by *Network* partners such as National Public Health Week and California Department of Agricutlure's Ag Day event will be planned.
5. Build on the *Network*'s Champions for Change and Champion Mom initiatives by training local *Network* media spokespersons to advance *Network* messaging, and providing technical assistance for media outreach to contractors

e. Summary of Research

The *Network* continues to conduct an annual tracking survey that measures advertising awareness and knowledge, attitudes, and beliefs related to fruit, vegetable, and physical activity consumption. A full overview of the *Network for a Healthy California 2009 Tracking Survey* can be found following "State Level Project #2 Summary Form" in this section. Key findings include the following:

Advertising Recall

- Statewide recall scores of the Ownership campaign are higher in 2009 than in the first two years of the campaign.
- SNAP Recipient Moms have continuously recalled *Network* ads at a higher rate than SNAP-Eligible Moms.
- There is a marked difference in recall in markets receiving significantly higher levels of advertising vs. markets receiving minimal levels.
- *Network* ads tend to resonate particularly well with the Spanish-speaking audience. This awareness boost is due primarily to the popular Spanish radio ads that customize lyrics to famous Mexican Ranchera and huapango music.
- Recall among African American and Latina Moms are higher than moms who are White or of other race/ethnicities. This trend has held since 2004.

Aided Recall of Any *Network for a Healthy California* Campaign in the Last Three Months

	SNAP Eligible Moms			**SNAP Recipient Moms**		
	2007	**2008**	**2009**	**2007**	**2008**	**2009**
	%	%	%	%	%	%
Total (pg 19)	**47**	**53**	**60**	**56**	**59**	**63**
By Advertising Weight Level (pg 19)						
High	52	56	68	65	63	67
Low	53	44	58	36	44	60
By Language (pg 22)						
English	47	51	54	54	60	59
Spanish	49	61	82	64	57	75
By Ethnicity (pg 25)						
Non-Hispanic White	41	49	51	50	54	56
Black/African American	52	46	62	59	63	66
Hispanic	47	59	64	59	61	67
All others	55	43	63	48	60	48

Network for a Healthy California 2008 and 2009 Tracking Surveys

Advertising Recall, cont'd.

- 2009 data comparing SNAP-Ed population segments with higher income moms (>185% FPL) indicates the campaign is well-targeted. The recall scores among SNAP-Ed populations represent a significant difference vs. Moms >185% FPL.

Aided Recall of Any Network for a Healthy California Campaign in the Last Three Months, 2009 Study Populations				
	Moms >185% FPL	**Moms 131%-185% FPL**	**SNAP-Eligible Moms**	**SNAP Recipient Moms**
	%	%	%	%
Total (pg 28)	**45**	**59**	**60**	**63**
By Advertising Weight Level (pg 28)				
High	55	69	68	67
Low	37	51	58	60
By Language (pg 33)				
English	43	55	54	59
Spanish	**	**	82	75
By Ethnicity (pg 34)				
Non-Hispanic White	46	60	51	56
Black/African American	67	64	62	66
Hispanic	40	64	64	67
All others	38	33	63	48

Network for a Healthy California 2008 and 2009 Tracking Surveys

Exposure to Non-Advertising Interventions

- *Network* target audiences have reported increasing levels of exposure to non-ad interventions over time.
- Two of three SNAP-Eligible Moms and four of five SNAP Recipients Moms reported exposure to one or more non-ad intervention in 2009.
- Exposure in 2009 across all non-ad interventions represent a significant bounce-back from 2008, which showed declines in numerous measures likely attributable to the economic crisis.

Exposure to and Participation in Healthy Eating and Physical Activity Interventions in the Last 3 Months						
	SNAP Eligible Moms			**SNAP Recipient Moms**		
	2004	**2008**	**2009**	**2004**	**2008**	**2009**
	%	%	%	%	%	%
Exposed to at least one form of intervention (pg 38)	59	63	66	76	68	80
By Type of Intervention (pg 38)						
Other written materials	41	46	53	53	51	59
Attended health festival or fair	59	41	45	46	41	46
Children brought information home	27	27	28	40	30	44
Participated in a class or workshop	24	18	18	25	23	31
Attended a live food demonstration	15	18	21	11	17	30
By Ethnicity (pg 41)						
Non-Hispanic White	56	63	62	73	65	77
Black/African American	65	64	67	73	76	79
Hispanic	60	61	68	79	67	81
All others	47	74	66	79	65	76

Network for a Healthy California 2009 Tracking Survey

f. Modification of Project Methods/Strategies

None.

Use of Existing Educational Materials

All advertising for use in FFY11 were produced in FFY10, and includes the English and Spanish-language "What's Harder" TV spots, Spanish radio spots, and outdoor ads.

g. Development of New Educational Materials

If approved, new direct-to-home materials will be developed in FFY11 and implemented in FFY12.

h. Key Performance Measures/Indicators

Key measures and indicators will include target audience direct nutrition education contacts, and indirect contacts, as well as gross impressions for the SNAP target. Data from the FFY11 Benchmark Survey will be available in March 2012.

3. Evaluation Plan

Evaluation Type:

Formative: Formative research will be conducted during the development of the new advertising campaign to air in FFY12. Additionally, all new materials produced for FFY12, including advertising, direct-to-home, and FSORK III, will be focus-group tested in FFY11. Focus groups are conducted in Oakland, Fresno and Los Angeles among groups comprised of low-income multi-ethnic women with children, African American women with children and predominantly Spanish speaking women with children, representing no less than 18 hours of evaluation. Key diagnostic dimensions such as affect, attention, clarity, comprehension, believability, agreement, relevance, and persuasiveness, form the basis of questions and probing during the focus groups.

Process:

Outcome: A Benchmark Survey is conducted annually to track measurements such as campaign awareness, self efficacy, knowledge levels, behavioral intentions, social normative beliefs, and other important measures. An eighth *Annual Tracking Survey* is planned for the 2011 campaign year, and it will compare findings of SNAP recipients and eligibles to the baseline survey conducted in 2004 as well as findings from 2007, 2008, 2009, and 2010. In order to accurately evaluate trends among SNAP Recipients and Eligibles, the *Network* will attempt to secure funding to survey >130% FPL populations for comparison data.

4. Coordination Efforts

All materials produced for use in FFY11 will be shared and made available to all *Network* contractors, sister agencies in California, and all SNAP Nutrition Education programs in California and other states. Sister state programs and local partners will be encouraged to secure public service placement of ads on local cable TV interconnects and local access stations.

In anticipation of the new California Food Stamp name, the *Network* will coordinate efforts to promote the new name and align nutrition education messages to support food stamp promotion messages and ensure resources are available at county food stamp offices. In addition, other direct service sites will be considered including WIC clinics and food banks.

The *Network* will continue efforts to infuse the Champions for Change brand into all *Network* materials produced at the state and local levels. Such coordination accelerates brand equity and saliency of *Network* messaging.

STATE LEVEL PROJECT SUMMARY FORM
FFY11
COMMUNICATIONS – Project #2 (PHI-Administered Projects)

1. **Goals & Objectives** (*See State Level Objectives).*
2. **Project Title: COMMUNICATIONS: Project #2**

   1) Complete data collection and prepare a comprehensive evaluation of the Wave 7 *Network Tracking Survey data* covering the FFY10 campaign year. See State Level Project Summary 2a for complete details.
   2) Plan and design a third *Food Stamp Office Resource Kit* (FSORK III). See State Level Project Summary 2b for complete details.
   3) Update and print existing *Network* partner communications documents including *Network* Partner Portfolio, "Making Strides" success document, and single-page summary of accomplishments.
   4) Re-print existing materials for public events targeted to low-income populations.
   5) Support for *Harvest of the Month*.
   6) Champions for Change Brand Trainings, Phase II
   7) Assist with California's new Food Stamp Program re-framing efforts.

   a. Related State Objectives

   Related State Objectives include 1a, c, d; and 3.

   b. Audience

   Gender: Women, boys and girls, local contractors, other partner organizations
   Ethnicity: Multi-ethnic populations including African American, Asian, Caucasian, Hispanic
   Languages: English, Spanish
   Ages: 6 to 54

   c. Focus on SNAP Eligibles

   1. FFY11 funding for collection and evaluation of the Wave 7 *Network Tracking Survey* will include 1,000 SNAP Recipient Moms and 1,000 potential recipients (aka SNAP-Eligible Moms) living in <130% FPL households.
   2. As with the current FSORK II, FSORK III will be placed in social service offices in order to provide nutrition education to SNAP recipients and those eligible for SNAP. Depending on funds, the kit may also be placed in food banks.
   3. The *Network for a Healthy California* Partner Portfolio, "Making Strides," and *Network* single-page summary of accomplishments are targeted to SNAP-Ed partner organizations. These documents were created in FFY10, and are collateral pieces that will be used to increase the frequency and effectiveness of communication with our locally funded projects, sister agencies, strategic partners, and potential partners in order to leverage or sustain services to eligible audiences.

4. Re-print materials for public events targeted to SNAP-Ed recipients and eligibles.
5. *Harvest of the Month* is implemented in *Network*-qualified schools and community sites, therefore is focused on SNAP-Ed recipients and eligibles.
6. *Champions for Change* Brand Tours, Phase II are targeted to *Network*-funded projects to ensure consistency of brand and messaging to the SNAP-Ed recipients and eligibles.
7. The *Network's* involvement with California's new Food Stamp Program and re-framing efforts will be targeted to SNAP-Ed partners, recipients, and eligibles.

Income Targeting Data Source:
2000 Census Tract Data; *Network*-qualified schools; Free/Reduced Price Meal Percentage

d. Project Description

Key Strategies:

1) Support the *Network for a Healthy California* and the Champions for Change social marketing campaign with surveillance of SNAP Recipient Moms and Moms living in <130% FPL households who are potentially eligible for SNAP; and 400 low-income moms whose household income level is too high for SNAP (between 131% and 185% FPL) with children aged 0-18. (Please note: Non-SNAP-Ed funding will be used to survey the moms between 131% and 185% FPL).
2) Plan and design FSORK III to continue bringing nutrition education into California food stamp offices to provide clients with demonstrations, tips, and recipes that will help them purchase and prepare low-cost nutritious meals and snacks for themselves and their families.
3) Update and print *Network* partner documents that include recent *Network* data and successes that will strengthen the frequency and effectiveness of communication to locally funded projects and partners.
4) Print materials and supplies to be used at public events in Sacramento area to strengthen presence of *Network* and *Champions for Change* messages and materials.
5) Provide consulting support for *Harvest of the Month* materials development and Web site management.
6) Conduct *Champions for Change* Brand Tours, Phase II in up to six of the 11 *Network* regions to strengthen and enhance brand presence and implementation. Phase II will build on the success and effectiveness of the initial Champions for Change Tours that were conducted in FFY09 and FFY10.
7) Support California's new Food Stamp Program name and re-framing efforts to increase awareness of the importance of food stamps as a means to stretch the family food budget and strengthen the coordination of nutrition education messages and materials distributed to food stamp recipients.

Key Educational Messages:

1) Harvest of the Month: Increased fruit and vegetable consumption and increased physical activity will "grow healthy students."
2) FSORK III: Increased fruit and vegetable consumption and increased physical activity; and how to purchase and prepare low-cost nutritious meals and snacks.

Intervention Sites:

1) Harvest of the Month: Qualifying Network schools, community sites, and possibly food stamp offices. See Fruit, Vegetable and Physical Activity Campaign, Project.

Projected Number of Contacts:

1) The Annual Benchmark Survey is not counted as SNAP-Ed contacts.
2) See Page 2 of the *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns plan for *Harvest of the Month* projected number of contacts.
3) FSORK III projected number of contacts will be estimated during planning in FFY11.

Narrative Summary:

1) In previous years, funding for all deliverables of each Network Annual Tracking *Survey* has been budgeted within a single fiscal year. However, with the expiration of the three-year state media contract with Runyon, Saltzman, and Einhorn on September 30, 2010, and the almost certain possibility that a new state media contract will not be executed by October, the *Network* is requesting separate funds to be administered by PHI to complete Wave 7 Tracking Survey deliverables. Specifically, these deliverables will be conducted from October through February of FFY11, and will include data collection and a comprehensive evaluation of the data. The *Network* will retain Field Research Corporation to do this work. Field has overseen all deliverables of *Network Tracking Surveys* since 2004. Funding for the first phase of Wave 8 is requested in Project #1 (State Media Contract Projects), as a new state contract should be in place to meet Wave 8 timing.
2) A contractor will be hired to develop and design FSORK III, which will replace FSORK II in California Social Service or food stamp offices. FSORK III will provide clients with demonstrations, tips, and recipes that will help them purchase and prepare low-cost nutritious meals and snacks for themselves and their families. It will also support the new California Food Stamp Program name and branding. This information, combined with the increased food purchasing power of food stamps, serves to promote better health among low-income Californians. As with previous versions, FSORK III will be a collaboration between the *Network*; California Department of Social Services' Food Stamp Program; USDA Western Region Office; WIC; the University of California Davis Nutrition Education Program; and valued input from members of the Food Stamp Committee of the California Welfare Directors Association. Materials will be ready for production and implementation FFY12.

3) In an effort to increase the frequency and effectiveness of communicating key findings and successes to the *Network's* locally funded projects and partners, a contractor will be secured to re-print and provide updates to existing partner materials. The *Network* Portfolio, "Making Strides" document, and a single-page summary of accomplishments are collateral pieces that were produced in FFY10 and are created for our locally funded projects, sister agencies, strategic partners, and potential partners in order to leverage or sustain services to eligible audiences. This project will be coordinated with key *Network* staff and campaigns and the Research and Evaluation Unit.
4) In previous years, the *Network* has been invited to state level events and promotions such as First Lady Maria Shriver's Family Day event or the California Department of Agriculture's Ag Day event. A small amount of funds ($5,000) is being requested for materials and supplies needed to promote the Network at local events in the Sacramento area targeted to low-income populations in qualifying census tracts.
5) Since 2006, the Communications Unit has supported *Harvest of the Month* with consulting services on the development of new materials and Web site management. Funding is requested to continue this support. See page 6 of the *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns plan for a narrative of the Harvest of the Month 2011 projects.
6) A contractor will be hired to coordinate, plan, and conduct three to six Champions for Change trainings (Phase II) to strengthen and enhance brand presence and implementation. Phase II will build on the success and effectiveness of the initial Champions for Change Tours that were conducted in FFY09 and FFY10.
7) A contractor will be hired to revise existing advertising and publications to reflect the new California Food Stamp Program name. This will include revising the current "What's Harder" TV ads, "My Rules" outdoor ads, the Spanish radio ads, and other publications that include reference to the SNAP program. In addition, a brochure and/or booklet that promotes the new name and highlights the importance of stretching the family food budget with food stamps as a means to purchase additional healthy foods. All materials and advertising is targeted to SNAP recipients and eligibles.

e. Summary of Research

1) For the *Network Annual Benchmark Survey*, See Summary of Research under Project #1.
2) FSORK: A formal evaluation conducted by the *Network's Research and Evaluation Unit* in 2007 among clients leaving food stamp offices yielded positive results. Seventy percent had unaided recall of FSORK materials. Of those who reported watching the DVD, 87 percent were able to recall specific tips or messages. See State Level Project 2b, pages 3-6, for further findings.

<u>Harvest of the Month</u>

A process evaluation of *Harvest of the Month* found that some components of the toolkit were implemented with more fidelity than others. The findings led to a revision of some materials, more detailed implementation guidelines the development of a teacher training component and the revision/expansion of the Harvest of the Month website.

An impact evaluation (n=1,322) showed a significant increase in knowledge, self-efficacy, preferences for some fruit and vegetables and consumption (from 6.71 to 7.56 times/day).

f. Modification of Project Methods/Strategies

None

g. Use of Existing Educational Materials

See page 11 of the *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns plan for *Harvest of the Month* use of existing materials.

h. Development of New Educational Materials

1) Design FSORK III materials to be produced in FFY12.
2) Harvest of the Month education materials.
3) Brochure or booklet that promotes *Network's* Champions for Change messages and supporting messages for the re-naming of the California Food Stamp Program.

i. Key Performance Measures/Indicators

Harvest of the Month: Number of school sites and other points of distribution as reported in the *Network*'s SAAR. Estimated number of youth and adult participants.

j. Evaluation Plan

An evaluation similar to the 2008 FSORK I evaluation may be developed for FFY12. See page 12-13 of the *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns plan for the Harvest of the Month evaluation plan.

k. Coordination Efforts

See page 19 of the *Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns plan for *Harvest of the Month*.

COMMUNICATIONS
EVALUATION PLAN

Title of the evaluation	Media Tracking Survey of Low-Income Segments
The project or projects with which it is associated	Media and Communications
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome
The question(s) to be addressed by the evaluation	What levels of media campaign recall for TV, radio and billboard are present among SNAP recipient and SNAP eligible mothers? How well did the media campaign perform among SNAP recipent and eligible mothers and is it related to behavioral determinants such as fruit and vegetable consumption? How does the campaign recall vary between target populations and sub-populations? What are dietary and physical activity practices among SNAP recipient and eligible mothers relative to media exposure and psychosocial determinants? What are their knowledge, attitudes, and beliefs toward healthy eating and physical activity?
The approach to conducting the evaluation, including scope, design, measures and data collection	The Media Tracking Survey was designed to evaluate the media campaign among the target populations of SNAP recipient and eligible mothers. Computer-assisted telephone interviews are administered to mothers from randomly selected households from a list of households participating in the FSP for 1,000 of the participants, and face-to-face interviews are collected from another 1,000 intercepted at malls in low-income areas. The surveys include questions regarding the campaign ads to test for recall levels. The surveys collect data on dietary and physical activity behaviors, specifically fruit and vegetable consumption. Questions are administered to learn knowledge of the Dietary Guidelines for Americans and MyPyramid. Sections of the survey include other questions that assess self-efficacy for consumption of fruits and vegetables and physical activity as well as social norms related to healthy eating and physical activity practices. Other questions such as access to workplace programs, exposure to non-ad interventions and interest in nutrition education resources are included.
Plans for using the results	Survey data identify Network progress towards meeting Plan objectives. The results will be used to inform *Network* programs and campaigns to assist in program planning and refinement. Survey data help guide the development and enhancement of the *Network* media and communications strategies and its targeted statewide social marketing campaigns. Results inform the needs assessment component of the *Network's* annual plan, are presented in fact sheets and topline reports, and are used for presentations at state and/or national conferences.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	The Media Tracking Survey has been conducted annually since 2004 and was formerly known as the Benchmark Media Tracking Survey. Each year the survey is conducted, it is updated to reflect current issues, and existing questions are refined. The most recent survey was conducted in 2009.
Project cost	$360,000

MEDIA PLAN AND FLOWCHART
FFY 2011
(October 1, 2010 - September 30, 2011)

TBD
10-10029

	April				May					June				July				August					September								
Week Beginning :	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	**Billable**	**Total Market Cost**	**Adult Imps. (000)**	**TA Imps. (000)**
Multicultural Campaign																															
Bakersfield DMA (1.87% of CA W18-54)																													$ 91,597		
Television :30 (W18-54 TRP)	120	120		120	120		120	120		100	100		100	100		100	100		100	100		100	100					$ 74,484		7,635	2,596
Outdoor 30-sheet posters (DMA) (#25=10 units)	10 units (PF)								10 units (PF)								10 units (PF)											$ 17,113		6,600	4,620
Chico DMA (1.34% of CA W18-54)																													$ 37,144		
Television :30 (W18-54 TRP)	110	110		110	110		110	110		100	100		100	100		100	100		100	100		100	100					$ 28,569		6,557	1,836
Outdoor 30-Sheet Posters (DMA coverage) (#25=8)	8 units (E)								8 units (E)								8 units (E)											$ 8,575		6,336	4,118
Eureka DMA (.41% of CA W18-54)																													$ 19,807		
Television :30 (W18-54 TRP)	100	100		100	100		100	100		100	100		100	100		100	100		100	100		100	100					$ 19,807		1,626	455
Fresno DMA (4.89% of CA W18-54)																													$ 221,254		
Television :30 (W18-54 TRP)	130	130		130	130		130	130		120	120		120	120		120	120		120	120		120	120					$ 163,618		26,049	8,596
Outdoor 30-Sheet Posters (DMA coverage) (#25=26)	26 + 5 units (E)								26 + 5 units (E)								26 + 5 units (E)											$ 43,233		24,552	18,414
Outdoor 8-Sheet Posters (metro coverage) (#25=23)					23 + 2 units (P)								23 + 2 units (P)								23 + 2 units (P)							$ 12,755		12,375	9,281
Catering Truck Posters	6 units				6 units					6 bonus				6 units				6 units					6 bonus					$ 1,648		1,742	1,307
Los Angeles DMA (48.70% of CA W18-54)																													$ 2,924,077		
Television :30 (W18-54 TRP)	130	130		130	130		130	130		120	120		120	120		120	120		120	120		120	120					$ 2,435,796		324,266	71,339
Outdoor 30-Sheet Posters (DMA coverage) (#25=132)	120 + 12 units (E)								120 + 12 units (E)								120 + 12 units (E)											$ 283,739		182,952	128,066
Outdoor 8-Sheet Posters (Los Angeles metro) (#25=300)					300+30 units (P)								300+30 units (P)								300+30 units (P)							$ 166,375		196,020	137,214
Outdoor 8-Sheet Posters (Inland Empire metro) (#50=50)	25 + 3 units (P)				25 + 2 units (P)				25 + 3 units (P)				25 + 2 units (P)				25 + 3 units (P)				25 + 2 units (P)							$ 27,729		34,267	23,987
Transit Shelters (Los Angeles/Orange)	39 bonus								39 bonus								39 bonus											$ -		23,166	11,583
Catering Truck Posters	38 units				38 units					38 bonus				38 units				38 units					38 bonus					$ 10,438		11,035	7,725
Palm Springs DMA (1.16% of CA W18-54)																													$ -		
Outdoor 30-Sheet Posters (bonus from Latino buy)	1 bonus (E)								1 bonus (E)								1 bonus (E)											$ -		1,752	1,226
Sacramento DMA (10.79% of CA W18-54)																													$ 465,942		
Television :30 (W18-54 TRP)	120	120		120	120		120	120		100	100		100	100		100	100		100	100		100	100					$ 382,064		53,387	13,347
Outdoor 30-sheet Posters (DMA) (#25=32)	29 units (E)								29 units (E)								29 units (E)											$ 79,483		27,753	18,039
Transit Shelters (Sacramento)	7 bonus								7 bonus								7 bonus											$ -		4,828	3,138
Catering Truck Posters	16 units				16 units					16 bonus				16 units				16 units					16 bonus					$ 4,395		4,646	3,020
San Francisco DMA (18.36% of CA W18-54)																													$ 123,898		
Outdoor 30-sheet Posters (DMA) (#25=72)	64 + 3 units (E)								64 + 3 units (E)								64 + 3 units (E)											$ 99,305		48,642	26,753
Outdoor 8-sheet Posters (East Bay) (#25=75)	20 + 2 units (P)				20 + 2 units (P)				20 + 2 units (P)				20 + 2 units (P)				20 + 2 units (P)				20 + 2 units (P)							$ 18,087		26,136	14,375
Catering Truck Posters (San Francisco/Santa Clara)	22 units				22 units					22 bonus				22 units				22 units					22 bonus					$ 6,507		6,389	3,514
Santa Barbara DMA (1.71% of CA W18-54)																													$ 57,283		
Television :30 (W18-54 TRP)	100	100		100	100		100	100		100	100		100	100		100	100		100	100		100	100					$ 57,283		9,124	1,642

MEDIA PLAN AND FLOWCHART
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television daypart mix: 10% Morning/50% Daytime/40% Afternoon Fringe (Fresno and Los Angeles include targeted Access/Primetime in all weeks as affordable)
April-May television buys in Bakersfield and Sacramento include targeted Access/Primetime as affordable

	April				May					June				July				August					September					Billable	Total Market Cost	Adult Imps. (000)	TA Imps. (000)
Week Beginning :	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27				
Multicultural Campaign:																												$ 3,941,002	$ 3,941,002	1,047,836	516,192
Latino Campaign																															
Bakersfield DMA (2.54% of CA HW18-49)																													$ 128,405		
Television :30 (spots/week)	50	50		50	50		50	50		40	40		40	40		40	40		40	40		40	40					$ 77,396		3,586	2,653
Radio :60/:90 (Bakersfield metro) (HW18-34 TRP)	100	100		100	100		100	100		100	100		100	100		100	100		100	100		100	100					$ 32,573		5,269	3,688
Outdoor 30-Sheet Posters (DMA coverage)	5 + 1 bonus (PF)								5 + 1 bonus (PF)								5 + 1 bonus (PF)											$ 8,560		3,960	2,772
Outdoor 8-Sheet Posters (DMA) (#50=11 units)					11 + 1 units (P)								11 + 1 units (P)								11 + 1 units (P)							$ 5,754		6,171	4,320
Catering Truck Posters	15 units				15 units					15 bonus				15 units				15 units					15 bonus					$ 4,122		4,356	3,049
Chico DMA (.49% of CA HW 18-49)																													$ 7,370		
Radio :60/:90 (Chico metro) HW18-34 TRP	70	70		70	70		70	70		70	70		70	70		70	70		70	70		70	70					$ 7,370		151	106
Fresno DMA (6.88% of CA HW18-49)																													$ 291,506		
Television :30 (HW18-49 TRP)	150	140		150	140		150	140		140	130		140	130		140	130		140	130		130	130					$ 137,324		11,080	8,199
Radio :60/:90 (Fresno metro) (HW18-34 TRP)	125	125		125	125		125	125		125	125		125	125		125	125		125	125		125	125					$ 103,391		6,379	4,466
Radio :60/:90 (Merced metro) (HW18-34 TRP)	125	125		125	125		125	125		125	125		125	125		125	125		125	125		125	125					$ 12,019		1,759	1,232
Radio :60/:90 (Visalia metro) (HW18-34 TRP)	125	125		125	125		125	125		125	125		125	125		125	125		125	125		125	125					$ -		5,143	3,600
Outdoor 30-Sheet Posters (DMA) (#25=12)	12 units (E)								12 units (E)								12 units (E)											$ 19,961		9,504	7,128
Outdoor 8-Sheet Posters (DMA coverage) (#50=24)					24 + 2 units (P)								24 + 2 units (P)								24 + 2 units (P)							$ 13,315		12,870	9,653
Catering Truck Posters	20 units				20 units					20 bonus				20 units				20 units					20 bonus					$ 5,496		5,808	4,356
Imperial County																													$ 35,457		
Radio :60 weekly spots	56	56		56	56		56	56		56	56		56	56		56	56		56	56		56	56					$ 22,776			
Outdoor 8-Sheet Posters	17 + 3 units (P)				17 + 3 units (P)					17 + 3 units (P)				17 + 3 units (P)				17 + 3 units (P)					17 + 3 units (P)					$ 12,681		13,200	9,240
Los Angeles DMA (58.76% of CA HW18-49)																													$ 2,616,746		
Television :30 (HW18-49 TRP)	150	140		150	140		150	140		140	130		140	130		140	130		140	130		130	130					$ 1,386,823		103,764	63,296
Radio :60/:90 (Los Angeles metro) (HW18-34 TRP)	125	125		125	125		125	125		125	125		125	125		125	125		125	125		125	125					$ 804,189		84,328	43,008
Radio :60/:90 (Riverside metro) (HW18-34 TRP)	125	125		125	125		125	125		125	125		125	125		125	125		125	125		125	125					$ 143,080		15,299	7,803
Radio :60/:90 (Oxnard/Ventura metro) (HW18-34 TRP)	125	125		125	125		125	125		125	125		125	125		125	125		125	125		125	125					$ 31,234		4,836	2,467
Radio :60/:90 (Victor Valley metro) (HW18-34 TRP)	tbd	tbd		tbd	tbd		tbd	tbd		tbd	tbd		tbd	tbd		tbd	tbd		tbd	tbd		tbd	tbd					$ -		-	-
Outdoor 30-Sheet Posters (DMA) (#25=57)	57 + 6 units (E)								57 + 6 units (E)								57 + 6 units (E)											$ 134,826		87,318	61,123
Outdoor 8-Sheet Posters (Metro) (#25=150)					150+15 units (P)								150+15 units (P)								150+15 units (P)							$ 83,220		98,010	68,607
Outdoor 8-Sheet Posters (Inland Empire) (#50=24)	12 + 1 unit (P)				12 + 1 unit (P)				12 + 2 units (P)				12 + 1 unit (P)				12 + 1 unit (P)				12 + 2 units (P)							$ 13,315		16,614	11,630
Transit Shelters (Los Angeles/Orange)	21 bonus								21 bonus								21 bonus											$ -		12,474	6,237
Catering Truck Posters	73 units				73 units					73 bonus				73 units				73 units					73 bonus					$ 20,059		21,199	14,839

	April				May					June				July				August					September								
Week Beginning :	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	Billable	Total Market Cost	Adult Imps. (000)	TA Imps. (000)
Monterey DMA (2.19% of CA HW18-49)																													$ 110,768		
Television :30 (spots/week)	50	50		50	50		50	50		40	40		40	40		40	40		40	40		40	40					$ 57,827		2,925	1,521
Radio :60/:90 (HW18-34 TRP)	125	125		125	125		125	125		125	125		125	125		125	125		125	125		125	125					$ 52,941		4,955	2,031
Latino Campaign, continued																															
Palm Springs DMA (1.89% of CA HW18-49)																													$ 99,399		
Television :30 (spots/week)	50	50		50	50		50	50		40	40		40	40		40	40		40	40		40	40					$ 64,745		2,425	1,358
Radio :60/:90 (HW18-34 TRP)	100	100		100	100		100	100		100	100		100	100		100	100		100	100		100	100					$ 21,569		1,785	1,106
Outdoor 30-Sheet Posters (Coachella Valley)	5 units (E)								5 units (E)								5 units (E)											$ 10,303		8,758	6,131
Catering Truck Posters	7 units				7 units					7 bonus				7 units				7 units					7 bonus					$ 2,781		2,033	1,423
Sacramento DMA (7.18% of CA HW18-49)																													$ 203,824		
Television :30 (HW18-49 TRP)	100	100		100	100		100	100		90	90		90	90		90	90		90	90		90	90					$ 99,530		7,805	6,009
Radio :60 (Sacramento metro) (HW18-34 TRP)	100	100		100	100		100	100		100	100		100	100		100	100		100	100		100	100					$ 51,218		3,527	1,940
Radio :60 (Stockton metro) (HW18-34 TRP)	100	100		100	100		100	100		100	100		100	100		100	100		100	100		100	100					$ 19,540		2,134	1,174
Radio :60 (Modesto metro) (HW18-34 TRP)	100	100		100	100		100	100		100	100		100	100		100	100		100	100		100	100					$ 19,540		2,480	1,364
Outdoor 30-Sheet Posters (Sacto & Stockton)	3 + 5 units (E)								3 + 5 units (E)								3 + 5 units (E)											$ 8,226		7,656	4,976
Transit Shelters (Sacramento)	5 bonus								5 bonus								5 bonus											$ -		3,036	1,973
Catering Truck Posters (Stockton/Modesto)	21 units				21 units					21 bonus				21 units				21 units					21 bonus					$ 5,770		6,098	3,964
San Diego DMA (6.85% of CA HW18-49)																													$ 361,571		
Television :30 (HW18-49 TRP)	120	120		120	120		120	120		110	110		110	110		110	110		110	110		110	110					$ 211,023		9,501	5,321
Radio :60/:90 (HW18-34 TRP)	125	125		125	125		125	125		125	125		125	125		125	125		125	125		125	125					$ 141,480		13,364	8,286
Catering Truck Posters	33 units				33 units					33 bonus				33 units				33 units					33 bonus					$ 9,068		9,583	5,462
San Francisco DMA (10.51% of CA HW18-49)																													$ 224,246		
Television :30 (HW18-49 TRP)	100	100		100	100		100	100		90	90		90	90		90	90		90	90		90	90					$ 201,133		12,857	6,686
Outdoor 8-Sheet Posters (metro) (#25=15)	8 units				7 + 1 units (P)				8 units (P)				7 + 1 units (P)				8 units (P)				7 + 1 units (P)							$ 6,785		9,504	5,227
Transit Shelters (East Bay/San Jose)	20 bonus								20 bonus								20 bonus											$ -		11,880	5,940
Catering Truck Posters (Santa Clara County)	50 units				50 units					50 bonus				50 units				50 units					50 bonus					$ 16,328		14,520	7,986
Daypart mix: 40% Daytime, 30% Afternoon Fringe, 30% Access/Primetime																												**Latino Campaign:**	**$ 4,079,292**	**$ 4,079,292**	**669,906**	**423,349**
																												$ 8,020,293	**$ 8,020,293**		
																												base plan budget:	**$ 8,020,293**		
																														1,717,742	**939,541**
																															54.7%

MEDIA PLAN AND FLOWCHART
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Spending by Medium:		Total	% of Total
Multicultural Television	$	3,161,620	39.4%
Multicultural Outdoor	$	779,381	9.7%
Spanish Television	$	2,235,800	27.9%
Spanish Radio	$	1,462,921	18.2%
Spanish Outdoor	$	380,570	4.7%
Total:	**$**	**8,020,293**	**100.0%**

Breakout by DMA:	% Food Stamp Recipients or Eligible	% Total CA Pop.	Target Audience Per Capita Index	Total Media Spending	% of Media Spending	Market Rank** CPM	Market Rank** Overall Weighting
Bakersfield	3.6%	2.0%	180	$ 220,002	2.7%	3	3
Chico	2.1%	1.6%	131	$ 44,514	0.6%	1	5
Eureka	0.8%	0.5%	160	$ 19,807	0.2%	8	9
Fresno	11.1%	4.6%	241	$ 512,760	6.4%	2	1
Imperial County#	0.8%	0.4%	200	$ 35,457	0.4%	5	8
Los Angeles	46.4%	45.6%	102	$ 5,540,823	69.1%	10	4
Monterey	1.8%	1.9%	95	$ 110,768	1.4%	4	7
Palm Springs##	1.0%	1.3%	77	$ 99,399	1.2%	9	12
Sacramento	13.1%	11.4%	115	$ 669,766	8.4%	6	2
San Diego	4.2%	8.6%	49	$ 361,571	4.5%	11	10
San Francisco	13.4%	20.0%	67	$ 348,144	4.3%	12	6
Santa Barbara	1.4%	1.9%	74	$ 57,283	0.7%	7	11
total advertising DMAs:	99.7%	99.8%	100	$ 8,020,293	100.0%		

**assumes 50% weighting to % CA Food Stamp Recipient ranking, 30% to Food Stamp Recipient Per Capita Index ranking and 20% to Women 18-49 CPM (daytime television) ranking (updated 5/09)

Imperial County is within the Yuma-El Centro DMA. Television coverage is from AZ stations which cannot be included for this campaign.

Since the Palm Springs DMA is entirely within Riverside County and the majority of Riverside County's population is within the Los Angeles DMA, this analysis projects the same "Per Capita Index" for all segments of Riverside County.

TELEVISION MODEL WORKSHEET
FFY 2011
(October 1, 2010 - September 30, 2011)

TV Model Worksheet
Los Angeles

Station	Program	Time	TRPs	%<185 FPL	>185% TRPs
Multi-Cultural TV Schedule					
Early Fringe					
KABC	Oprah	3-4p	11.4	20%	2.3
KCAL	Elimidate	6-6:30p	7.2	24%	1.7
KCAL	9 Cinema	7-9p Su	1.0	20%	0.2
KCBS	Hot Ticket	6:30p-7p	1.4	15%	0.2
UPN	Parkers	5-6pm	14.0	29%	4.1
UPN	70s Show	6:30-7p	3.6	29%	1.0
KNBC	Dr. Phil	4-5pm	19.2	20%	3.8
KTLA	Saturday Cinema	5-7pm	4.0	24%	1.0
KTLA	Rotation	5-7pm	3.6	24%	0.9
KTLA	Will & Grace	6:30-7p	3.6	24%	0.9
KTTV FOX	Home Improve/King of H.	4-5pm	4.0	15%	0.6
			73.0	23%	16.7
Daytime					
KCAL	People's Court	1-2pm	1.8	23%	0.4
KCBS	Judge Judy	3-4pm	10.0	23%	2.3
KCOP	Montel Williams	1-2pm	1.6	35%	0.6
UPN	Blind Date/Ext. Dating	3-4pm	5.6	35%	2.0
KNBC	Day Rotation	10a-1p	14.0	26%	3.6
KTLA	Maury Povich	9-10a	14.0	34%	4.8
KTLA	Maury Povich	12n-1pm	6.6	34%	2.2
KTTV FOX	Day Rotation	9a-4p	17.0	33%	5.6
KTTV FOX	Good Day Live	9-10a	20.0	33%	6.6
			90.6	31%	28.1
Early Morning					
KCBS	Sunrise	5-6am	1.2	27%	0.3
KCBS	KCBS 2 News	6-7am	4.2	27%	1.1
KCBS	Early Show 2	7-8pm	0.4	27%	0.1
KNBC	Today In LA	5-6am	4.2	13%	0.5
KNBC	Today In LA	6-7am	1.6	13%	0.2
KTTV FOX	Good Day LA	6-9am	26.4	21%	5.5
			38.0	21%	7.9
			TRPs		
Early Morning			10	21%	2.1
Daytime			50	31%	15.5
Early Fringe			40	23%	9.2
			100.0	**27%**	26.8
Cable TV					
Court TV				**24%**	
	2005 Impressions	**<185% FPL**	**>185% FPL**		
Broadcast - 27%	40,734,000	10,590,840	30,143,160		
Cable TV - 24%	2,851,380	684,331	2,167,049		
	43,585,380	11,275,171	32,310,209		
		26%	**74%**		
Hispanic TV					
KFTR		9a-3p	48.0	57%	27.4
KFTR		4-5p	25.0	74%	18.5
KMEX		7-10am	43.0	60%	25.8
KMEX		10a-3p	30.8	63%	19.4
KMEX		4-5p	6.4	67%	4.3
KMEX		7-8p	20.6	54%	11.1
KVEA		6-7A	5.0	63%	3.2
KVEA		3-4p	20.0	66%	13.2
KVEA		4-5p	15.0	62%	9.3
KVEA		9-10P	12.4	55%	6.8
KWHY		9:30-10a	12.0	65%	7.8
KWHY		2-3:30p	5.6	65%	3.6
KWHY		3:30-5p	6.0	65%	3.9
KWHY		10-10:30p	26.0	59%	15.3
KWHY		8-10p	18.0	55%	9.9
KWHY		7:30-8PM	6.0	55%	3.3
			299.8	**61%**	182.8
	2005 Impressions	**<185% FPL**	**>185% FPL**		
Hispanic Broadcast	15,795,000	9,634,950	6,160,050		
		61%	39%		
African American TV					
Fox/UPN	2,976,300	654,786	2,321,514	22%	
BET	2,138,535	513,248	1,625,287	24%	
	5,114,835	1,168,034	3,946,801	**23%**	

Source:
Nutrition Network July/Aug 04 TV buy used as prototype.
Scarborough Research Release 2 (Aug02-July03).
Percentage <185 FPL applied to 2005 Daypart Reco.
Projected 000's per RSE.

RADIO MODEL WORKSHEET
FFY 2011
(October 1, 2010 - September 30, 2011)

Radio Model Worksheet
Low-Income Spanish-Dominant Mothers of children 0-14

	Station	% Buy	<185% FPL	Wgted. Avg. <185% FPL	Projected 2005 000s	<185% FPL	>185% FPL
Bakersfield[1]	KIWI		80	**80**	740,700	592,560	148,140
	KMQA						
	KPSL						
Fresno/Merced/Visalia							
	KLBN	35.4%	71	25			
	KMMM	26.9%	70	19			
	KOND	37.7%	70	26			
		100.0%		**70**	536,400	375,480	160,920
Merced	KLOQ	57.8%	70	40			
	KMMM	12.6%	70	9			
	KOND	17.7%	70	12			
	KTSE	11.9%	70	**62**	351,900	218,178	133,722
		100.0%					
Visalia/Tulare	KIWI	13.1%	70	9			
	KMQA	80.4%	95	76			
	KOND	6.5%	70	5			
		100.0%		**90**	153,900	138,510	15,390
Los Angeles	KLVE	31.3%	48	15			
	KLYY	16.3%	56	9			
	KSSE	36.3%	49	18			
	KXOL	16.1%	56	9			
		100.0%		**51**	3,796,650	1,936,292	1,860,359
Riverside/San Bernardino	KDIF	4.6%					
	KLVE	23.6%	48	11			
	KLYY	54.7%	56	31			
	KXRS	17.1%	47	8			
		100.0%		**50**	973,440	486,720	486,720
Monterey[2]	KBRG						
	KLOK						
	KSES						
	KSOL			**46**	914,400	420,624	493,776
Sacramento				**50**	362,475	181,238	181,238
Stockton	KMIX	45.6%	58	26			
	KTSE	54.4%	58	32			
		100.0%		**58**	293,400	170,172	123,228
Modesto	KEJC	15.9%	58	9			
	KMIX	39.2%	58	23			
	KTSE	44.9%	58	26			
		100.0%		**58**	252,000	146,160	105,840
San Diego	KLNV	41.3%	61	25			
	KLQV	34.7%	54	19			
	XLTN	24.0%	54	13			
		100.0%		**57**	350,000	199,500	150,500
San Francisco	KBRG	25.6%	43	11			
	KEMR	18.9%	39	7			
	KLOK	13.5%	50	7			
	KSOL	42.0%	37	16			
		100.0%		**41**	3,821,625	1,566,866	2,254,759
San Jose	KBRG	23.5%	43	10			
	KEMR	24.9%	39	10			
	KLOK	18.2%	50	9			
	KSOL	33.4%	37	12			
		100.0%		**41**	1,092,375	447,874	644,501
Santa Rosa	KRRS	31.1%	50	16			
	KSOL	18.8%	37	7			
	KXTS	50.1%	50	25			
		100.0%		**48**	215,820	103,594	112,226
					13,855,085	6,983,767	6,871,318
						50%	50%

[1]Bakersfield is not measured by Scarborough. Used an average of Fresno and Visalia for <185% FPL factor.
[2]Monterey is not measured by Scarborough. Used an average of San Jose and Sacramento for <185% FPL factor.

Source:
Network July/Aug 04 Radio buy used as a prototype.
Scarbourgh Research Data.
Projected 000's per RSE.

OUTDOOR MODEL WORKSHEET
FFY 2011
(October 1, 2010 - September 30, 2011)

Worksheet for Outdoor Model
Los Angeles and Inland Empire

Downtown Los Angeles		Inglewood		North Hollywood		Bellflower			Inland Empire	
Census Key	< 185% FPL	Census Key	< 185% FPL	Census Key	< 185% FPL	Census Key	< 185% FPL		Census Key	< 185% FPL
6037208300	73%	6037231900	71%	6037122200	46%	6037540000	63%		6071004602	39%
6037207100	72%	6037232120	74%	6037121800	54%	6037551700	34%		6071004201	58%
6037208904	83%	6037232400	61%	6037121900	56%	6037553601	50%		6071004700	66%
6037209101	80%	6037232110	66%	6037121020	44%	6037541802	49%		6071004202	63%
6037203500	58%	6037229300	82%	6037122120	46%	6037553602	43%		6071003800	42%
6037209102	81%	6037232300	54%	6037123301	40%	6037553701	53%		6071005400	60%
6037208902	83%	6037229420	68%	6037122410	73%	6037553502	54%		6071006301	54%
6037207500	42%	6037232800	70%	6037122420	45%	6037553702	49%		6071006302	60%
6037209200	87%	6037232700	69%	6037123010	58%	6037542102	67%		6071007407	74%
6037206030	59%	6037229410	69%	6037123020	49%	6037554002	35%		6071005500	78%
6037209300	79%	6037232500	56%	6037123303	55%	6037553901	35%		6071007408	62%
6037207300	72%	6037232600	55%	6037123304	52%	6037553801	65%		6071004300	47%
6037207710	78%	6037239200	70%	6037123203	72%	6037553802	50%		6071005600	72%
6037206200	77%	6037237100	66%	6037123420	66%	6037554202	38%		6071006402	66%
6037210010	74%	6037237200	62%	6037123205	57%	6037554300	37%		6071006401	73%
6037206040	64%	6037237500	72%	6037123206	58%	6037553902	47%		6071007601	64%
6037207900	51%	6037237300	40%	6037123204	64%	6037570202	41%		6071004800	68%
6037206300	86%	6037237600	68%	6037123103	50%	6037570203	60%		6071005800	83%
6037206050	74%	6037237400	55%	6037123206	58%	6037554403	40%		6071005700	70%
6037224200	75%	6037239330	67%	6037123204	64%				6071006500	75%
6037226000	74%	6037239310	72%	6037123103	50%				6071004900	61%
6037204600	70%	6037239320	66%	6037123900	40%				6071004402	45%
6037224010	82%	6037239500	66%	6037124101	58%				6071005900	75%
6037204700	61%	6037239600	69%	6037124201	33%				6071007200	49%
6037224020	65%	6037237710	68%	6037123104	45%				6071006700	43%
6037224600	67%	6037237800	48%	6037123601	41%				6071006000	40%
6037205110	73%	6037237720	69%	6037124300	48%				6071005000	61%
6037226410	65%	6037239700	71%	6037124202	58%				6071007000	54%
6037226420	69%	6037238310	80%	6037124102	53%				6071006800	62%
6037205120	84%	6037238200	45%	6037125310	54%				6071004000	52%
6037227010	81%	6037239800	66%	6037124901	37%				6071006900	60%
		6037238320	78%						6071007108	32%
		6037240010	79%						6071007102	25%
		6037240200	66%						6071007301	46%
		6037240300	76%							
								LA Avg:	**Inland Empire**	
	72%		66%		52%		48%	**60%**	**Average:**	**58%**

Los Angeles	Total 000s	<185% FPL	>185% FPL			Total LA DMA	
Multi-Cultural Target							
30-sheet Posters	134,750,700	80,850,420	53,900,280				
8-sheet Posters	275,940,000	165,564,000	110,376,000				
Catering Trucks	53,946,000	32,367,600	21,578,400				
	464,636,700	278,782,020	185,854,680	Multi-C	503,227,420	301,164,638	202,062,782
African American Target							
8-Sheet Posters	69,552,000	41,731,200	27,820,800	AA	75,895,680	45,410,534	30,485,146
Total LA	534,188,700	320,513,220	213,675,480				
Inland Empire							
Multi-Cultural Target							
8-Sheet Posters	38,590,720	22,382,618	16,208,102				
Latino Target							
8-Sheet Posters	14,801,920	8,585,114	6,216,806	Latino	14,801,920	8,585,114	6,216,806
African American Target							
8-Sheet Posters	6,343,680	3,679,334	2,664,346				
Total Inland Empire	59,736,320	34,647,066	25,089,254				
Total LA DMA	593,925,020	355,160,286	238,764,734	Total	593,925,020	355,160,286	238,764,734
		60%	40%				

Source:
Network July/Aug 04 outdoor buy used as a prototype.
Nutrition Network Geographic Information System (GIS).
Projected 000s per RSE.

FEDERAL FISCAL YEAR (FFY)2011 PROJECT SUMMARY BUDGET

***NETWORK FOR A HEALTHY CALIFORNIA* COMMUNICATIONS**

Federal Share Budget	**FFY2010**			**FFY2011**			
	PHI	**STATE**	**TOTAL**	**PHI**	**STATE**	**TOTAL**	**% DIFFERENCE**
1. Personnel Salaries/Benefits	334,616	340,029	674,645	258,807	284,061	542,868	(19.53)
2.Contracts/Grants/Agreements	315,015	10,000,000	10,315,015	447,840	10,000,000	10,447,840	1.29
3. Non-capital Equipment/Supplies	13,200	22,160	35,360	9,900	10,188	20,088	(43.19)
4. Materials	55,000	0	55,000	80,000	0	80,000	45.45
5. Travel	15,100	9,128	24,228	13,100	8,293	21,393	(11.70)
6. Administrative *	0	0		0	0	0	
7. Building/Space and Other General Expenses *	40,000	111,103	151,103	30,000	97,601	127,601	(15.55)
8. Maintenance *	0	0		0	0	0	
						0	
9. Equipment & Other Capital Expenditures	14,000	0	14,000	10,500	0	10,500	(25.00)
Total Direct Costs	**786,931**	**10,482,420**	11,269,351	**850,147**	**10,400,143**	**11,250,290**	(0.17)
11. Indirect Costs @8.6 % of Personnel Costs for State staff**	93,293	29,242	122,535	80,818	24,429	105,247	(14.11)
12. TOTAL COSTS	**$880,224**	**$10,511,662**	**$ 11,391,886**	**$930,965**	**$10,424,572**	**$11,355,537**	**(0.32)**

See Appendices, Sction C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)
*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately
**Indirect Cost rate for the State is 8.6% of total personnel costs and PHI is 16.5% of total budget less subcontracts

10% Budget Changes Justifications

1. Both PHI and state lost FTEs in this project. On the state side, this is mostly due to zero-funding of .55 FTE (HPS I) that was in place in the FFY2010 Plan but had become vacant in the FFY2011 Plan. Two office technicians and one SSA were partially spread in this unit in the FFY2010 Plan but only one was partially allocated to this unit in the FFY2011 Plan. On the PHI side, a Health Educator position was moved from this project to Materials and Distributions

3. The decrease is due to the reduction in FTE as well as the new treatment of LAN support costs which are no longer budgeted in this line item and were 750 per 1.0 FTE for state and PHI staff. These are now distributed/allocated costs for the Network. These can be found under Budget line item number 7

4. Increase in Materials is due to updating and reprinting Network Partner Communications materials.

5. Decease in travel costs is due to reduction of 0ut-of-state trips and in PHI, the moving of 1.0 FTE to the Materials & Communications budgett

7. These costs are driven by FTEs and again the decrease is due to a zero-funded .55 FTE previsoulsy fully funded (HPS I) and reduction of partial allocations in clerical staff assigned to this unit as well as 1.0 FTE in PHI moved to Materials & Distribution (see #1 (Personnel Salaries/Benefits) above).

9. Decrease due to reduction in personnel (See item number 1 above)

11. Decrease due to reduction in personnel (See item number 1 above)

Please see Section D attachment for all media contract detail budget information

STATE LEVEL PROJECT SUMMARY FORM

Research and Evaluation Unit - Project #1

1. **Goals & Objectives** *(See State Level Objectives).*

2. **Project Title: Reporting System for Process Evaluation:** Data collection; Development and preparation of data collection system for current, Semi-Annual Activity Report (SAAR) and Education and Administrative Reporting System (EARS); reporting and compilation of process evaluation data.

   a. Related State Objectives

   Related State Objectives include # 3, 8

   b. Audience[1]

   Gender: Female and Male

   Ethnicity: All races and ethnicities with specific targeting for African American, Caucasian/White, and Latino/Hispanic populations

   Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese, Korean, and/or Hmong.

   Ages: All ages. Primary focus is on families, especially mothers, with children.

   c. Focus on SNAP-Ed-Eligibles

   All of the activities funded by USDA are designed to reach Supplemental Nutrition Assistance Program-Education (SNAP-Ed)-eligible consumers and this project is to provide evaluation and evaluation resources to the *Network* and SNAP-Ed intermediaries so that they, in turn, can more effectively provide nutrition education to the SNAP-Ed eligible consumers that they serve, with SNAP-Ed eligibility based on income and other USDA-approved targeting criteria.

   Income Targeting Data Source:
   Besides activities at location-based proxy sites and high-volume grocery stores, site verification of 50% or greater SNAP-Ed eligibles participating in projects participating in collection of tracking data will be based on the following data sources:

   Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications.

   d. Project Description

   The following key strategies will be employed; we will…
   - collect program tracking data for LIAs and other funded contractors;
   - collect program tracking data for Regional *Network*s (RNs);
   - continue to engage key staff in ongoing work groups to continue to improve the collection of EARS data, incorporating collection of SAAR data into EARS data collection system;
   - obtain agreement from CDPH IT to engage a consultant or sub-contractor and with UC-FSNEP to design and test a system to collect EARS data from pilot projects; collaborate with other SNAP-Ed states where appropriate; and

[1] The intended audience for this project is staff of Network funded projects.

- maintain and enhance computer systems for collecting and analyzing current process data in full compliance of State information tehcnology requirements until the transition can be completed.

Key Educational Messages: N/A
Intervention Sites: All

Projected Number of Contacts:

Direct Contacts: 0[2]

Indirect Contacts: 0

Narrative Summary:
All programs funded by *Network* funds will complete a SAAR as part of semi-annual or annual progress report requirements. These data will be analysed by REU staff and used for internal evaluation.

Staff will continue the work initiated in FFY 2007 to develop and implement a system for collecting and managing EARS data that are integrated with other *Network* progress reports. All program funded by *Network* will complete augmented Activity Tracking Forms (ATFs), formerly used only for the SAAR, that were modified in FFY 2010 to allow for compilation of data for EARS. The development of a joint ATF for the collection of both SAAR and EARS data concurrently with automatic calculation of Summary EARS, SAAR, and meeting SOW Objectives data has been a step forward. The next step will be transferring this type of streamlining to an online data collection system, doing development and beta-testing in 2011 and implementation in 2012. Should we receive CDPH IT approval to move forward with developing a more sophisticated system, we will engage a contractor.

Summary of Research

This project is a process evaluation to inform the State and local projects of the annual scope of their activities for reflection and application to the projects in the future, part of the feedback loop for social marketing. The Office of Analysis, Nutrition, and Evaluation identifies process evaluation as useful for tracking implementation and identifying if the intervention is being delivered as intended.[3] Baranowski and Stables (2000) found process measures to directly relate to success of nine state 5 a Day projects.[4] Examples of process evaluation and activity tracking from previous years can be found in interim and final reports from FFY 2000- 2009.

However, with the addition of EARS requirements, current tracking requirements have been re-evaluated for transferability to EARS, respondent abilities, and general utility of all program data collected. During FY 2010, we continued to re-evaluate current *Network* tracking requirements. We compiled in one place all forms of process data the *Network* gathers to see how we can reduce data collection, and our IT Unit begun the process of building a database to reduce the need to collect duplicate data. These program needs closely model what Michael Quinn Patton[5] calls "Utilization-Focused Evaluation", which emphasizes that evaluation data should judged by their

[2] This project is intended to collect process evaluation data from *Network* projects, No direct or indirect services will be provided to the target audience of the *Network*.
[3] USDA Food and Nutrition Service, Office of Analysis, Nutrition and Evaluation. Nutrition Education: Principles of Sound Evaluation, Sept 2005.
[4] Baranowski T, Stables G, Process evaluations of the 5 a Day projects. Health Education and Behavior 2000 27(2) 157-166.
[5] Quinn Patton Michael. (2002). Utilization-focused Evaluation Checklist. www.umich.edu/evalctr/checklists .

utility and actual use. Evaluation priorities are determined by what primary users and stakeholders want to know. All program and fiscal data collected by the *Network* are being assessed for: 1) the ability or gaps in the ability to respond to EARS reporting requirements; 2) the utility of current activity tracking and program data to respond to *Network* evaluation projects that are of high interest, are frequently used, have a strong theoretical foundation, and excluding items that are simply interesting or nice to know; and 3) elimination of duplicative reporting.

Use of EARS tracking is mandated by USDA and was first piloted by California volunteers during FFY05. In FFY08 the *Network* participated in the USDA's retroactive EARS pilot test. While we completed the data submission to the best of our ability, the *Network* had not been collecting data formatted for EARS and some components of *Network* program activity such as social marketing were not included in EARS. Additionally, for school partners we were severely limited by how California Department of Education classifies racial and ethnic data, which is different from how EARS classifies these data. The results were that some work was not included at all, and other work which theoretically fit the Direct Education classification was either not counted or classified as Social Marketing. The Department of Education has indicated that its issues will be worked out by the end of summer 2010. We have been working diligently with our contractors to correctly classify their activities.

Development of a relational database to collect and analyze EARS and *Network* data is currently under review by the Department of General Services, however issues within CDPH IT itself have continued to present challenges, setting the development, implemention and piloting of a database among *Network* staff and our contractors back yet further. To that effect, an alternate plan based in Microsoft Excel was developed for reporting in FFY 2010 and we will use it again in FFY 2011.

e. Modification of Project Methods/Strategies

- We have retained the semi-annual data collection period
- The Excel-based system is operational and we will continue to use it in FFY 2011, making improvements based on the advice of our contractor workgroup (see below)
- A robust contractor workgroup met regularly with us throughout the year as the system was developed and continues to meet to troubleshoot it. One large contractor is working with the IT staff in her organization to develop an Access database to collect their data and may be able to share it with other interested contractors, This group will be our beta testers should we be able to begin to develop an online system during FFY 2011.
- We will continue to review and modify as necessary all *Network* fiscal and programmatic data that are collected. Duplications will be eliminated and data sources linked wherever possible
- To that end, we will examine the possibility of automating the collection of the Activity Tracking Form (ATF) information to directly feed into the SAAR, perhaps though the centralized database currently being developed by our IT Unit. It is also possible that this information will be incorporated into the design of the EARS data collections system.

Use of Existing Educational Materials

No educational materials will be purchased; existing data collection materials will be modified to reduce contractor workload.

Annual training regarding final reports, activity tracking forms and SAARSwere adapted for the new EARS tracking forms. Supporting instructive documentation was also developed and disseminated.

f. Development of New Educational Materials

No new educational materials will be developed; as needed, new data collection materials, which currently do not exist, will be developed for use with an online EARS data collection system.

g. Key Performance Measures/Indicators

- Activity tracking and social marketing program summary data reported by LIAs, RNs, and all *Network for a Healthy California* campaigns and programs.
- Fiscal data related to EARS
- Data for EARS: direct education population demographics, direct education program data, social marketing data, indirect education data

Evaluation Plan

See also

- **1a FFY 2011 Evaluation Plan_EARS**
- **1b FFY 2011 Evaluation Plan_SAAR**

Projects it is associated with:

All *Network* local and regional projects must complete either a local or regional SAAR and an EARS report based on their ATF data.

Evaluation type: Primarily process evaluation

Questions that will be addressed:

- Activity Tracking Form (ATF) – What individual events with what populations are conducted by the local agencies?
- Semi-Annual Activity Report (SAAR) - How many impressions are generated by the different types of major social marketing activities? How are partnerships growing and changing within the *Network*?
- Data streamlining- What program data do we currently collect that may pertain to future use in EARS? How can we consolidate and eliminate some of the information we are currently collecting from contractors to reduce contractor burden when EARS is implemented?
- Educational and Administrative Reporting System (EARS) – What is the best way to collect programmatic EARS data from contractors and RNs in lieu of a web-based system? What populations is the *Network* serving? Through what type of education? In what settings? What does providing nutrition education cost?
- Beta-testing EARS data collection: What are the issues involved in collecting the following, and how can they collaboratively be resolved: unduplicated person counts, direct education population demographics, direct education program data, social marketing data, and indirect education data?

Design and Measures:

The major measurement instrument being used is the ATF, with activity information entered on an ongoing basis and automatically calculated onto summary spreadsheets (separately) for the

SAAR and for EARS. LIA SAAR data will then be transferred by the contractor onto the online data collection system, while the REU staff will work with the EARS data directly.

Plans for using the results:
Results of the SAARs were compiled for the State and for the 11 *Regional Networks*, will be provided to the contractors to enable them to get a better picture of where as a whole, their efforts had been directed since FFY 2009. This information will be provided again during FFY 2011. Decisions resulting from data streamlining will change the reporting requirements from contractors, hopefully reducing respondent burden and maximizing use of data that are reported. It is our understanding that USDA plans to use our EARS data in conjunction with that of other states to paint a picture of SNAP-Ed and its participants. A carefully designed online system will enable each contractor to receive a report of its own population, setting, and program picture.

Previous evaluation:
- Previous process and activity tracking reports can be found in prevous year-end reports to USDA; the SAAR is currently being collected in and will be tabulated for FFY 2010.
- The LIA and the RN SAARs were subjected to a content review in FFY 06, which resulted in a reduction of reporting requirements by nearly half in FFY 07 and a new, automated activity tracking form that greatly reduced the person-hours required to compile summary reports.
- EARS has not previously been required and there is no previous evaluation using the EARS system except for the pilot tests we conducted for USDA in FFY 05 and FFY 08. Data for the fiscal questions on EARS (Q9 and Q10) were compiled for the first time in FFY 07 and have been submitted routinely starting with our Final Report for FFY 2008.

4. Coordination Efforts

One question on the SAAR asks each project to "List up to 5 organizations or programs you work with most often and the city where they are located." These data are used to conduct a social network analysis of the 11 *Regional Networks* and detect statewide patterns; this analysis is conducted annually. Results were presented at the 2008 American Public Health Association Annual Conference and the 2009 *Network for a Healthy California* Annual Conference. The results up through 2007 from sociograms demonstrate that more counties participated and networks were more integrated in 2007 than in 2001. Increased cohesion of *Network* partners was demonstrated by significantly decreased fragmentation, and improved efforts to reach out to both new and existing partners are demonstrated by density over time. These results indicate that the *Network* has developed in a way consistent with program goals.

In addition, *Network* and UC-FSNEP have been having collaborative EARS discussions. Although at this point we are not planning joint data collection, we have been pooling our ideas on data collection techniques and feel this has been mutually productive

Title of the evaluation	Semi-Annual Activity Report (SAAR)
The project or projects with which it is associated	All *Network*- funded local projects including Local Incentive Awardees, Non-profit Incentive Awardees, Local Food Nutrition Education, and faith- based projects.
The type of evaluation as primarily a formative, process, outcome or impact assessment	Process
The question(s) to be addressed by the evaluation	What changes occurred in the extent and type of social marketing activities conducted by *Network* local projects during this fiscal year? -- Will there be an increase in reach, impressions, and type of activity from *Network* -funded activities such as retail outlet interventions, farmers' market interventions, nutrition education classes and promotional events? -- Will there be an increase in the number of impressions generated from *Network* advertising on television, radio and print outlets? Will there be changes indicative of strengthening of partnerships among *Network* local contractors? Will local contractors observe any changes to environment and policies for physical activity, food security and healthy diet due to Network consumer nutrition education?
The approach to conducting the evaluation, including scope, design, measures and data collection	Over 130 *Network* contractors are projected to complete the SAAR which is a planned survey instrument based on contractors' conduct of allowable activities for a six-month period of time. Data are self-reported into an Excel document called the Activity Tracking Form, which uses auto-calculation to help contractors summarize their *Network* activities, including contacts and by type of activity. Contractors enter their summarized data onto an online data collection form developed by the State. State staff conduct the data analysis; data from each of the six-month periods is combined to produce an annual data report.
Plans for using the results	Provide feedback to local contractors and regional lead agencies about the extent and type of their social marketing activities; demonstrate the efforts made to achieve *Network* goals and objectives through social marketing. Determine the *Networ* k's reach, impressions and trends in impressions. Evaluate the relationship between social marketing activities and statewide changes in behavior over time.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	Yes, most recently March 2010 (FFY10).
Project cost	There are no additional costs. This project uses existing evaluation resources and staff.

Title of the evaluation	Educational and Administrative Reporting System (EARS)
The project or projects with which it is associated	All the Fruit Vegetable Physical Activity campaigns and programs and all *Network*- funded local projects and, including Local Incentive Awardees, Non-profit Incentive Awardees, Local Food Nutrition Education, and faith- based projects.
The type of evaluation as primarily a formative, process, outcome or impact assessment	Process
The question(s) to be addressed by the evaluation	In California, for those who participated in *Network* activities: What are the unduplicated counts and contacts by SNAP status? What are the SNAP-Ed participant ages and genders by SNAP status? What is the racial/ethnic composition of SNAP-Ed participants? What are the major nutrition educational activities for the current year? In what settings did SNAP-Ed activities take place? What are the variety of materials distributed by implementing agencies? What are the SNAP-Ed expenditures by category of spending?
The approach to conducting the evaluation, including scope, design, measures and data collection	Over 130 *Network* contractors are projected to complete self-reported data into an Excel document called the Activity Tracking Form, from which the Network is able to summarize their activities according to the EARS reporting requirements. State staff conduct the data analysis to produce the data sent to CDSS for the annual EARS report via the FPIR's database system.
Plans for using the results	Inform management decisions; support policy initiatives; provide documentation for legislative, budget & other requests; support the planning function
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	This project is being done for all its elements for the first time in FFY10; we have provided fiscal information since FFY08.
Project cost	$14,454 for state staff data entry; we do not yet know what the cost to the contractors will be.

STATE LEVEL PROJECT SUMMARY FORM

REU - Project #2

1. **Goals & Objectives** *(See State Level Objectives).*

2. **Project Title:** Outcome/Impact Evaluation of Network-Funded Projects

   a. **Related State Objectives**

   Related State Objectives include 1d and 7

   b. **Audience**

   Gender: Female and Male

   Ethnicity: All races and ethnicities with specific targeting for African American, Caucasian/White, and Latino/Hispanic populations

   Languages: English and Spanish

   Ages: All ages.

   c. **Focus on SNAP-Ed Eligibles**

   All of the targeted activities funded by USDA are designed for eligible consumers where they shop, learn, work, recreate and live. Activities also reach SNAP-Ed intermediaries so that they in turn can more effectively provide nutrition education to the eligible consumers.

   Income Targeting Data Source:
   Besides activities at location-based proxy sites, site verification of 50% or greater SNAP-Ed eligibles participating in projects taking part in outcome/impact evaluation will be based on the following data sources:

   Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications

   d. **Project Description**

   Key Strategies: the *Network* will continue to use a comprehensive set of strategies to build contractors' outcome/impact evaluation capacity, provide oversight to conduct of outcome/impact evaluation, compile results as a whole, and engage contractors in a feedback discussion regarding program and evaluation method improvement. This unique approach will enable contractors to conduct comprehensive impact evaluation using science-based principles. These strategies include one-on-one technical assistance, small group trainings/workshops, and large group sessions, teleconferences to promote utilization of findings, and the development and distribution of evaluation materials and tools like surveys, report templates and data entry templates (See REU Project #4 for materials).

   Key Educational Messages: This project will convey how to conduct outcome/impact evaluation using sound principles of evaluation, interpret results and use findings to refine nutrition education activities.

   Intervention Sites:

Impact evaluation takes place in the *Network's* provider channels. These include: Schools, Local Health Departments, Colleges/Universities, County Offices of Education and Cooperative Extensions.

Projected Number of Contacts:[1]

Direct Contacts: 182 evaluation trainees

Indirect Contacts: 8,600 subjects

Narrative Summary:

During FFY 2011, approximately half of the contractors will continue to conduct outcome/impact evaluation to measure change in fruit and vegetable consumption, physical activity and factors that influence those behaviors. As per carefully designed plan and timeline, one-on-one and group evaluation trainings and technical assistance will be provided (one-on-one ongoing; four large groups; several smaller groups, depending on need) to develop evaluation plans for individual contracters and collaboratives. These contractors will conduct pretests, implement nutrition education activities, conduct posttests then enter, analyze and report findings using surveys, data entry templates, report templates and other resources provided by the *Network*. Subsequently they will work with the Research and Evaluation and Community Development teams to interpret the results and help improve programs for SNAP-Ed eligible populations. The Research and Evaluation Unit will produce an overall FFY 2011 evaluation report based on findings.

e. Summary of Research

The design that will be implemented employs scientifically-based methods. These can be clustered into three areas. The first, evaluation planning, includes elements like securing buy-in[2], using logic models to plan evaluations, and employing sound evaluation designs.[3] The second area concerns evaluation implementation and includes elements like using proper survey administration methods[4], ensuring accurate data entry, and rigorous data analysis techniques. The third concerns proper reporting and utilization. Consequently, these evaluations are grounded in sound evaluation principles[5] and provide results that can be validly used for program improvement.

f. Modification of Project Methods/Strategies

Over the past 5 years contractors have become smarter evaluators and have started to critically think about the methods they use, including the survey tools. During this time an increasing number of contractors have expressed interest in exploring additional methods to capture success.

Each year contractors are expected to conduct an evaluation that is more rigorous than the one conducted in the prior year. In FFY 10, most contractors measured consumption using one of a variety of instruments designed for children in third through eighth grade. Many contractors used the same consumption survey, based on the Baylor University School Physical Activity and Nutrition Project instrument; contractors working with high school students used a similar

[1] Direct was estimated based on-2009-10 outcome/impact evaluation workshop attendees (26-from-10 agencies and 17 CPNS staff,-and 139 individuals from 47 contractors directly participating in the outcome/impact evaluation; indirect for 2009-10 is based on 2008-09 outcome/impact evaluation sample size.- (8,600).

2 Patton MQ. Utilization Focused Evaluation: the New Century Text, 3rd Ed. Sage Thousand Oaks, CA (1997)

3 Cook TD, Campbell DT, Quasi-Experimentation Design & Analysis Issues for Field Settings. Houghton Mifflin Company, Boston 1979.

[4] Dillman DA, Mail and Internet Surveys: The Tailored Design Method, second edition. John Wiley and Sons, New York 2000.

[5] USDA Food and Nutrition Service, Office of Analysis, Nutrition and Evaluation. Nutrition Education: Principles of Sound Evaluation, Sept 2005.

instrument. In FFY 2011, all contractors working with children from third grade up will use one of these instruments, and those working with adults will be required to use the Food Behavior Checklist or Fruit and Vegetable Checklist for this purpose for so that standardized comparisons can be made across contractors. Rigor may be enhanced by measuring a greater number of indicators, increasing sample size or adding an income-eligible comparison group. This ensures adherence to sound principles of evaluation.

The findings from these evaluation activities lead to changes in nutrition education like concentrating nutrition education in a shorter period of time rather than longer, increasing the number of times participants attend a class, or refining nutrition education activities. These also result in more standardized activities, sharing ideas and practices, and a broader use of existing materials. Modifications vary based on the evaluation findings of a given contractor.

In FFY 2008 a broad set of process measures was developed to accompany the collection of outcome/impact data from *Harvest of the Month* projects to further examine differences in findings between contractors. That concept was expanded to additional contractors in FFY 2010.

g. Use of Existing Educational Materials

All of the materials, primarily developed or compiled by Andy Fourney, DrPH, with assistance from Andrew Bellow, are available in English. Some of the surveys in the compendium are also available in Spanish. The surveys in the compendium have been validated by other researchers or represent modifications thereof to be more appropriate for *Network* program participants. These materials include:

1. Impact Evaluation Handbook for *Network for a Healthy California* Local Incentive Awardees, 2010-11 edition,[6] Andy Fourney, English.
2. A Compendium of Surveys.[6] Andy Fourney, English.
3. PowerPoint presentations and other training and workshop materials in English by Andy Fourney and Andrew Bellow
4. Report templates[6]
5. Evaluation plan templates[6]
6. MS Excel-based data entry templates[7]
7. Scope of Work impact objective template[7]

h. Development of New Educational Materials

See REU Project #6, Technical Assistance.

i. Key Performance Measures/Indicators

- The primary indicators are fruit and vegetable consumption, upstream measurements, such as social norms, and related factors like parental support, accessibility of fruit and vegetables in the home, knowledge, preferences, familiarity, self-efficacy, and outcome expectations. Contractors must measure individual level consumption change and may measure other factors as well. In addition, measures of dosage, multiple types of nutrition education provided, and other barriers/facilitators to FV consumption in the venue are compiled.
- Contractor performance indicators are 1) the percent of contractors fulfilling their evaluation responsibilities in a complete and accurate manner and 2) the percent

[6] Available at: http://www.cdph.ca.gov/programs/cpns/Pages/ImpactEvaluation.aspx
[7] Available upon request from the Research and Evaluation Unit

actively engaged in follow-up teleconferences or web-based meetings using the evaluation findings to improve their future efforts

3. Evaluation Plan

See also

- **2a. FFY 2011 Evaluation Plan_Impact Outcome Evaluation Youth with Project List**
- **2b. FFY 2011 Evaluation Plan_Impact Outcome Evaluation Youth, LAUSD**
- **2c. FFY 2011 Evaluation Plan_Impact Outcome Evaluation Adult with Project List**

Outcome/impact evaluation is conducted in order to identify successful interventions, potential best practices, and provide contractors direction for program refinement, improvement, and redirection of effort. Many contractors have not received extensive training in evaluation during their professional education; this project provides standardized evaluation guidance and provides contractors with quality evaluation tools and resources. State level analysis of data enables the *Network* to better look at overall project accomplishment.

All FFY 2011 contractors receiving over $350,000 in Federal Share (n = ~45) will be required to conduct outcome/impact evaluation by measuring change in fruit and vegetable consumption and/or related knowledge, attitudes, beliefs. This will include pre-tests and post-tests using validated surveys or metrics adapted from validated surveys. Some contractors will add control groups, and others will assess impact resulting from varied dosages of nutrition education. All will provide qualitative data on standardized reports to further describe the impact of nutrition education. Teleconferences and one-on-one assistance will be provided to ensure results are used to refine nutrition education activities. The most recent year of evaluation was 2009-10.

4. Coordination Efforts

The *Network* has involved SNAP partners, like UC-FSNEP, in the evaluation project and shared results via teleconferences with project participants to improve programs, refine evaluation plans, and diffuse promising practices. Evaluation resources created and compiled to promote coordination have been shared via the *Network*'s website. These include the Impact Evaluation Handbook, the Compendium of Surveys, report template and other materials. The Compendium includes two surveys, the illustrated Food Behavior Checklist and the illustrated Fruit and Vegetable Checklist, that were developed jointly by the *Network* and University of California Cooperative Extension. The resources, evaluation results and methods of evaluation, as conducted by the *Network*, have been presented at national conferences[8,9,10] and with other SNAP-Ed social marketing nutrition networks in the Western Region including HI, WA, and AZ. Regional *Network* staff have used the resources as have the LIAs and Special Projects, like the Local Food and Nutrition Education channel.

We will continue to offer evaluation workshops to CA staff operating *Network* interventions throughout the year. New materials, evaluation methods and results will be shared with other state networks to strengthen their nutrition education activities and evaluation practices.

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[8] Fourney A, et al. What Works in Multi-Site Evaluations of Nutrition Education Interventions? Presented at American Evaluation Association, Portland, OR, November, 2006.
[9] Townsend MS, Silva K, Martin A, Metz D, Wooten-Swanson P. Improving readability of an evaluation tool for low income clients using visual information processing theories *J Nutr Educ Behav*.. 40(3):181-6, 2008.
[10] Fourney A, et al. Improved Evaluation through Enhanced Policies and Better Capacity Building. Presented at American Evaluation Association, Denver, CO, November, 2008.

	Impact/Outcome Evaluations of Larger LIA Projects (Youth)
	The project or projects with which it is associated
Contract Number	**Contractor**
08-85116	ABC USD
07-65305	Alameda COE (Coalition) Hayward
07-65302	Alameda County Health Care Services Agency
09-11210	Alisal Union School District
09-11265	California State University, Chico, Research Foundation (SCNAC)
09-11220	Compton USD
09-11258	Contra Costa Health Services (Community Wellness and Prevention Program)
09-11223	Del Norte USD
08-85119	East Los Angeles College
08-85131	Fresno COE
09-11225	Hawthorne School District
08-85185	Health Education Council
08-85133	Humboldt COE
09-11226	Huntington Beach Union High School District
08-85134	Kernville USD
07-65325	Long Beach USD
08-85135	Long Beach, City of, Department of Health & Human Services Agency
09-11228	Los Angeles COE
07-65327	Los Angeles Trade Technical College
09-11261	Marin County Health and Human Services
08-85140	Merced COE
09-11260	Montebello
07-65330	Monterey County Health Department
08-85141	Mount Diablo USD (After School Program)
07-65332	Newport-Mesa Unified School District (USD)
08-85144	Orange County Superintendent of Schools (ACCESS)
09-11221	Riverside, County of, Community Health Agency
09-11222	San Bernardino, County of, Department of Public Health
08-85154	San Francisco USD
08-85156	Santa Ana USD
08-85159	Shasta County Office of Education (COE)
08-85182	Shasta County, Public Health Branch
09-11236	Southern Indian Health Council
08-85163	Ukiah USD
08-85167	Ventura USD

Title of the evaluation	Impact Evaluations of Los Angeles Unified School District (LAUSD) LIA Project
The project or projects with which it is associated	LAUSD LIA Project
The type of evaluation as primarily a formative, process, outcome or impact assessment	Impact
The question(s) to be addressed by the evaluation	Is fruit and vegetable consumption associated with increased consumption improving among SNAP-Education eligibles participating in the nutrition education provided by LAUSD? Are fruit and vegetable factors associated with increased consumption improving among SNAP-Education eligibles participating in the nutrition education provided by LAUSD? Is consumption of other healthy foods improving among SNAP-Education eligibles participating in the nutrition education provided by LAUSD? Is consumption of low nutrient and/or sweetened beverages decreasing among SNAP-Education eligibles participating in the nutrition education provided by LAUSD?
The approach to conducting the evaluation, including scope, design, measures and data collection	The Network Youth Survey, adapted from the School Physical Activity and Nutrition Project Instrument, will be used as Pre-test/post-test with at least 50 matched pairs of respondents who have participated in at least 5 significant education contacts, as per the LAUSD award program. A control group from SNAP-Education eligible schools who were not selected by the LAUSD award program will also complete the pre- and post-tests. Students from grades 4-8 will be included. Surveys will be conducted in Spanish or English. Data are collected through self-administered surveys in the classroom, facilitated and coordinated by a subcontractor.
Plans for using the results	Results will be used as guidance for the next year's planning. Evaluation reports are submitted annually at the end of July to the State along with a draft plan for the upcoming year's evaluation. LAUSD meets via teleconference with a group composed of Network state evaluation staff, their PM, and their NEC if a school-based program, to consider the programmatic implications of the results. In addition to providing project-specific guidance, evaluation findings are examined as a whole to identify best practices. In FFY 11, LAUSD will be surveying students, unlike previous years which evaluated parent education.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	A parent education project was evaluated previously in FFY 09 and FFY10. Student nutrition education has not previously been evaluated.
Project cost	Current budget estimate are $110,000 to cover a project coordinator responsible for intervention tracking, a subcontractor responsible for data collection and data entry, and a project assistant.

	Impact/Outcome Evaluations of Larger LIA Projects (Adults)
	The project or projects with which it is associated
Contract Number	**Contractor**
08-85120	Alhambra USD
09-11211	Berkeley USD
09-11224	El Monte City School District
07-65329	Monrovia USD
08-85179	Orange County Health Care Agency
08-85143	Orange County Superintendent of Schools (Coalition)
08-85146	Pasadena USD
08-85149	Rosemead
09-11228	San Gabriel (LACOE)
08-85562	Tulare COE
08-85165	UCCE Alameda County (Child and Youth Nutrition Program)

STATE LEVEL PROJECT SUMMARY FORM

Research and Evaluation Unit - Project #3

1. **Goals & Objectives** *(See State Level Objectives).*

2. **Project Title:** Statewide Surveillance of Adults, Low-Income Segments

a. Related State Objectives

Related State Objectives includes #1, #2, #8

b. Audience

Gender: Female and male (CDPS,[1#]* CA BRFS,[2#]* CHIS,[3#]*) Female only (CWHS,[4#]*)

Ethnicity: All races and ethnicities with specific targeting for African American and Latino/Hispanic populations (specific targeting for CDPS only)

Languages: English, Spanish, and select Asian languages

(CDPS, CA BRFS, CWHS, – English and Spanish); (CHIS - English, Spanish, Cantonese, Mandarin, Vietnamese, and Korean)

Ages: 18+ years (CDPS, CA BRFS, CWHS, CHIS)

c. Focus on SNAP-Ed Eligibles

All of the surveillance funded through the *Network* by USDA SNAP funds is designed to pay only for Supplemental Nutrition Education Program (SNAP) or SNAP-Ed-eligible consumers; other sources are sought to pay for the SNAP-Ed 130-185% Federal Poverty Level (FPL) and >185% reference populations.

Income Targeting Data Source:
Besides obtaining participation at location-based proxy sites, other surveillance activities will be based on the following data sources:

SNAP telephone listing without identifying information; non-identified household size and income; *Network* GIS Census Tract Data; and WIC Income Guideline Qualifications. State surveillance includes those with household incomes ≤130% FPL.

d. Project Description

Key Strategies: This surveillance project collects critical information used in the design, refinement, and evaluation of State SNAP-Ed interventions to ensure the greatest impact on SNAP eligibles across California. *Network* conducts a statewide survey to monitor trends and, where possible, compare changes among SNAP-Ed-eligible population segments of adults. This is supplemented with data from four external statewide surveys of the general population (costs are pro-rated), each contributing unique information.

Key Educational Messages: These surveys help SNAP-Ed providers gain a better understanding of dietary quality, physical activity, food security, and weight status among SNAP-Ed audiences. They also assess related beliefs, attitudes, and knowledge and upstream factors that influence

[1] California Dietary Practices Survey
[2] California Behavioral Risk Factor Survey
[3] California Health Interview Survey
[4] California Women's Health Survey

these issues such as poverty, social norms, and barriers in the home, community, worksites, and schools that influence intervention success on prevention of obesity and other chronic disease.

Intervention Sites: Households statewide with over-samples of SNAP participants and other persons with household incomes ≤ 130% FPL

Projected Number of Contacts:[5]

Projected Total Contacts: **62,263** – 1,452 (CDPS); 51,048 (CHIS adults); 5,285 (BRFS); 4,478 (CWHS)

Direct Contacts: **15,044** very low-income persons
SNAP-Ed (<130% FPL): **15,044** – 950 (CDPS); 11,180 (CHIS adults); 1,456 (BRFS); 1,458 (CWHS)

Non SNAP-Ed (>130% FPL)[6]*:* **47,219** – 502 (CDPS); 39,868 (CHIS adults); 3,829 (BRFS); 3,020 (CWHS)

Narrative Summary:
This project will focus on obtaining a comprehensive picture of the SNAP-Ed-eligible population in California with focus on current and likely SNAP participants where appropriate, to maximize the effectiveness of SNAP-Ed and track SNAP-Ed successes. The CDPS, CWHS, BRFS, and CHIS will be administered in FFY 2011. State surveillance efforts will focus on testing and refining the survey instruments, administering the surveys, collecting and processing the data for CDPS, and conducting statistical analysis and disseminating the findings for all surveys. If it is a year when a given survey is not being administered, planning and data analysis activities take place for that survey, and analyses of the prior year's survey is prepared.

Computer-assisted telephone interviews are administered to adults from randomly-selected SNAP households (with over-sampling of Latino, African American, and lower income adults in the CDPS); CHIS, BRFS, and CWHS include general statewide samples of adults.

e. Summary of Research

Surveillance is vital to demonstrate impacts of California SNAP-Ed interventions and provide key insights to improve the effectiveness of SNAP-Ed programs that target an estimated population of 10 million SNAP-Ed eligible persons (≤ 185% FPL).[7,8] It provides the *Network* with the necessary means to develop a thorough picture of the SNAP-Ed-eligible population of the state of California. The availability of the SNAP-participating household telephone list for random digit dialed surveys has made it feasible to survey this segment. See **Section A. b. Nutrition-related behavioral and lifestyle characteristics of Food Stamp Program-eligible adults in California** for a thorough description of recent findings from the surveillance surveys described in this project.

[5] For CDPS the estimate used for SNAP-Ed was based on the 2009 CDPS response rate; data collection will occur in FFY 2011. For the CWHS, the estimate used for SNAP-Ed was the observed 32.6% of the 2009 CWHS sample ≤ 130% FPL. For the BRFSS, the estimate used for SNAP-Ed was the observed 27.5% of adults ≤ 130% FPL of the 2009 BRFSS sample. For CHIS, the estimate used for SNAP-Ed was the 21.9% of adults ≤ 130% FPL in the 2007 CHIS sample.

[6] The amount of *Network* SNAP-Ed funding requested has been pro-rated from total survey costs based on a percentage equal to (for *Network* surveys) or less than (for external surveys) the proportion of the sample population coming from households living at incomes ≤ 130% FPL. *Network* funding for BRFS and CWHS is less than 10% and 0% for CHIS --significantly less than the 20% of the State population representing SNAP-Ed eligible persons (<130% FPL). In all cases, non-SNAP-Ed funding is obtained for the comparison non-SNAP-Ed samples.

[7] U.S. General Accounting Office. (2004). *Nutrition education: USDA provides services through multiple programs, but stronger linkages among programs are needed* (GAO-04-528). Washington, DC: U.S. Government Printing Office.

[8] McClelland JW, Keenan DP, Lewis J, Foerster S, Sugerman S, Mara P, Wu S, Lee S, Keller K, Hersey J, Lindquist C. Review of evaluation tools used to assess the impact of nutrition education on dietary intake and quality, weight management practices, and physical activity of low-income audiences. *J Nutr Educ.* 2001;33 Suppl 1:S35-48. Review.

f. Modification of Project Methods/Strategies

State surveillance instruments are revised annually (CWHS, BRFS) or biennially (CDPS, CHIS) to incorporate the most relevant nutrition, physical and sedentary activity, food security, and weight-related issues facing SNAP-Ed-groups and help refine *Network* programs and campaigns. Literature reviews, scientific peer review, cognitive testing, and field testing are used to determine the final survey questions.

g. Use of Existing Educational Materials

State surveillance educational materials include survey instruments, data tables, survey reports, fact sheets, presentations, consumer briefs/newsletters. Several survey instruments are available in Spanish (CDPS, CWHS, BRFS, CHIS). CHIS is also produced in Cantonese, Mandarin, Vietnamese, and Korean.

Publications of findings from the CDPS and BRFS are available on the website http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx and from the CWHS on http://www.cdph.ca.gov/programs/owh/Pages/default.aspx ; CHIS data is used extensively to provide formative data to our counties and *Regions* and for statewide planning for special populations.

h. Development of New Educational Materials

Existing materials will be updated as more recent survey data become available (See i).

i. Key Performance Measures/Indicators

The *Network* maintains an extensive Research and Evaluation Statewide Surveys webpage[9] The most basic, straightforward performance measure is data tables. The webpage contains completed sets of a minimum of 40 data tables for CDPS that describe status and changes in dietary intake, physical activity, and food insecurity of California SNAP-eligible adults. In FFY 2010, over 90 2005 CDPS tables will be published on the website. It is anticipated that 2007 CDPS tables will be posted in FFY 2011 and 2007 tables in FFY 2012.

Oral presentations and posters are another key performance measure; in FFY 2008, an oral presentation on implementing a new method for measuring income on the BRFSS that enabled us to analyze data at the SNAP-eligible level was presented at the 2008 national BRFSS conference.[10] In FFY 2010, an abstract using CDPS sugar-sweetened beverage data was submitted to the American Public Health Association (APHA) for its annual 2010 conference. Appropriate venues for presentation of surveillance data will continue to be identified and employed during FFY 2011.

Publishing findings is a third key performance measure. In FFY 2010, three CWHS *Data Points* have been published pertaining to nutrition and physical activity benefits in the workplace and risk factor behaviors for obesity prevention. During FFY 2010 we anticipate submission of a manuscript on weight control behaviors among general and < 130% of FPL populations of California women. In FFY 2011 we anticipate publishing a topline report utilizing CDPS sugar-sweetened beverage regression data, and a top ten factsheet highlighting ten key facts that emerged from the 2007 CDPS. Production of additional surveillance reports will occur during FFY 2011 if findings indicate a need and staffing permits.

[9] http://www.cdph.ca.gov/programs/CPNS/Pages/ResearchEvaluation.aspx
[10] Mitchell P. Implementing Policy Evaluation Measures Using the BRFSS: The Example of Food Stamps, Food Insecurity and Federal Guideline Criteria. Presented at BRFSS National Conference, Atlanta, GA, March 2008.

3. Evaluation Plan

See also:

- 3a. FFY 2011 Evaluation Plan – CDPS & Adult Surveillance

Project for which evaluation is associated:
Surveillance is associated with the overall *Network for a Healthy California* interventions, including local, regional, and media efforts.

Evaluation Type:
Surveillance and Outcome: Annual and biennial survey findings evaluate the current impacts of SNAP-Ed. In addition, the ongoing surveillance methods provide evidence of the cumulative effects of *Network* and other interventions over time.

Questions that will be addressed
These surveys are used to gain a better understanding of and answer questions about SNAP-Ed-eligible California adults' dietary practices (especially fruit and vegetable consumption), physical and sedentary activity, food insecurity, body weight, knowledge and awareness of the *Campaign*, and modifiable factors that may influence these behaviors including out-of-home eating, social norms, school, neighborhood, and worksite environments, poverty status, as well as related knowledge, attitudes, and beliefs. These findings inform planning, delivery, refinement, and evaluation of *Network* interventions.

Specifically, the data allow us to monitor changes in dietary, physical activity, food security, and weight status trends over time; correlate key behavioral measures with (1) knowledge, attitudes, and beliefs, (2) positive/negative lifestyle choices, (3) supporting/inhibiting environmental factors, (4) demographic factors, and (5) health indicators and outcomes; and investigate relationships between the target populations and *Campaign* activities.

Scope, Design, Measures, and Data Collection:
Four surveillance and monitoring surveys are used. Each makes a unique contribution due to comparibility with other state and national data (BRFS), ability to follow the population at a more localized level (CHIS), focus on issues pertaining to women (CWHS), or provide the opportunity to investigate a broad range of topics that relate to the areas of our intervention and communications activity (CDPS).

See **d. Project Description,** Narrative Summary for more details about conduct of these surveys.

Plans for using the results
Investigating and compiling results for the SNAP-Ed eligible populations is the primary focus of this project. Surveillance results will be used to identify key characteristics of SNAP-Ed eligible populations and changing trends; evaluate California's progress toward meeting the 2005 *Dietary Guidelines for Americans*, *Healthy People 2010* objectives, and Objectives in the *Network* State Plan; inform and prioritize *Campaign* and program activities; and triangulate data with other similar data sources to contribute to evaluation of the *Network* as a whole, increasing program integrity and impact. They also link knowledge, attitudes, and beliefs to key behaviors and identify disparities and gaps in consumer knowledge and awareness, enabling our contractors to best determine where to direct their resources and intervention efforts.

Previous Evaluation:
State surveillance has been used to evaluate the *California 5 a Day Campaign* and *California Nutrition Network for Healthy, Active Families* as a whole. Supplemental trend data (the

California BRFS) comparable to national data (BRFSS) supported data triangulation and allowed more latitude to examine emerging issues among SNAP-Ed eligible women (CWHS) and low-income food insecure populations. Large data sets (CHIS) across age groups allowed staff to examine factors affecting SNAP-Ed eligibles in more detail and provide our contractors with county strata and regional level data. All of these surveillance systems contain questions to assess fruit and vegetable consumption, which thereby allows us to monitor California's progress towards meeting the 2005 *Dietary Guidelines for Americans*, especially for the fruit and vegetable consumption of SNAP-Ed-targeted populations.

4. Coordination Efforts

The *Network* requests representatives from WIC, Project LEAN, UC Berkeley Center for Weight & Health, UCLA, National Cancer Institute, National Institutes of Health, Centers for Disease Control, Office of Women's Health, UC-FSNEP, academics, representatives from local and regional projects, and other experts in the field to review and contribute to revisions of the CDPS. Stakeholder interviews or meetings with state-level department personnel, projects, and local contractors for relevant surveys are conducted to gain insight into needs for data collection and reporting activities. Information gained from stakeholder interviews is utilized to develop potential data reporting and topics that are relative to needs of SNAP-Ed-related project activities on the statewide and local level.

The *Network* staff participates in the users' group committees of external surveys: CWHS, CHIS, and BRFSS. The *Network* collaborates closely with WIC and CDSS when participating on survey design for CWHS. CWHS data analysis is done separately for WIC's requested population of interest, women enrolled in the WIC program and all women ages 18 – 44. The *Network* also provides SNAP-Ed-eligible population data for WIC programs. It is through the *Network's* efforts that for the first time, there is now a mechanism by which to analyze California BRFS data both by SNAP participation and by SNAP-qualifying income level.

Data are widely disseminated through all the mechanisms described under **i. Key Performance Measures/Indicators**, and the *Network* is readily responsive to requests for information from WIC, and other members of the State Nutrition Action Plan working group.

Title of the evaluation	California Dietary Practices Survey (CDPS) & Other Adult Surveillance (incl.California Women's Health Survey, California Behavior Risk Factor Survey, and California Health Interview Survey)
The project or projects with which it is associated	All local projects that provide SNAP-Ed to adults, Latino Campaign, African American Campaign, Retail Program, Worksite Program
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome
The question(s) to be addressed by the evaluation	What are California adults' dietary and physical activity practices on a typical day? What are adults' knowledge, attitudes, and beliefs toward healthy eating and physical activity? What other factors relate to adults' diet and physical activity practices? What is the status of food insecurity among California adults?
The approach to conducting the evaluation, including scope, design, measures and data collection	The CDPS was designed to monitor dietary trends, especially fruit and vegetable consumption, among California adults for evaluating their progress toward meeting the Dietary Guidelines for Americans, the Healthy People 2010 objectives, and the CA Daily Food Guide recommendations. Fruit and vegetable consumption is collected using a simplified 24-hour recall which queries about each meal on the previous day, including breakfast, lunch, dinner, and all snacks. Consumption questions are followed by questions that assess motivations, barriers, knowledge, attitudes, and behavior related to healthy eating and health practices. The California BRFS findings on fruit and vegetable consumption, body weight status, food security (beginning in 2003), and participation in physical activity are used in conjunction with *Network* survey findings to examine health behaviors and are useful markers for comparisons with other states. CHIS does not cover diet and physical activity in the same depth as the *Network* surveys, but its sample size permits the development of county and county group-level data that cannot b other state surveys. The CWHS utilizes survey questions on diverse topics pertaining to women, including dietary recommendations, food security, physical activity, and weight control.
	The CDPS uses a random digit dial (RDD) phone survey, approximately 1,500 adults (ages 18 and over) are interviewed between the months of July and October. Demographic data includes gender, age, ethnicity, education level, income, physical activity level, overweight status, and Supplemental Nutrition Assistance Program eligibility status. Data are oversampled for low-income Latino adults, low-income African American adults, and other low-income adults to provide greater sensitivity for analyzing these underrepresented population segments. CWHS, BRFS, and CHIS use similar RDD methods. Sample sizes for these surveys are approximately 4,000, 5,000, and 50,000, respectively.
Plans for using the results	Survey data identify Network progress towards meeting Plan objectives. The results will be used to inform *Network* programs and campaigns to assist in program planning and refinement. Survey data help guide the development and enhancement of the *Network* and its targeted statewide social marketing campaigns. Results inform the needs assessment component of the *Network's* annual plan, are compiled into data tables for public use, are presented in fact sheets and topline reports, and are used for presentations at state and/or national conferences.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	The CDPS has been conducted biennially in odd years since 1989. Each year the survey is conducted, it is updated to reflect current issues, and existing questions are refined. The most recent survey was conducted in 2009. CHIS is also conducted in odd years, with the most recent survey conducted in 2009. The CWHS and BRFS are conducted annually with the most recent surveys conducted in 2010.
Project cost	$385,100

STATE LEVEL PROJECT SUMMARY FORM

Research and Evaluation Unit - Project #4

1. **Goals & Objectives** *(See State Level Objectives).*

2. **Project Title:** California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS), and California Teen Eating, Exercise, and Nutrition Survey (CalTEENS), California Health Interview Survey (CHIS), and Youth Risk Behavior Survey (YRBS)

a. Related State Objectives

Related State Objectives includes #1, #2, #8

b. Audience

Gender: Female and male (CalCHEEPS,[1] CalTEENS,[1]CHIS,[2] YRBS,[2])

Ethnicity: All races and ethnicities with specific targeting for African American and Latino/Hispanic populations (specific targeting for CalTEENS only)

Languages: English, Spanish, and select Asian languages

(CalTEENS, YRBS – English and Spanish); (CHIS - English, Spanish, Cantonese, Mandarin, Vietnamese, and Korean); (CalCHEEPS – English only)

Ages: All ages. 0-11 (CHIS), 9-11 years (CalCHEEPS); 12-17 years (CalTEENS, CHIS); 12-18 years (YRBS)

c. Focus on SNAP-Ed Eligibles

All of the surveillance funded through the *Network* by USDA SNAP funds is designed to pay only for Supplemental Nutrition Education Program (SNAP) or SNAP-Ed-eligible consumers; other sources are sought to pay for SNAP-Ed (130-185% FPL) and reference populations (>185% FPL).

Income Targeting Data Source:
Income targeting for surveillance activities will be based on the following data sources:

SNAP telephone listing without identifying information; non-identified household size and income; *Network* GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications. State surveillance includes those with household incomes ≤130% of the Federal Poverty Level (FPL).

d. Project Description

Key Strategies: This surveillance project collects critical information used in the design, refinement, and evaluation of State SNAP-Ed interventions to ensure the greatest impact on eligible children and adolescents across California. *Network* conducts two statewide surveys to monitor trends and, where possible, compare changes among SNAP-Ed-eligible population segments of children and teens. This is supplemented with data from two external statewide surveys of the general population (costs are pro-rated), each contributing unique information. Formative evaluation is conducted, as needed, to refine instruments and sampling methodologies.

[1] Survey is only partially funded by SNAP-Ed funding. Additional funding is provided through other sources such as CDPH, CDSS, etc.
[2] Data on children and teens whose families participate in SNAP is available at no cost to the *Network*.

Key Educational Messages: These surveys help SNAP-Ed providers gain a better understanding of dietary quality, physical activity, food security, and weight status among SNAP-Ed audiences. They also assess related beliefs, attitudes, and knowledge and upstream factors that influence these issues such as poverty, social norms, and barriers in the home, community, and schools that influence intervention success on prevention of obesity and other chronic disease.

Intervention Sites: Households statewide with over-samples of FSP participants and other persons with household incomes ≤ 130% FPL.

Projected Number of Contacts:[3]

Projected Total Contacts: **16,311** – 3,638 (CHIS teens); 9,913 (CHIS children); 1,060 (CalTEENS); 200 (CalCHEEPS); 1,500 (YRBS)

Direct Contacts: **3,831** children and adolescents from very low-income households
SNAP-Ed (<130% FPL): **3,831** – 717 (CHIS teens); 2,082 (CHIS children); 455 (CalTEENS); 200 (CalCHEEPS); 377 (YRBS)

Non SNAP-Ed (>130% FPL)[4]*:* **12,480** – 2,921 (CHIS teens); 7,831 (CHIS children); 605 (CalTEENS); 1,123 (YRBS)

Narrative Summary:
This project will focus on obtaining a comprehensive picture of the SNAP-Ed-eligible children and adolescents in California with focus on FSP participants where appropriate, to maximize the effectiveness of SNAP-Ed and track SNAP-Ed successes. The CalCHEEPS formative evaluation study, YRBS, and CHIS will be conducted in FFY 2011. State surveillance efforts will focus on testing and refining the survey instruments and sampling methods, administering the surveys, collecting and processing the formative evaluation data for CalCHEEPS, and conducting statistical analysis and disseminating the findings for CalCHEEPS and CalTEENS.

Computer-assisted telephone interviews are administered to teens from randomly selected FS households (CalTEENS). Similarly, computer-assisted telephone interviews are administered to teens from randomly selected households (CHIS). For children, formative research in FFY 2011 will identify the most promising statewide sampling methodology to reach households (≤ 130% FPL) with 9- to 11-year-old children for the administration of future CalCHEEPS. In the past, data on children were collected via a mailed, parent-assisted 2-day food and physical activity diary and a follow-up, unassisted telephone interview with a subset of the children who completed the diary (oversampling of low-income children was conducted in 2007 and 2009; CalCHEEPS). CHIS uses computer-assisted telephone interviews administered to parent proxies for children from randomly selected households. The YRBS includes a statewide representative sample of students in grades 9-12; trained data collectors work with high schools to ensure that the students complete the self-administered questionnaire during a single class period following the administration protocol.

e. Summary of Research

Surveillance is vital to demonstrate impacts of California SNAP-Ed interventions and provide key insights to improve the effectiveness of SNAP-Ed programs that target an estimated population of

[3] For children from CalCHEEPS, the estimate used for SNAP-Ed was based on the 2007 CalCHEEPS response rate (≤ 130% FPL); no data collection will occur in FFY2010. For CalTEENS, the estimates provided for SNAP-Ed were based on projected completes from the 2010 administration. For CHIS, the estimate used for SNAP-Ed was the 19.7% of teens age 12-17 years old and 21% of children age 0-11 years who were <100% FPL in the 2007 CHIS since ≤ 130% FPL is unavailable on this survey. SNAP-Ed estimates for the YRBS are based on the 25.1% of California teens ≤ 130% FPL (2000 Census).
[4] The amount of *Network* SNAP-Ed funding requested has been pro-rated from total survey costs based on a percentage equal to (for *Network* surveys) or less than (for external surveys) the proportion of the sample population coming from households living at incomes ≤ 130% FPL. *Network* is not charged for participation in YRBS and CHIS --significantly less than the 20% of the State population representing SNAP-Ed eligible persons (<130% FPL). In all cases, non-SNAP-Ed funding is obtained for the comparison of non-SNAP-Ed samples.

10 million SNAP-Ed eligible persons (≤ 185% FPL).[5,6] It provides the *Network* with the necessary means to develop a thorough picture of the estimated 3.6 million SNAP-Ed-eligible children and adolescents in the state of California. The availability of the FSP-participating household telephone list for random-digit-dialed surveys has made it feasible to survey this segment. See **Section A. b. Nutrition-related behavioral and lifestyle characteristics of Food Stamp Program-eligible children and adolescents in California** for a thorough description of recent findings from the surveillance surveys described in this project.

f. Modification of Project Methods/Strategies

State surveillance instruments are revised biennially (CalCHEEPS, CalTEENS, CHIS) to incorporate the most relevant nutrition, physical and sedentary activity, food security, and weight-related issues facing SNAP-Ed-groups and help refine *Network* programs and campaigns. Literature reviews, scientific peer review, cognitive testing, field testing and periodic formative evaluation studies are used to determine the final sampling techniques and survey questions. YRBS will be administered for the second time as a statewide survey of California teens in FFY 2011. This instrument collects data on teen risk behaviors and is conducted in most states, allowing investigators to make state-to-state and national comparisons and to track trends. This is particularly important among the very low-income teen population where a disproportionate number of risky behaviors is often reported.

g. Use of Existing Educational Materials

State surveillance educational materials include survey instruments, data tables, survey reports, fact sheets, presentations, consumer briefs/newsletters. Several survey instruments are available in Spanish (CalTEENS, CHIS, YRBS). CHIS are also produced in Cantonese, Mandarin, Vietnamese, and Korean.

Publications of findings from the 1998-2004 CalTEENS and 1999-2005 CalCHEEPS are available on the website http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx. California 2009 YRBS data will be released in June 2010. CHIS data are used extensively to provide formative data to counties and *Network Regions* and for statewide planning for special populations.

h. Development of New Educational Materials

Existing materials will be updated as more recent survey data become available (See i).

i. Key Performance Measures/Indicators

The *Network* maintains an extensive Research and Evaluation Statewide Surveys webpage[7] The most basic, straightforward performance measure is data tables. The webpage contains completed sets of a minimum of 40 data tables each for CalCHEEPS and CalTEENS that describe status and changes in dietary intake, physical activity, and food insecurity of California FSP-eligible children and teens. These will be updated during FFY 2011.

Oral presentations and posters are another key performance measure; in FFY 2009, a poster presentation at the *2009 Childhood Obesity Conference* highlighted decreasing poverty status as the strongest predictor of overweight among 9- to 11-year-old children.[8] Appropriate venues for

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[5] U.S. General Accounting Office. (2004). *Nutrition education: USDA provides services through multiple programs, but stronger linkages among programs are needed* (GAO-04-528). Washington, DC: U.S. Government Printing Office.

[6] McClelland JW, Keenan DP, Lewis J, Foerster S, Sugerman S, Mara P, Wu S, Lee S, Keller K, Hersey J, Lindquist C. Review of evaluation tools used to assess the impact of nutrition education on dietary intake and quality, weight management practices, and physical activity of low-income audiences. *J Nutr Educ.* 2001;33 Suppl 1:S35-48. Review.

[7] http://www.cdph.ca.gov/programs/CPNS/Pages/ResearchEvaluation.aspx

[8] Keihner, A. & Mitchell, P. What Factors Predict Overweight Among 9- to 11-year-old Children in California? Presented at the 2009 Childhood Obesity Conference, Los Angeles, CA, June 2009.

presentation of surveillance data will continue to be identified and employed during FFY 2011.

Publishing findings is a third key performance measure. The results of the aforementioned analysis examining risk factors for childhood overweight were subsequently published in the *California Journal of Health Promotion* during FFY 2010.[9] During FFY 2011 we anticipate publication of topline report(s) providing advanced data analyses focused on a priority areas (e.g., psychosocial, socioeconomic, behavioral, and environmental factors among children and teens in California) and program implication summaries (e.g., current results and trends will be synthesized into simple consumer-friendly fact sheets, presentations, WebEx trainings, etc. to support regional and local nutrition education). Production of additional surveillance reports will occur during FFY 2010 if findings indicate a need and staffing permits.

3. Evaluation Plan

See also

- **4a FFY 2011 Evaluation Plan_CalCHEEPS**
- **4b FFY 2011 Evaluation Plan_CalTEENS**

Project for which evaluation is associated:
Surveillance is associated with the overall *Network for a Healthy California* interventions, including local, regional, and media efforts.

Evaluation Type:
Surveillance and Outcome: Biennial survey findings evaluate the current impacts of SNAP-Ed. In addition, the ongoing surveillance methods provide evidence of the cumulative effects of *Network* and other interventions over time.

Questions that will be addressed
These surveys are used to gain a better understanding of and answer questions about eligible California children and teens' dietary practices (especially fruit and vegetable consumption), physical and sedentary activity, food insecurity, body weight, knowledge and awareness of the *Campaign*, and upstream factors that influence these behaviors including out-of-home eating, social norms, school and neighborhood environments, parent education, poverty status, as well as related knowledge, attitudes, and beliefs. Information about ideas to improve local community and school nutrition environments, current youth advocacy activities related to nutrition, youth empowerment, and perceptions of food marketing are also collected from teens. These findings inform planning, delivery, refinement, and evaluation of *Network* interventions.

Specifically, the data allow us to monitor changes in dietary, physical activity, food security, and weight status trends over time; correlate key behavioral measures with (1) knowledge, attitudes, and beliefs, (2) positive/negative lifestyle choices, (3) supporting/inhibiting environmental factors, (4) demographic and socioeconomic factors, and (5) health indicators and outcomes; and investigate relationships between the target populations and *Campaign* activities.

Scope, Design, Measures, and Data Collection:
Four surveillance and monitoring surveys are used for children and teens. Each makes a unique contribution, either due to age group (CalCHEEPS, CalTEENS, YRBS), comparibility with other state and national data (YRBS), ability to follow the population at a more localized level (CHIS), or provide the opportunity to investigate a broad range of topics that relate to the areas of our intervention and communications activity (CalTEENS, CalCHEEPS).

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[9] Keihner, A.J., Mitchell, P.R., Kitzmann, C., Sugerman, S., & Foerster, S.B. (2009). Psychosocial, socioeconomic, behavioral, and environmental risk factors for BMI and overweight among 9- to 11-year-old children. *Californian Journal of Health Promotion, Volume 7*, Special Issue (Obesity Prevention), 99-118.

See **d. Project Description,** Narrative Summary for more details about conduct of these surveys.

Plans for using the results

Investigating and compiling results for the SNAP-Ed eligible children and adolescents is the primary focus of this project. Surveillance results will be used to identify key characteristics of SNAP-Ed eligible populations and changing trends; evaluate California's progress toward meeting the 2005 *Dietary Guidelines for Americans*, *Healthy People 2010* objectives, and Objectives in the *Network* State Plan; inform and prioritize *Campaign* and program activities; and triangulate data with other similar data sources to contribute to evaluation of the *Network* as a whole, increasing program integrity and impact. They also link knowledge, attitudes, and beliefs to key behaviors and identify disparities and gaps in consumer knowledge and awareness. This enables our contractors to determine where is best to direct their resources and intervention efforts.

Previous Evaluation:

State surveillance has been used to evaluate the *California 5 a Day Campaign* and *California Nutrition Network for Healthy, Active Families* as a whole. Supplemental trend data (California YRBS) comparable to national data (YRBS) supported data triangulation and allowed more latitude to examine emerging issues among SNAP-Ed eligible teens. Large data sets (CHIS) across child and adolescent age groups allowed staff to examine data for SNAP-Ed eligibles in more detail and provide our contractors county strata and regional level data. All of these surveillance systems contain questions to assess fruit and vegetable consumption, which thereby allows us to monitor California's progress towards meeting the 2005 *Dietary Guidelines for Americans*, especially for the fruit and vegetable consumption of SNAP-Ed-targeted populations.

4. Coordination Efforts

The *Network* requests representatives from WIC, Project LEAN, School Health Connections, Maternal and Child Health, the Department of Education, UC-FSNEP, academics, representatives from local and regional projects, and other experts in the field to review and contribute to revisions of the CalCHEEPS and CalTEENS. Stakeholder interviews or meetings with state-level department personnel, projects, and local contractors for relevant surveys are conducted to gain insight into needs for data collection and reporting activities. Information gained from stakeholder interviews is utilized to develop potential data reporting and topics that are relative to needs of SNAP-Ed-related project activities on the statewide, regional, and local level.

The *Network* staff participates in the users' group committees of external surveys including CHIS. The *Network* collaborates closely with WIC and CDSS when participating on survey design. The *Network* and Project LEAN through School Health Connections will submit a joint proposal for child and adolescent dietary and physical activity for the 2011 CHIS questions on behalf of CDPH. The *Network* also provides SNAP-Ed-eligible population data for WIC programs.

California data on children and teens from the *Network* will be triangulated with similar measures from the CDE's physical fitness test (i.e. Fitnessgram) and the CDHCS's Pediatric Nutrition Surveillance System (PedNSS) to reinforce the trends observed in these populations.

CalCHEEPS and CalTEENS data are available to stakeholders when new legislation is proposed for school meals, e.g., removal of soft drinks from school vending machines or the addition of fresh fruits and vegetables to school meal programs.

Data are widely disseminated through all the mechanisms described under i. Key Performance Measures/Indicators, and the *Network* is readily responsive to requests for information from WIC, the California Department of Education, and other members of the State Nutrition Action Plan working group.

Title of the evaluation	*Formative Evaluation of the California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS)*
The project or projects with which it is associated	*California Children's Power Play! Campaign*, *Harvest of the Month*, and California FSNE projects targeting school-aged children.
The type of evaluation as primarily a formative, process, outcome or impact assessment	Formative Evaluation
The question(s) to be addressed by the evaluation	What are the best evidence-based sampling techniques/ methods to obtain a state representative sample of 9- to 11-year-old children for biennial surveillance? What are the most reliable, valid, cost effective, and consumer-friendly instruments to collect dietary intake, physical activity, screen time, attitudes and beliefs, weight status, and household poverty from 9- to 11-year-old children for biennial surveillance?
The approach to conducting the evaluation, including scope, design, measures and data collection	In FFY 2011, formative evaluation efforts will focus on identifying, selecting, and pilot testing new evidence-based sampling techniques/methods and instrumentation for the biennial surveillance of 9- to 11-year-old children statewide; analysis and reporting on validation study data; obtaining IRB approval for pilot testing; and finalizing the surveillance study sampling, instruments, design, plan for administration, and obtaining IRB approval for study.
Plans for using the results	The newly designed *CalCHEEPS* surveillance study will be administered statewide among 9- to 11-year-old children in FFY 2012.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	*CalCHEEPS* was developed in 1998 to fill a gap in the nutrition surveillance of California children. Prior to 1999, there were no statewide population-based representative surveys of diet, physical activity, and weight status for children in the upper elementary school grades. This resulted in a lack of information to guide the development and refinement of statewide nutrition education programs and resources. *CalCHEEPS* was first administered in 1999, and has been conducted biennially through 2009. Investigating/compiling results and tracking trends among children eligible for the Supplemental Nutrition Assistance Program (SNAP) are the primary purposes of this project.
Project cost	$200,000 (FFY 2011)

Title of the evaluation	California Teen Eating, Exercise and Nutrition Survey (CalTEENS) and adolescent surveillance
The project or projects with which it is associated	All local projects that provide SNAP-Ed to teens including youth empowerment programs, Latino Campaign, African American Campaign
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome
The question(s) to be addressed by the evaluation	What are California adolescents' dietary and physical activity practices on a typical day? What are adolescents' knowledge, attitudes, and beliefs toward healthy eating and physical activity? What other factors relate to adolescents' diet and physical activity practices?
The approach to conducting the evaluation, including scope, design, measures and data collection	The CalTEENS was designed to monitor dietary trends, especially fruit and vegetable consumption, among California adolescents for evaluating their progress toward meeting the Dietary Guidelines for Americans, the Healthy People 2010 objectives, and the CA Daily Food Guide recommendations. Fruit and vegetable consumption is collected using a simplified 24-hour recall which queries about each meal on the previous day, including breakfast, lunch, dinner, and all snacks, including meals eaten at school. Questions are also asked that assess motivations, barriers, knowledge, attitudes, and behavior related to healthy eating and health practices. Using a random digit dial (RDD) phone survey, approximately 1,200 adolescents (between 12 and 17 years old) are interviewed between the months of March and June. Demographic data include gender, age, ethnicity, education level, income, physical activity level, overweight status, and Supplemental Nutrition Assistance Program eligibility status. Data are oversampled for low-income Latino teens, low-income African American teens, and other low-income teens to provide greater sensitivity for analyzing these underrepresented population segments. Data are also obtained from CHIS and YRBS. These data are available to the *Network* at no cost for teens in families receiving SNAP.
Plans for using the results	Survey data identify *Network* progress towards meeting Plan objectives. The results will be used to inform *Network* programs and campaigns to assist in program planning and refinement. Survey data help guide the development and enhancement of the *Network* and its targeted statewide social marketing campaigns. Results inform the needs assessment component of the *Network's* annual plan, are compiled into data tables for public use, are presented in fact sheets and topline reports, and are used for presentations at state and/or national conferences.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	The CalTEENS has been conducted biennially in even years since 1998. Each year the survey is conducted, it is updated to reflect current issues, and existing questions are refined. The most recent survey was conducted in 2010.
Project cost	$24,500

STATE LEVEL PROJECT SUMMARY FORM

Research and Evaluation Unit - Project #5

1. **Goals & Objectives** *(See State Level Objectives).*

2. **Project Title:** Media Tracking Survey[1] of Low-Income Segments[2]

a. Related State Objectives

Related State Objectives includes #1, #2, #8

b. Audience

Gender: Female only

Ethnicity: All races and ethnicities with specific targeting for African American and Latino/Hispanic populations

Languages: English and Spanish

Ages: 18+ years

c. Focus on SNAP-Ed Eligibles

All of the surveillance funded through the *Network* by USDA SNAP-Ed funds is designed to reach Supplemental Nutrition Education Program (SNAP) or SNAP-Ed-eligible consumers. Two segments of SNAP-Ed eligibles are included in the samples; low-income mothers at or below 130% of the Federal Poverty Level (FPL) not receiving SNAP and those between 131% FPL and 185% FPL[3]. A comparison sample of mothers above 185% FPL[3] are also included.

Income Targeting Data Source:
Besides obtaining participation at location-based proxy sites, other surveillance activities will be based on the following data sources:

SNAP telephone listing without identifying information; non-identified household size and income. State surveillance includes those with household incomes $\leq$130% FPL.

d. Project Description

Key Strategies: This surveillance project collects critical information used in the design, refinement, and evaluation of State SNAP-Ed interventions to ensure the greatest impact on SNAP eligibles across California. The *Network* conducts the annual Tracking Survey to examine exposure to key elements of the media campaign and their relationship to behavioral determinants for fruit and vegetable consumption and physical activity.

Key Educational Messages: The survey helps identify exposure to and recall of *Network* mass media messaging among SNAP-eligible Californians and sub-groups within the population. It measures and enables SNAP-Ed providers to gain a better understanding of specific dietary and physical activity behaviors, food related beliefs, attitudes, and knowledge and upstream factors that influence these issues such as poverty, social norms, and barriers in the home, community, worksites, and schools that influence intervention success on prevention of obesity and other chronic disease.

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[1] *Network for a Healthy California* Annual Media Tracking Survey (formerly Media Benchmark).
[2] Survey is only partially funded by SNAP-Ed funding.
[3] In all cases, non-SNAP-Ed funding is obtained for the comparison non-SNAP-Ed samples.

Intervention Sites: Households statewide with over-samples of FSP participants and other persons with household incomes ≤ 130% FPL

Projected Number of Contacts:[4]

Projected Total Contacts: **2,800** (*Network* Tracking Survey)

Direct Contacts: very low-income persons- *SNAP-Ed (<130% FPL):* **2,000** (*Network* Tracking Survey)

Non SNAP-Ed (>130% FPL)[5]*:* **800** (*Network* Tracking Survey)

Narrative Summary:
This project will focus on obtaining campaign recall and insight into the eligible populations in California with focus on FSP participants where appropriate, to maximize the effectiveness of SNAP-Ed and track SNAP-Ed successes. The Tracking survey is administered anually and will be administered again in FFY 2011. State efforts will focus on testing and refining the survey instruments, administering the surveys, collecting and processing the data and conducting statistical analysis and disseminating the findings.

Computer-assisted telephone interviews are administered to mothers from randomly selected households drawn from a list of households participating in the FSP for 1,000 of the participants. Face-to-face interviews are collected from another 1,000 mothers intercepted at malls in low-income areas (Tracking, adult).

e. Summary of Research

The Tracking Survey is vital to demonstrate impacts of California SNAP-Ed media campaign and provide key insights to improve the effectiveness of SNAP-Ed media efforts that target an estimated population of 7.1 million low-income parents and children (≤ 185% FPL).[6,7] It provides the *Network* with the necessary means to develop a thorough picture of the SNAP-Ed-eligible population of the state of California. The availability of the SNAP participating household telephone list for random-digit-dialed surveys has made it feasible to survey this segment. See **Section A. b. Nutrition-related behavioral and lifestyle characteristics of Food Stamp Program-eligible children, adolescents, and adults in California** for a thorough description of recent findings from the surveillance surveys described in this project.

f. Modification of Project Methods/Strategies

The Tracking Survey instruments are revised annually to incorporate the most relevant nutrition, physical and sedentary activity, food security, and weight-related issues facing SNAP-Ed-groups and help refine *Network* programs and campaigns. Literature reviews, scientific peer review, cognitive testing, and field testing are used to determine the final survey questions.

g. Use of Existing Educational Materials

State surveillance educational materials include survey instruments, data tables, survey reports, and presentations. Survey instruments are available in English and Spanish.

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[4] The projected 2009 *Network* Benchmark Tracking Survey protocol was used for SNAP-Ed estimates.

[5] The amount of *Network* SNAP-Ed funding requested has been pro-rated from total survey costs based on a percentage equal to (for *Network* surveys) or less than (for external surveys) the proportion of the sample population coming from households living at incomes ≤ 130% FPL. *Network* funding for BRFS, CWHS and YRBS, is less than 10% and 0% for CHIS --significantly less than the 20% of the State population representing SNAP-Ed eligible persons (<130% FPL). In all cases, non-SNAP-Ed funding is obtained for the comparison non-SNAP-Ed samples.

[6] U.S. General Accounting Office. (2004). *Nutrition education: USDA provides services through multiple programs, but stronger linkages among programs are needed* (GAO-04-528). Washington, DC: U.S. Government Printing Office.

[7] McClelland JW, Keenan DP, Lewis J, Foerster S, Sugerman S, Mara P, Wu S, Lee S, Keller K, Hersey J, Lindquist C. Review of evaluation tools used to assess the impact of nutrition education on dietary intake and quality, weight management practices, and physical activity of low-income audiences. *J Nutr Educ.* 2001;33 Suppl 1:S35-48. Review.

h. Development of New Educational Materials

Existing materials will be updated as more recent survey data become available (See i).

i. Key Performance Measures/Indicators

The most basic, straightforward performance measure is data tables. The data tables from the Tracking Survey are critical to evaluation of *Network* campaigns through comparison of recall and evidence in any shift in social norms, knowledge of Dietary Guidelines for Americans, or self-efficacy to improve individual or family dietary change behaviors. These will be updated and administered during FFY 2010 and 2011.

Oral presentations and posters are another key performance measure; in FFY 2008, an oral presentation on implementing a new method for measuring income on the BRFSS that enabled us to analyze data at the SNAP-eligible level at the 2008 national BRFSS conference,[8] and a presentation on how findings from the Tracking Survey led to the development of a new, stronger media campaign was delivered at the 2007 National Prevention and Health Promotion Summit.[9] A presentation featuring self-efficacy as an important piece of the statewide media campaign strategy and highlighting Tracking Survey findsings was presented at the 2010 *Network* conference and as part of a teleconference for *Network* staff and partners. Appropriate venues for presentation of surveillance data will continue to be identified and employed during FFY 2011.

Publishing findings is a third key performance measure. A scientific paper will be prepared for submission to appropriate peer reviewed journals in 2011. Production of additional surveillance reports will occur during FFY 2011 if findings indicate a need and staffing permits.

3. Evaluation Plan

See also:

- 5a. FFY 2011 Evaluation Plan_Benchmark Tracking Survey

Project for which evaluation is associated:
Surveillance is associated with the overall *Network for a Healthy California* interventions, including local, regional, and media efforts.

Evaluation Type:
Surveillance and Outcome: The annual survey findings evaluate the current impacts of SNAP-Ed statewide media campaigns. In addition, the ongoing surveillance methods provide evidence of the cumulative effects of *Network* and other interventions over time.

Questions that will be addressed
The survey is used to gain a better understanding of and answer questions about SNAP-Ed-eligible California adults' and family dietary practices (especially fruit and vegetable consumption), physical activity, knowledge and awareness of the *Campaign*, and upstream factors that influence these behaviors including out-of-home eating, social norms, school, neighborhood, and worksite environments, poverty status, as well as related knowledge, attitudes, and beliefs. These findings inform planning, delivery, refinement, and evaluation of *Network* interventions.

[8] Mitchell P. Implementing Policy Evaluation Measures Using the BRFSS: The Example of Food Stamps, Food Insecurity and Federal Guideline Criteria. Presented at BRFSS National Conference, Atlanta, GA, March 2008.
[9] Sugerman S. Can Statewide Advertising Advance National Nutrition Policy Goals? Presented at the National Prevention and Health Promotion Summit, Washington, DC, November 2007.

Specifically, the data allow us to monitor changes in dietary, physical activity trends over time; correlate key behavioral measures with (1) knowledge, attitudes, and beliefs, (2) positive/negative lifestyle choices, (3) supporting/inhibiting environmental factors, (4) demographic factors, and (5) health indicators and outcomes; and investigate relationships between the target populations and *Campaign* activities.

Scope, Design, Measures, and Data Collection:
The monitoring survey provides the opportunity to investigate a broad range of topics that relate to the areas of our intervention and communications activity.

There are three sets of respondents in the study:

- 1,000 telephone interviews with mothers age 18-54 who are California SNAP recipients and have children age 0-18;
- 1,000 interviews with very low-income (≤130% FPL) mothers age 18-54 who are not SNAP recipients and have children aged 0-18;
- 400 interviews[10] with low-income mothers whose household income level is too high for SNAP (between 131% and 185% FPL) aged 18-54 who have children aged 0-18,
- 400 interviews[10] with a random digit dial sample of the State's general population of mothers age 18-54 who have children age 0-18

The SNAP recipient populations will be interviewed by telephone. The very low-income mothers and low-income mothers will be interviewed through the same mall intercept design that has been used in past *Tracking Survey* for only the non-SNAP low-income mothers. All the malls are located in, or are adjacent to, low-income neighborhoods across the State of California. Mall intercept surveys are a commonly used research method in social and commercial marketing science.

Plans for using the results
Investigating and compiling results for the SNAP-Ed eligible populations is the primary focus of this project. Surveillance results will be used to identify key characteristics of SNAP-Ed eligible populations and changing trends; evaluate California's progress toward meeting the 2005 *Dietary Guidelines for Americans*, *Healthy People 2010* objectives, and Objectives in the *Network* State Plan; inform and prioritize *Campaign* and program activities; and triangulate data with other similar data sources to contribute to evaluation of the *Network* as a whole, increasing program integrity and impact. They also link knowledge, attitudes, and beliefs to key behaviors and identify disparities and gaps in consumer knowledge and awareness, enabling our contractors to best determine where to direct their resources and intervention efforts.

Previous Evaluation:
State surveillance has been used to evaluate the *California 5 a Day Campaign* and *Network for a Healthy California Champions for Change Campaign* . Supplemental trend data (the California BRFS) comparable to national data (BRFSS) supported data triangulation and allowed more latitude to examine emerging issues among SNAP-Ed eligible mothers. The survey contains questions to assess fruit and vegetable consumption, which thereby allows us to monitor California's progress towards meeting the 2005 *Dietary Guidelines for Americans*, especially for the fruit and vegetable consumption of SNAP-Ed-targeted populations.

4. Coordination Efforts

Stakeholder interviews or meetings with state-level department personnel, projects, and local contractors for relevant surveys are conducted to gain insight into needs for data collection and

[10] In all cases, non-SNAP-Ed funding is obtained for the comparison non-SNAP-Ed samples.

reporting activities. Information gained from stakeholder interviews is utilized to develop potential data reporting and topics that are relative to needs of SNAP-Ed-related project activities on the statewide and local level.

The *Network* staff uses CDPS as a comparison for measures of fruit and vegetable consumption and formative work done to refine measures is ongoing. The *Network* collaborates with other researchers in the field with expertise in psychosocial predictors of fruit and vegetable consumption to inform dietary behavior measures

Data are disseminated through appropriate mechanisms described under **i. Key Performance Measures/Indicators**, and the *Network* is readily responsive to requests for information from WIC and other members of the State Nutrition Action Plan working group.

Title of the evaluation	Media Tracking Survey of Low-Income Segments
The project or projects with which it is associated	Media and Communications
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome
The question(s) to be addressed by the evaluation	What levels of media campaign recall for TV, radio and billboard are present among SNAP recipient and SNAP eligible mothers? How well did the media campaign perform among SNAP recipent and eligible mothers and is it related to behavioral determinants such as fruit and vegetable consumption? How does the campaign recall vary between target populations and sub-populations? What are dietary and physical activity practices among SNAP recipient and eligible mothers relative to media exposure and psychosocial determinants? What are their knowledge, attitudes, and beliefs toward healthy eating and physical activity?
The approach to conducting the evaluation, including scope, design, measures and data collection	The Media Tracking Survey was designed to evaluate the media campaign among the target populations of SNAP recipient and eligible mothers. Computer-assisted telephone interviews are administered to mothers from randomly selected households from a list of households participating in the FSP for 1,000 of the participants, and face-to-face interviews are collected from another 1,000 intercepted at malls in low-income areas. The surveys include questions regarding the campaign ads to test for recall levels. The surveys collect data on dietary and physical activity behaviors, specifically fruit and vegetable consumption. Questions are administered to learn knowledge of the Dietary Guidelines for Americans and MyPyramid. Sections of the survey include other questions that assess self-efficacy for consumption of fruits and vegetables and physical activity as well as social norms related to healthy eating and physical activity practices. Other questions such as access to workplace programs, exposure to non-ad interventions and interest in nutrition education resources are included.
Plans for using the results	Survey data identify Network progress towards meeting Plan objectives. The results will be used to inform *Network* programs and campaigns to assist in program planning and refinement. Survey data help guide the development and enhancement of the *Network* media and communications strategies and its targeted statewide social marketing campaigns. Results inform the needs assessment component of the *Network's* annual plan, are presented in fact sheets and topline reports, and are used for presentations at state and/or national conferences.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	The Media Tracking Survey has been conducted annually since 2004 and was formerly known as the Benchmark Media Tracking Survey. Each year the survey is conducted, it is updated to reflect current issues, and existing questions are refined. The most recent survey was conducted in 2009.
Project cost	$360,000

STATE LEVEL PROJECT SUMMARY FORM

Research Evaluation Unit - Project #6

1. **Goals & Objectives** *(See State Level Objectives).*

2. Project Title: Technical Assistance and Resource Development for Targeting, Program Planning, and Evaluation for SNAP-Ed Providers

a. Related State Objectives

Related State Objectives include #1, #5, #6, and #7.

b. Audience

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American, Caucasian/White and Latino/Hispanic

Languages: English and Spanish

Ages: All ages

c. Focus on SNAP-Ed Eligibles

All of the activities funded through the *Network* are designed to reach eligible consumers. This project is to provide evaluation and evaluation resources to the *Network* and other SNAP-Ed intermediaries so that they, in turn, can more effectively provide nutrition education to the eligible consumers that they serve, with eligibility based on income targeting.

Income Targeting Data Source:
Besides activities at location-based proxy sites and high-volume grocery stores, site verification of 50% or greater, SNAP-Ed eligibles participating in projects participating in collection of tracking data will be based on the following data sources:

Network GIS Census Tract Data; School Free/Reduced Price Meal Program Percentages; and WIC Income Guideline Qualifications.

d. Project Description

Key Strategies: Develop and disseminate information regarding best evaluation practices and standardized methods and tools for contractors using reports, group approaches and online systems; provide guidance, direction, and feedback on best strategies for practical evaluation strategies: *CX*^{3}; case studies of *Regional Network* and Local Food and Nutrition Education project accomplishments; examination of already-developed interventions for outcome/impact evaluation; implementation of non-traditional evaluation methods, and development of outcome/impact evaluation templates and survey instruments.

Key Educational Messages: The key educational message is the importance of using well thought out methods and standardized, high quality tools for planning and evaluation purposes. The focus will be placed on strategies to improve program planning, targeting, priority setting, and evaluation through standardized methods and tools and the identification of promising practices. Messages will be directed to contractors and will encompass documenting promising practices for implementation of nutrition education in a variety of settings. However, recognizing that some contractors have felt limited by the validated survey method of evaluation, we will also explore additional, more participatory, more qualitative evaluation methods on which to provide technical assistance, still within the constraints of best practices as taught by practitioners in the field.

Intervention Sites: Sites include program personnel among all contractors, including *Regional Network* Coordinators, as well as *Regional Network* Collaboratives working with SNAP-Ed programs and interventions.

Projected Number of Contacts:[1]

Direct Contacts: 3,395 (intermediaries and community partners)
Indirect Contacts: 25,960

Narrative Summary:

- *Communities of Excellence*^{3} *(CX*^{3}*)* is a program planning framework for evaluating neighborhood nutrition factors used to guide resource allocations and potential interventions for the local health department LIA contractors. Local health department LIAs are the focus because (1) *CX*^{3} fits within their purview as guardians of the health of residents in their county and (2) they have multi-year contracts to deliver community-based nutrition education. Utilizing this program planning framework, they focus on 3–5 low-income neighborhoods in their county that meet USDA SNAP-Ed eligibility. The neighborhoods may consist of multiple census tracts (50% at or below 185% FPL). The goal of the program planning framework is to make sure the locally-delivered nutrition education that reaches people within the neighborhood boundaries is relevant to their surroundings, tailored to the issues and barriers they face, and, thereby, persuasive in healthy messaging and content. We view this as integral to responsible SNAP-Ed nutrition education program planning. On a more macro level, the standardization across neighborhoods means local health

[1] Direct includes an estimated 5 - 7 Local Health Departments with 3 staff each for at least 15 CX^3 trained health department staff and using the most detailed case study available from 07-08 indicated that about 100 low-income community members in that neighborhood were reached by presentations about findings in order to develop partnerships among community members—with 5-7 health departments engaged in forums with community members to share recent data, 2,100 low-income community residents may be reached ; 260 anticipated readers for the RN case studies (24/region: 4 contractor staff- and 20 collaborative members); 20 anticipated contractor readers for the LFNE case studies; and an estimated 1,000 teachers of low-income school children directly participating in the *HOTM* evaluation study, Indirect includes 880 (80/region) anticipated non-contracted interested readers for the RN case studies reading from the web; 80 anticipated non-contracted individuals interested in topic reading from the web; and for CX3 the full group of 16 health departments actively engaged in some aspect of *CX*^{3}, in 61 neighbor hoods plan to use media strategies to reach an estimated 25,000 ~~2,400~~ potential low-income community partners may be reached indirectly by the project.

departments' SNAP-Ed projects have an objective way to evaluate how to prioritize funding. For example, as the condition in poor neighborhoods can vary dramatically, local projects may find that one neighborhood warrants more SNAP-Ed resource allocation than others. In addition, local SNAP-Ed staff may promote ideas for improving access to healthier foods in their low-income neighborhoods within the context of tailored nutrition education interventions. In FFY 06 pilot work was begun with six large county health department contractors to implement *CX*[3] indicator data collection; in FFY 07, six new counties implemented *CX*[3] and data analysis work began, which led to some instrument modification and simplification; in FFY 08, *CX*[3] was implemented with nine health department contractors that had renewed *Network* contracts. In FFY09 three health department contractors implemented *CX*[3]. In addition, a contractor that had taken part in the FFY06 pilot project expanded into additional neighborhoods using revised tools. FFY10 *CX*[3] activities have included expansion into additional neighborhoods by two local health departments, including a city that is completely a qualifying area and the mapping of areas using GIS for a newly participating health department. Pilot testing was conducted for the application of the *CX*[3] process in use with after-school programs included with nutrition education efforts.

- Technical assistance will be provided for case studies on the nutrition education best practices and lessons learned based on the experience of 1) *Regional Networks* collaborative activities, and 2) Local Food and Nutrition Education projects completing their final year of funding, and 3) possibly other topics as identified.

- Capacity building and skill development for impact outcome evaluation are key components of the technical assistance provided contractors (See REU Project #7). LIAs need strong evaluation skills to integrate evaluative thinking and activities into an organization.[2] These skills enable LIA staff to articulate evaluation questions, develop and implement sound principles of evaluation, and collect, analyze, report and use findings.[3] Strong, standardized tools are needed to carry this out effectively. Trainings, technical assistance, written materials and online resources are strategies that the state will use to build evaluation skills. These evaluation materials and training approaches are particularly suited to contractors providing nutrition education for low-income populations because they are inexpensive, easily diffused and readily accessible. Impact evaluation report templates for ongoing conduct of outcome/impact evaluation will be updated.

- In FFY11, a validation study will be undertaken to determine if the questions piloted in the Benchmark Tracking Survey in FFY10 to measure self-efficacy are the best possible measures available for the low-income population we serve. Self-efficacy questions examing personal choice and choice on behalf of a woman's family in terms of fruit and vegetable and physical activity behaviors will be examined. If findings from validation approaches including focus groups and surveys show that the

[2] Duignan P. Mainstreaming Evaluation or Building Evaluation Capability? Three Key Elements. New Directions for Evaluation, 99, Fall, 2003.
[3] Preskill H. Building Organization Capacity for Evaluation. The Evaluator's Institute. Jan 13, 2006

measures are appropriate for collecting self-efficacy with the SNAP-Ed population, we will continue to include in future surveys or will modify items based on findings. Additionally, if results show that measures are valid among the populations, findings will be disseminated among appropriate audiences who could also use high quality, validated measures, and the measures will be included in the *Compendium of Surveys*.

- *Harvest of the Month (HOTM)* evaluation efforts will focus on collecting generalizable findings regarding the current *HOTM* practices implemented by classroom teachers. This project entails disseminating a quantitative self-administered survey to classroom teachers for grades K-12 throughout the state to obtain generalizable data about the implementation of *HOTM*. Data entry, database cleaning, data analysis, and report writing will follow. Results will be analyzed by *Network* region, grade level, and other relevant factors. Findings from the formative evaluation conducted in FFY 2010 (qualitative) and FFY 2011 (quantitative) will be utilized to help refine *HOTM* to facilitate its implementation and improve *HOTM* standardization and training among *Network* contractors.

- An evaluation of the California Association of Food Banks' Produce Distribution Nutrition Education Toolbox will be oriented to food bank staff considering innovations for how the array of emergency food bank services can best serve their clients' healthy food and active living needs. The study will evaluate the increased influence on fruit and vegetable consumption, and factors associated with better consumption, e.g., self-efficacy, skills, belief, and outcome expectations, when food bank participants are given nutrition education along with fresh produce, compared with sites being provided with fresh produce alone and sites lacking both fresh produce and nutrition education.

- The Peer-to-Peer Nutrition Education Leadership Project is testing an approach with two local departments of public health for identifying, recruiting, training, and effectively supporting SNAP-eligible mothers to take on leadership roles in the promotion of healthy eating and physical activity in their communities by leading peer learning and support group sessions. Formal outcome evaluation will be conducted to determine what effects participation has on the personal and family practices of leaders, volunteers and session attendees. A post survey sample of 300 participants from both pilot sites (n=150 per site) will be conducted on an ongoing basis about 30 days after completing a small group session. The outcome assessment will also examine the role of social networks on the project's implementation and effects.

e. Summary of Research

Each of the resources and tools that is part of *Network* projects is well-documented as being a research-based effective program planning, targeting, and/or evaluation adjunct. The community-level indicators that are the basis for *CX*[3] were developed using the model CDC used to do the same for cardiovascular disease risk factors[4].

[4] Cheadle A, Sterling TD, Schmid TL, Fawcett SB. Promising community-level indicators for evaluating cardiovascular health-promotion programs. Health Educ Res. 2000 Feb;15(1):109-16.

Case studies are a well-established approach of qualitative or mixed-method evaluation of public health programs[5]. An extensive body of peer review and "grey" literature as well as a wide network of contacts initiated with well-established researchers, including those at the CDC DNPAO Evaluation conference in May 2007, led to development and expansion of the list of validated and/or well tested instruments for measuring behavioral objectives and predictors. Our work with UC Davis established a website "home" for the instruments initially. Now they are readily accessible on our website in .pdf form to our contractors. Further, Marilyn Townsend of UC Davis has established a website to more widely disseminate the evaluation instruments she has developed and validated specifically for the low-literacy population at http://townsendlab.ucdavis.edu/ , including The Food Behavior Checklist (FBC),[6] the Fruit Vegetable Checklist (FVC) adapted from the FBC specifically for the *Network*, and the new Fruit and Vegetable Inventory to measure psychosocial determinants, which was shown to be "moderately sensitive".[7] The FBC has been translated into Spanish and modified to be culturally appropriate; reliability and validity testing of it with a low-literacy Spanish-speaking population was completed during FFY 2008, and the instrument is being used by *Network* contractors. During FFY 2008, the "servings" questions on the FBC and FVC were modified to reflect "cups." The new self-efficacy work builds upon the foundation established by Henry and colleagues.[8]

f. Modification of Project Methods/Strategies

Existing methods and strategies will be updated by refining tools and systems as knowledge in the field of evaluation continues to grow and as our contractors usage of the resources indicates need. Although we have been able to obtain it for the 2009-2010 school year and will be doing a BMI analysis, it is not clear that we will be able to obtain it again due to the Family Educational Rights and Privacy Act (FERPA). As additional standardized outcome/impact measures are implemented, new data entry templates for use by local partners will be developed to expedite their evaluation work. When updates occur, improved materials and methods will be disseminated to all contractors along with training and technical assistance to keep them current in the field.

g. Use of Existing Educational Materials

- *CX*^{3} Program Planning Tools were developed in-house by the *CX*^{3} Internal work group – These community program planning tools were developed and piloted during FFY 2006. Planning tools include PowerPoint training presentations on how to use the GIS for program planning and how to conduct field surveys, as well as field survey instruments

[5] Patton, MQ. Qualitative Research and Evaluation Methods. Sage Publications, Inc. 2002.
[6] Townsend MS, Kaiser LL, Allen LH, Joy AB, Murphy SP. Selecting items for a food behavior checklist for a limited-resource audience. J Nutr Educ Behav. 2003 Mar-Apr;35(2):69-77.
[7] Townsend MS, Kaiser LL. Brief psychosocial fruit and vegetable tool is sensitive for United States Department of Agriculture's Nutrition Education Programs. J Am Dietet Assn. 2007; 107: 2120-2124.
[8] Henry H, Reimer K, Smith C, Reicks M. Associations of decisional balance, processes of change, and self-efficacy with stages of change for increased fruit and vegetable intake among low-income, African-American mothers. J Am Diet Assoc. 2006 Jun;106(6):841-9.

for grocery stores, fast food establishments, and outdoor advertising (English and Spanish)

- A *Compendium of Survey Instruments* has been developed by the Outcome/Impact Evaluation Internal work group. It consists of a handbook outlining outcome/impact evaluation methods and materials and a set of validated and/or well-tested instruments for measuring behavioral objectives and predictors, it is used by contractors to ensure they are using quality evaluation methods. The handbook is produced in-house; a major distribution channel for instruments is online. (English) (See h.)
- *Harvest of the Month (HOTM*) materials, already developed by the *Network* Communications Unit in conjunction with selected Community Development and Campaign state staff, will be used for the *HOTM* evaluation study. (English and Spanish)
- Selected participatory evaluation approaches and tools being used by *Network* contractors will also be compiled in a practitioner oriented handbook.

h. Development of New Educational Materials

- New surveys will be added to the existing *Compendium* to increase the diversity of tools available to contractors; some potential measures have already been identified. [9,10] These would not need to be purchased. Based on findings from the Self-Efficay Measures Validation Study, the validated measures will be included in the Compendium.
- Based on findings from the promising practices evaluation, enhanced *HOTM* orientation resources for www.harvestofthemonth.com training corner will be developed in house. They will not need to be purchased.

i. Key Performance Measures/Indicators

CX^3 – Local staff implementing project activities will continue to provide input into process and measures as projects move forward with activities. Intensive process evaluation was conducted over the pilot phase in FFY 06-07 with the revision of tools and methods based on results. Following updates to tools and methods, evaluation of training has occurred to gain insight into best methods for informing contractors of community-based approaches. Training evaluation results have continued to show the majority of the ratings of training segments as "excellent". Evaluation of training will continue as planned for additional contractors and as needed for updates with new staff. . An evaluation survey collecting quantitative and qualitative information from contractors who had implemented *CX*^{3} was administered in FFY09. Questions collected "from the field" feedback on the *CX*^{3} training and technical assistance has provided an increased capacity for use of GIS, as well as interpretation and communication of data. Application of findings, future skill building and professional development based on *CX*^{3} experience, and next steps and directions for *CX*$^{3.}$ will also be explored. The evaluation survey will be conducted again in FFY2011 or FFY2012 if warranted by interventions in the field developed from *CX*^{3} findings.

[9] Townsend MS, Kaiser LL. Development of an evaluation tool to assess psychosocial indicators of fruit and vegetable intake for two federal programs. *J Nutrition Education & Behav*ior. 2005;37:170-184.
[10] Townsend MS, Kaiser LL. Brief psychosocial fruit and vegetable tool is sensitive for United States Department of Agricultures nutrition education programs. *J Am Dietet Assoc*. In press.

Compendium of Survey Instruments - The addition of useful new measures and the extent of usage of surveys will be tracked, and training in evaluation satisfaction surveys will be conducted. Surveys are disseminated in hard copy and through website downloads. Approximately 80 hard copies of a 40-survey compendium have been distributed to contractors. These are also available on two websites. A thorough monitoring system tracks the surveys that are used and the progress of contractors in implementing their evaluation plan, collecting, processing and analyzing their data, and reporting on their findings.

Harvest of the Month evaluation- A contractor will be engaged to conduct a series of structured key informant interviews with LIA coordinators and classroom teachers whose students demonstrate positive change in consumption of fruit and vegetables and improvement in related psychosocial indicators and will compile a written report of best practices among successful contractors. The report will include in-depth examples of execution of various elements of the *HOTM* tool kit.

CAFB *Produce Distribution Nutrition Education Toolbox* – A contractor will conduct an impact assessment of the Toolbox at various types of food distribution settings. Key performance indicators include the finalized evaluation protocol, instruments, findings, and an analysis of the evaluations' contribution to best practices and future programming.

Peer-to-Peer Leadership Project – A contractor will conduct a formal outcome assessment of this pilot project. Key performance indicators include the finalized evaluation protocol, instruments, findings, and an analysis of the evaluations' contribution to best practices and future programming.

3. Evaluation Plan

See also:

- **6a. FFY 2011 Non-Profit Incentive Awardees Evaluation Plan—CAFB and CVHN**
- **6b. FFY 2011 Evaluation Plan—Local Food and Nutrition Education Projects**
- **6c. FFY 2011 Evaluation Plan—Self-Efficacy Measures Validation**
- **6d. FFY 2011 Evaluation Plan—Sentinel Sites**
- **6e. FFY 2011 Evaluation Plan_Re-Think Your Drink Outcome Orange County**
- **6f. FFY 2011 Evaluation Plan_Re-Think Your Drink Projects**
- **6g. FFY 2011 Regional Networks' Nutrition Education Initatives**
- **6h FFY 2011 Geographical Information System (GIS) Formative Adolescent, Food Availability, Dietary Outcomes**

- **9b PHI FFY 2011 Formative Evaluation *Network* Peer to Peer Education Project**

This State Level Project Summary does not have an outcome evaluation plan per se since all the activities proposed for this project are themselves either evaluations or resources that enable us to determine what technical assistance is needed and how best to provide it. Informal and formal methods will be used to solicit contractor feedback on whether they

have the evaluation resources they want and how to satisfy technical assistance needs. Telephone calls, emails and interviews will provide information about the type of assistance contractors are seeking. Online and hard copy surveys and group level oral evaluation following technical assistance workshops and events will assess utility. There are continued opportunities for use of significant local contractors feedback, such as the *CX*[3] "from the field" survey which has provided direct contractor feedback on the training and technical assistance they receive.

4. Coordination Efforts

Sharing of tools and methods will continue among other federal and state-funded programs working with the same target population. Results from the evaluation of combined intervention efforts by the *Network*, CDSS, and UC-FSNEP will be shared and disseminated to improve message delivery to the SNAP-Ed target audience. WIC and CDE staff contributed to the development of indicator items for *CX*.[3] During FFY 2008, *CX*[3] instruments were modified so as to allow analysis about the extent of availability of foods on the new WIC food package in different types of retail food stores. With the new food package implementation early in FFY 2010, as *CX*[3] contractors go into the field again, the identification of presence or absence of WIC foods in neighborhood stores will take on even greater significance. Case study report dissemination will contribute to better coordination by directly responding to the need identified in the United States General Accounting Office (GAO) report for more systematic sharing of lessons learned across nutrition education efforts.[11] The Spanish language Food Behavior Checklist and the earlier English-language illustrated Food Behavior Checklist represent a direct collaboration of *Network* and UC-FSNEP to produce evaluation instruments needed by both programs.The validation of self-efficacy instruments for this population would have similar utility.

[11] U.S. General Accounting Office. (2004). *Nutrition education: USDA provides services through multiple programs, but stronger linkages among programs are needed* (GAO-04-528). Washington, DC: U.S. Government Printing Office.

Title of the evaluation	Non-Profit Incentive Awardee Evaluation — California Association of Food Banks Produce Distribution Nutrition Education Toolbox Evaluation, Central Valley Helath Network Outcome Evaluation
The project or projects with which it is associated	California Association of Food Banks Central Valley Health Network
The type of evaluation as primarily a formative, process, outcome or impact assessment	Impact: California Association of Food Banks Produce Distribution Nutrition Education Toolbox Evaluation Outcome: Central Valley Health Network Outcome Evaluation
The question(s) to be addressed by the evaluation	Are food bank and/or health center clients receiving nutrition education during their regular visits? Are they trying the promoted recipes? Are clients receiving nutrition education doing better at meeting their fruit and vegetable recommendation? Are knowledge, skills and attitudes associated with increased fruit and vegetable consumption increasing among clients receiving nutrition education?
The approach to conducting the evaluation, including scope, design, measures and data collection	CAFB and CVHN both have mutliple subcontracting agencies providing SNAP-Ed services. At least one health center and one member food bank will measure outcomes among clients randomly selected for interview. With CAFB, a multi-site impact assessment will be conduct to allow comparison of three groups: 1) clients at food distribution sites using the Produce Distribution Nutrition Education Toolbox (fresh produce and nutrition education), 2) clients at Produce Distribution sites (produce without education) and 3) clients at food distribution sites not receiveing fresh produce or nutrition education.
Plans for using the results	For CVHN, the results will be used to assess outcomes relative to project objectives and targets. For CAFB, the results will be used to determine the degree to which the Retail Program's intended impacts are evident and inform decisions regarding expansion of the Produce Distribution Nutrition Education Toolbox.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	Case studies that included interviews with a range of key stakeholders, site visits and client survey results were conducted in 2007 for CVHN and 2009 for CAFB. Outcome evaluation will also be conducted with a small group of CVHN clients in FFY10.
Project cost	$65,000 (Contractor cost for CAFB Impact Evaluation only. CVHN outcome evaluation incorporated into ongong operating costs.)

Title of the evaluation	Outcome Evaluation - Local Food and Nutrition Education Projects
The project or projects with which it is associated	1. Community Services Planning Council: Sacramento Hunger Coalition 2. CANGRESS: Los Angeles Community Action Network 3. Children's Council of San Francisco 4. Southeast Asian Community Alliance 5. New Economics for Women 6. Alameda County Community Food Bank 7. Trust for Conservation Innovation: Nextcourse 8. Health Education Council 9. Pacific Coast Farmers' Market Association 10. Natividad Medical Foundation 11. Alameda Point Collaborative 12. Child Development Resources, Ventura 13. Collective Roots 14. Mandela Marketplace 15. North Coast Opportunities 16. Sustainable Economic Enterprises of LA 17. Urban Resource Systems, Inc.: Urban Sprouts
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome Evaluation
The question(s) to be addressed by the evaluation	Is fruit and vegetable consumption and/or factors associated with increased consumption improving among SNAP-Education eligibles participating in the nutrition education provided by LFNE projects?
The approach to conducting the evaluation, including scope, design, measures and data collection	All LFNE projects are expected to conduct outcome or impact evaluation in their second and third year's of funding. Projects are provided technical assistance during their first year to finalize their evaluation plans. In most cases, projects conduct pre- and post-survey outcome evaluation with participants of multiple nutrition education sessions. However, some projects elect to conduct post surveys only and several projects use verbal interviews or interactive verbal group sessions to assess outcomes, in part, due to low literacy levels. Most LFNE projects also elect to collect qualitative information regarding project outcomes either through focus group discussion or in-depth interview.
Plans for using the results	Outcome evaluation results are used to assess progress toward the intended results and identify areas for possible improvement. All LFNE projects in their second and third years must report at least one way they have used the evaluation results to adjust project implementation.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	LFNE projects first funded in FFY09 conducted outcome evaluation FFY10 (see projects 1-10 listed above). LFNE projects first funded in FFY10 will conduct outcome evaluation for the first time in FFY11 (see projects 11-17 listed above.)
Project cost	$65,000 (evaluation technical assistance).

Title of the evaluation	Benchmark Tracking Survey Self-Efficacy Measures Validation Study
The project or projects with which it is associated	Media and Communications- Benchmark Tracking Survey
The type of evaluation as primarily a formative, process, outcome or impact assessment	Formative
The question(s) to be addressed by the evaluation	Are the measures developed for individual and family change self-efficacy valid among the food stamp and low-income populations in California? Can these measures be applied for use by other researchers and evaluators working with these populations?
The approach to conducting the evaluation, including scope, design, measures and data collection	Collboration with researchers at San Diego State University to conduct focus groups and surveys with target populations. Measures were already developed for the 2009 Benchmark Tracking Survey with consultation among experts in psychosocial determinants of fruit and vegetable intake to review question wording. Correlations will be examined between groups proposed for this study and the data collected in 2009.
Plans for using the results	We will attempt to determine if the questions we are using to measure self-efficacy are the best possible measures available. If the findings show that the measures are appropriate for collecting self-efficacy with the SNAP-Ed population, we will continue to include in future surveys or will modify items based on findings. If findings show that measures are valid among the populations, the results will be disseminated among appropriate audiences who could also use high quality, validated measures.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	Only content validation has been conducted in 2009 and measures are based on previous research done by qualified researchers in the field.
Project cost	Estimated $25,000

Title of the evaluation	Sentinel Sites Project- Fruit and Vegetable Purchasing Data from Low-Income Areas
The project or projects with which it is associated	GIS mapping activities
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome
The question(s) to be addressed by the evaluation	How do fruit and vegetable purchaces in large grocery stores in SNAP-Ed qualifying census tracts compare with reported consumption data collected using surviellance measures? Can scanner data of purchases of fresh fruits and vegetables from large grocery stores be used as proxy data for changes in consumption among consumers in low-income census tracts?
The approach to conducting the evaluation, including scope, design, measures and data collection	Purchase of scanner data for fruits and vegetables. Fruits and vegetables will be selected based on research of most popular produce among WIC clients, Produce for Better Health data, and annual reports from Freshlook, the contracting vendor with scanner data. Analysis will be conducted for data collected in stores in qualifying census tracts for 3-4 specifc time periods. Shifts in purchasing will be compared to shifts in consumption reported among low-income populations.
Plans for using the results	Data from the Sentinel Sites Project will be examined to learn if purchasing patterns in large grocery stores among low-income residents might reflect results of campaign efforts among SNAP-Ed populations.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	No
Project cost	$46,000 - Pricing is based on $2,000 per geography, per time-period.

Title of the evaluation	Re-Think Your Drink (RTYD) Regional Network Collaborative Project in Orange County
The project or projects with which it is associated	Regional Collaborative of the Regional Network in Orange County
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome evaluation
The question(s) to be addressed by the evaluation questions	**Post-test Survey:** How many containers/glases of specific types of drinks were consumed in previous day? At home what drinks are usually available? What type of drink is ordered when eating out at a restaurant? Do consumers look at food labels when choosing a drink? When drinking milk, what type (%fat) is consumed?
The approach to conducting the evaluation, including scope, design, measures and data collection	Students from two schools will be included in the sample. Surveys are follow-up to base-line surveys collected in FFY2010 and implementation of initiative. Measures will include quantitative items only.
Plans for using the results	The results will inform the development of future educational initiatives by Regional Network Collboratives that focus on beverage consumption behaviors or the "Re-Think Your Drink" theme. Will assist with determining level of success of school-based RTYD initiatives.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	Follow up to pre-test conducted at schools in FFY 2010
Project cost	None other than staff time to implement.

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Title of the evaluation	Re-Think Your Drink (RTYD) Regional Network Collaborative Projects
The project or projects with which it is associated	Regional Collaboratives of the Regional Network (May include any/all of the following Desert Sierra, Gold Country, Los Angeles, Central Valley, Sierra Cascade, Northcoast, Bay Area, Gold Coast, Orange County)
The type of evaluation as primarily a formative, process, outcome or impact assessment	Process evaluation
The question(s) to be addressed by the evaluation	**During Intervention- Tracking and Observation:** How many nutrition education materials were distributed?, How many intermediaries reached the SNAP-Ed eligible audiences were trained on the nutrition education lesson?, How many SNAP-Ed community members received the nutrition education?, How well were educators following the curriculum presented?, What types of modifications to future campaigns or trainings are needed? **Post-only Survey**: What were perceptions of success among educators implementing classes and other levels of intervention?, Which audiences were perceived as highest level of success?, How can the campaign be improved for future implementation? What parts of any curriculum developed did educators use?
The approach to conducting the evaluation, including scope, design, measures and data collection	Process evaluation will be collected through a tracking form that is additionally used with the Activity Tracking Form and final progress reports. Post-only outcome data will be collected in an on-line format that will be implemented ideally within 2 weeks of the completion of the initiative, but within no more than 1 month. Measures will include quantitative and qualitative items.
Plans for using the results	The results will inform the development of future educational initiatives by Regional Network Collboratives that focus on beverage consumption behaviors or the "Re-Think Your Drink" theme. Will assist with determining state support for printing materials and approximate numbers needed.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	The Bay Area conducted an independent evaluation in 2008, pilot testing of the post-intervention survey among Regional Networks participating in RTYD in 20010,
Project cost	None other than staff time to implement.

Title of the evaluation	RN Nutrition Education Initiatives Evaluation Plan
The project or projects with which it is associated	All Regional Network lead agencies
The type of evaluation as primarily a formative, process, outcome or impact assessment	Outcome
The question(s) to be addressed by the evaluation	What were the major accomplishments of this region over the three-year period of its contract? Did the technical assistance contractor provide the regions with the support they needed to conduct their media-related activities and methods to inform case study capably? Were the trainings the RNs carried out for the local contractors in their regions effective? How many of the target audience did the trained locals reach in the 3-month period after training? How did collaborative efforts improve the implementation of the initiative? What barriers did the RNs encounter and what did they do to overcome the barriers? Will they impelment in initiative again in the future?
The approach to conducting the evaluation, including scope, design, measures and data collection	For the contract period FFY09 - FFY11 case studies are due at the end of FFY11. Key informant interviews are required to inform the case study with a recommendation of interviews occuring at several intervals over the time of implementation. Other evaluation methods may be used and suggestions are included in the case study guidelines, such as focus groups or surveys. Regional coodinators work with Research and Evaluation liaisons to consult on evaluation methods, key informant interview questions and other approaches. A minimum of two case studies covering edcuational initiatives are required.
Plans for using the results	Results and case study process are important to decisions to sustain the initiative, modify approaches, or implement new ideas to effectively reach the target population untilizing the Collaborative structure. The case study becomes a qualitative review of results that can be shared among members of the Regional Collaborative, other Regions or professionals in the field. Case studies featuring the most successful initiatives will be highlighted in a statewide forum to be determined for sharing of best practices.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	Case studies were completed in 2008 by the Regional Network Collboratives to cover their educational initiatives from a three year contract period. Following review of the case studies, the case study guidelines were updated in 2009 and guidance was provided to Regional coordinators at the Network Conference.
Project cost	none

Title of the evaluation	**Formative Assessment Food Availability and related dietary and overweight outcomes for adolescents**
The project or projects with which it is associated	Network GIS Team-Mapping, Web Application and Data Analysis Support
The type of evaluation as primarily a formative, process, outcome or impact assessment	Formative
The question(s) to be addressed by the evaluation	This is a preliminary needs assessment of behaviors or conditions that increase the risk of overweight or poor dietary practices among California adolescents. What kinds of environmental and individual factors are important to overweight, fruit and vegetable consumption, and other dietary outcomes among adolescents? Given the quantitative data resources of the *Network*, what are the service/programming gaps and nutrition education needs for adolescents? What kinds of indicators for availability of healthy food and higher calorie lower nutrient foods are significant, changeable, and informative to nutrition education programs for low income adolescents?
The approach to conducting the evaluation, including scope, design, measures and data collection	Analysis of secondary data using hierarchical linear modeling **Scope**- assessment will use existing statewide data: data currently used on the Network GIS interface and CalTEENS Design- quantitative multivariate analysis **Measures**- BMI, dietary practices, KAB, area poverty, food stamp enrollment and use, sprawl, proportions of various types of stores, prevalence of overweight and prevalence measures of fruit and vegetable consumption, and assessment of how the behaviors and indicators are similar and different to adults. **Data collection**- none, secondary
Plans for using the results	Will identify adolescent behaviors that increase their risk of poor dietary practices and overweight. Results will inform nutrition education programs on topics that need to be addressed, personal and social indicators of those behaviors that can be included in nutrition education programs.
Whether or not the project/projects have been evaluated previously, along with the most recent year in which the evaluation was done	No
Project cost	No additional costs, uses existing resources and staff

STATE LEVEL PROJECT SUMMARY FORM

Research and Evaluation Unit - Project #7

1. **Goals & Objectives** *(See State Level Objectives).*

2. **Project Title: The Educational and Administrative Reporting System (EARS) – Feasibility Study Report (FSR) and Online System**.

   a. **Related State Objectives**

   Related State Objectives include # 8

   b. **Audience**[1]

   Gender: Female and Male
   Ethnicity: All races and ethnicities
   Languages: English
   Ages: All ages.

   c. **Focus on SNAP-Ed-Eligibles**

   All of the activities funded by USDA are designed to reach Supplemental Nutrition Assistance Program-Education (SNAP-Ed)-eligible consumers and this project is to provide evaluation and evaluation resources to the *Network* and SNAP-Ed intermediaries so that they can better identify the extent to which they are providing services to SNAP and SNAP-eligible consumers and develop a description of those consumers and the education *Network* is providing.

   Income Targeting Data Source:
   Site data will be built into the database developed for the system, including census tract data and school Free/Reduced Price Meal Program Percentages.

   d. **Project Description**

   The Network is seeking approval via an FSR to purchase a COTS web-based application that meets USDA's mandated EARS reporting criteria.

   The following key strategies will be employed; we will:
   - Develop a list of business requirements for a request for offer (RO) and issue an RO
   - Complete and submit to the CDPH Chief Information Officer (CIO) a Feasibility Study Report package
   - When FSR is approved by CIO, send FSR to potential vendors and select a vendor
   - Work with vendor and contractor workgroup to design system for collecting EARS data, develop prototype, test and implement.
   - Network IT Section staff will supervise vendor/contractor.

   Key Educational Messages: N/A
   Intervention Sites: After development, all of them.

[1] The intended audience for this project is staff of Network funded projects.

Projected Number of Contacts:

Direct Contacts: 0[2]

Indirect Contacts: 0

Narrative Summary:

A Feasibility Study Report (FSR) is a document that persuades the central information technology office of CA Dept. of Public Health that a project can be accomplished within the available budget and resources. The *Network* is seeking approval via an FSR to purchase a Commercial-Off-the-Shelf (COTS) web-based application (a system that has already been somewhat developed) that meets USDA's mandated EARS reporting criteria. If the FSR is approved, the *Network* will hire a CMAS (state-qualified) contractor to modify a COTS product(s) to design, develop, pilot test, refine, and implement an EARS reporting system for the *Network*. The contractor in conjunction with the *Network* will also develop training materials and provide training to *Network* staff, contractors and sub-contractors. The FSR itself is done primarily by Network staff, with some assistance from CDPH IT staff; the actual EARS project is done by a vendor. The cost of the EARS project is estimated to not exceed $150K.

Key factors leading to the success of this effort include the ability to:

- Obtain a web-based data collection system with a database backend that can be modified to meet the new USDA reporting requirements and accommodate any future changes in those requirements;
- Obtain approval to house the database on state owned servers; ability to utilize secure web based forms to pull the OMB-required data into the database;
- Produce a product that meets the USDA EARS reporting guidelines;
- Monitor and verify partner data entered into the system as a USDA requirement for implementation.

Currently, such information is collected uniformly from local partners within California using a number of Excel worksheets, as well as hard-copy forms. As such, to meet the federal mandate, local entities have to submit data collected through a cumbersome manual process. Thus, approval of this project will allow the Department to develop a strategy and mechanism to electronically collect federally mandated data, which will be provided to the California Department of Social Services (CDSS), the single State Agency interfacing with USDA's EARS system. Benefits of such a system would be expected to: 1) speed the process of data collection; 2) increase the accuracy of data collection; 3) obtain a more complete data collection, and 4) save staff time, both at the local and State level, while concurrently increasing productivity. As such, if this system is approved, costs associated with inefficient operations, i.e., manually collecting and reporting the mandated data, can be avoided.

Summary of Research

It is our goal to be able to use this system to integrate data collection of EARS, the Semi-Annual Activity Report, and Activity Tracking Forms (See 1. Project Summary REU – Process Evaluation). This project is a process evaluation to inform the State and local projects of the annual scope of their activities for reflection and application to the projects in the future, part of the feedback loop for social marketing. The Office of Analysis, Nutrition, and Evaluation identifies process evaluation as useful for tracking implementation and identifying if the

[2] This project is intended to collect process evaluation data from *Network* projects; no direct or indirect services will be provided to the target audience of the *Network*.

intervention is being delivered as intended.[3] Baranowski and Stables (2000) found process measures to directly relate to success of nine state 5 a Day projects.[4] Examples of process evaluation and activity tracking from previous years can be found in interim and final reports from FFY 2000- 2009.

The use of EARS itself as a tracking measure has been researched by USDA through pilot studies. California first piloted EARS tracking in FFY05, providing USDA with feedback identifying concerns about the time burden. In FFY08 the *Network* participated in the USDA's retroactive EARS pilot test to confirm the utility of the FPRS data collection system. From our implementing agency point of view it was challenging to do this after the fact, as the *Network* format of data collection was not in congruence with that of EARS. However, the FPRS system worked, so the test was successful from the USDA perspective.

Network's endeavors with its Excel system have served as formative research for the development of this online system. They have provided us with a great deal of insight about the challenges of documenting EARS data—issues our contractors raise, decisions that need to be made, ambiguities, etc.

e. Modification of Project Methods/Strategies

- This is an upgrade of the Excel-based EARS data collection system that is currently operational. Excel is a very limited database. A more relational database is critically essential.
- A robust contractor workgroup met regularly with us throughout FFY 2010 to help guide development of the EARS Excel system; they will be engaged in an even more active role in FFY 2011.

Use of Existing Educational Materials

To the extent that any EARS data collection materials from the current Excel system have relevance to the new system, we will use them for training.

f. Development of New Educational Materials

Since this will be a new system, new training materials will be developed for use with an online EARS data collection system.

g. Key Performance Measures/Indicators

- CDPH CIO approval of the FSR;
- *Network's* successful identification and selection of a vendor;
- The contractor has been consistently engaged with *Network* staff and contractor workgroup-- responsive to emails, phone calls, and regular meetings;
- The basic system is designed – business requirements have been transformed into technical requirements;

[3] USDA Food and Nutrition Service, Office of Analysis, Nutrition and Evaluation. Nutrition Education: Principles of Sound Evaluation, Sept 2005.
[4] Baranowski T, Stables G, Process evaluations of the 5 a Day projects. Health Education and Behavior 2000 27(2) 157-166.

- A prototype is well under development, if not completed.

Evaluation Plan

Projects it is associated with:

All *Network* local and regional projects will participate in EARS.

Evaluation type: Primarily process evaluation.

Questions that will be addressed:

- Is the system easier to use than the FFY 2011 Excel system?
- Does it offer as much flexibility as the FFY 2011 Excel system?
- Is it sufficiently robust to serve as many contractors simultaneously who need to be able to use it?
- Is its physical appearance acceptable?
- Have all major data collection issues been addressed?

Design and Measures:
The prototype will be tested by a workgroup of interested contractors. At present, about 14 contractors have been engaged in participating in the development of the Excel EARS data collection system and have expressed interest in continued engagement. Their feedback will be obtained on the questions above and they will surely have other issues to raise, too.

Plans for using the results:
The results will guide the next phase of development of the online system and beta-testing – it will let us know the extent to which we can move straight forward or need to go back with more re-design.

Previous evaluation:
Since we are evaluating the system itself and it is a new system, there are no previous evaluations.

4. Coordination Efforts

Network and UC-FSNEP have been exchanging ideas about our respective Excel-based EARS data collection systems throughout FFY 2010. UC-FSNEP will be encouraged to participate on the workgroup and share in the data collection system.

FEDERAL FISCAL YEAR (FFY)2011 PROJECT SUMMARY BUDGET
***NETWORK FOR A HEALTHY CALIFORNIA* RESEARCH AND EVALUATION**

Federal Share Budget	FFY2010			FFY2011			
	PHI	STATE	TOTAL	PHI	STATE	TOTAL	% DIFFERENCE
1. Personnel Salaries/Benefits	861,668	96,130	957,798	1,140,633	243,108	1,383,741	44.47
2.Contracts/Grants/Agreements	686,824	632,860	1,319,684	686,487	629,024	1,315,511	(0.32)
3. Non-capital Equipment/Supplies	31,185	13,261	44,446	39,785	12,494	52,279	17.62
4. Materials	0		0	0		0	-
5. Travel	33,680	4,952	38,632	48,490	9,561	58,051	50.27
6. Administrative *	142,500		142,500	103,500	0	103,500	(27.37)
7. Building/Space and Other General Expenses *	98,500	35,581	134,081	118,500	91,122	209,622	56.34
8. Maintenance *	0		0	0	0		-
9. Equipment & Other Capital Expenditures	33,075	0	33,075	40,075	0	40,075	21.16
Total Direct Costs	**1,887,432**	**782,784**	**2,670,216**	**2,177,470**	**985,309**	**3,162,779**	18.45
11. Indirect Costs @8.6 % of Personnel Costs for State staff**	269,462	8,267	277,729	303,348	20,907	324,255	16.75
12. TOTAL COSTS	**$2,156,894**	**$791,051**	**$ 2,947,945**	**$2,480,818**	**$1,006,216**	**$3,487,034**	**18.29**

See Appendices, Sction C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)
*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately
**Indirect Cost rate for the State is 8.6% of total personnel costs and PHI is 16.5% of total budget less subcontracts

10% Budget Changes Justifications

1 On the State side, there is an icrease in FTE from 1.20 FTE in FFY2010 to 3.0 FTE in FFY2011. The increase is due mostly to the addition of a Research Scientist II (RS II) at 1.0 FTE On the PHI side, FTE increased due to the addtion of a Research Assistant III and a Health Educator IV. In FFY2011, state personnel budgeted does not include reductions due to furloughs as FFY2010 did.
3. This line item is tied to FTE costs and would therefore increase correspondingly.. The reallocation of LAN costs would not affect PHI costs since LAN was budgeted on the state side for both state and PHI staff
5. The increase in travel is related to the increase in FTE
6. Decrease is due to a reduction in Other-Special Expenses in the PHI budget.
7. The increase in this line item is also related to the increase in FTE
9. Increase in PHI Equipment & Other Capital Expenditures is due to increase in personnel costs.
11. This percentage is based on Personnel Salaries/Benefits.

STATE LEVEL PROJECT SUMMARY FORM
COMMUNITY DEVELOPMENT, ADMINISTRATION
and INFORMATION TECHNOLOGY

1. **GOALS & OBJECTIVES** (*See State Level Objectives)*

2. **Project Title: Community Development Project 1: Local Operations**

   a. **Related State Objectives**

   Related State Objectives include 1, 2, 3, 5, 7, 8, 9

   b. **Audience**

   Local Incentive Award (77), Non Profit Incentive Award (4), UC Cooperative Extension Program (39), and Special Project Contractors (13), Local Food and Nutrition Education (18), and Faith-based projects (4) that provide nutrition education to all ages and ethnicities of Californians participating in the Food Stamp Program and SNAP-Ed-eligibles at 185% or below the FPL. See Project Summaries in Section B for specific audience characteristics in each contract, and Section D, Budget for complete list of all local projects.

   c. **Focus on FSP Eligibles**

   All of the program activities by USDA SNAP-Ed local contractors are designed to reach SNAP-Ed-eligible consumers and their families where they learn, work, shop, worship, live and receive other services.

   Income Targeting Data Sources

   Site verification of 50 percent or greater SNAP-Ed-eligible persons participating in program activities is based on the following data sources:

   Primary: *Network* GIS 2000 Census Tract Data; California Department of Education Free/Reduced Price Meal Participation rates and California Department of Education Child and Adult Care Food Program (CACFP) participation rates when applicable.

   Secondary: Percentage participation for location-based proxy sites for "Likely FSP Eligibles" include food banks, food pantries, food stamp offices, Head Start, public housing, shelters/temporary housing, soup kitchens, TANF Job Readiness Program; percentage participation for location based proxy site for "Potential Eligibles" is WIC offices); other agency specific income data.

   See project summaries in Section B, a. Local Project Summaries for expanded income targeting data for each contractor.

   d. **Project Description**

   Summary:

   Network staff will continue to provide programmatic, administrative, fiscal and IT support at the State and local levels to Local Incentive Awardees, Nonprofit Incentive Awardees, and Special Projects to assure programatic and fiscal compliance with the USDA *Guidance* and SNAP-Ed Plan.

Key Strategies:

1. Develop request for application (RFA) for FFY 2011 *Network Plan* for LIA, NIA, and Special Projects; conduct solicitation and provide contractors with teleconference trainings on the forms in the solicitation package; review and approve state share and federal share program and fiscal documents, assuring SNAP-Ed income targeting.
2. Provide an orientation on *Network* policies and procedures to new agency staff and refresher orientations as necessary to accommodate staff turnover.
3. Plan and conduct annual trainings (face to face, web-based and teleconference) to continuing agencies on fiscal policies and procedures and programmatic issues. This includes a training calendar/curriculum and Power Point presentations, 4 *Network* fiscal and program trainings in northern and southern California. Training curriculums are then posted on the *Network* website. Further contractor trainings with the California Healthy Kids Resource Center (CHKRC) and UC-FSNEP will be conducted as needed.
4. Monitor and provide continuous technical assistance to 100% of contracts to ensure program and fiscal responsibility throughout FFY 2011.
5. Conduct quarterly interactive all-contractor teleconferences to communicate state *Network*, CDSS, UC-FSNEP updates, new program resources, and policy clarifications.
6. By September FFY 2011, 100% of PC Team (Program Compliance) site visits will be conducted with all Local Incentive Awardees and Non-Profit Incentive Awardees Focus on Special Projects (Regional Networks, and Local Food and Nutrition Education) will be provided in the form of PC follow up desk reviews. Approximately, 32 PC on-site visits will be conducted and 75 follow up reviews closing out the PC Teams complete 14-step process to follow-up on Program Improvement Plans developed by SNAP-Ed funded projects to ensure priority findings from PC reviews have been addressed. will be conducted in FFY 11
7. *Network* CDU Program Managers will conduct site visits annually with at least 50% of local LIA and NIA contractors in FFY 2011 to ensure program quality and compliance with fiscal and program policies and procedures (approximately 40). This is based on FFY 2009 site visits conducted and planned (37), and the 33 site visits (as of June 2010) conducted by the Regional Nutrition Education Consultants. Highest priority on site visits is to visit contractors who are renegotiating their contracts in the upcoming year and those needing face-to-face technical assistance.
8. *Network* Program and Contract Managers will conduct approximately 10 site visits with special projects in FFY 11. This is based on 6 site visits to Local Food and Nutrition Education contractors conducted in FFY 2010.
9. Program Managers will provide detailed programmatic analyses on all annual and final contractor progress reports submitted.
10. Continue working with the Research and Evaluation Unit to develop processes and systems to implement the Education and Administration Reporting System (EARS).
11. Continue working with California Association of Nutrition & Activity Programs (CAN-Act) to; a) provide co-staffing for the *Network* Statewide Collaborative

Committee's Operations Subcommittee that is tasked to improve state/regional/local communications and administrative streamlining; Subcommittee activities will also continue to address findings from the USDA Administrative Review of the *Network* conducted during FFY 2006; b) provide peer support and grassroots leadership development through technical assistance and training to increase leadership and program management capacity; and; e) facilitate state/regional program planning and coordination.

12. Continue to strengthen contract and program monitoring through support of *Network* IT Unit and the use of GIFTS database.
13. Partner with the Public Health Institute for FFY 2011 through a master contract to provide enhanced social marketing, fiscal resource development and personnel services that are not available through the State infrastructure to ensure that the *Network* is able to meet the goals and objectives of the proposed plan. The Network has contracted with PHI since 1986 to provide special services and personnel (fruit, vegetable and physical activity experts, communication professionals, marketing specialists, managers, and research and evaluation personnel). These services include comprehensive, coordinated technical expertise for designing and implementing specialized social marketing campaigns integrating a variety of communications activities. These types of services and personnel are not readily available through the State system.
14. If delayed, conclude the RFP process from FFY 2010, to select the state media and public relations contractor to provide media, advertising and public relations support for the Network's social marketing campaigns.
15. Program and Contract Managers will follow-up on issues identified during PCRT reviews, site visits, annual progress reports, and desk reviews to ensure programmatic and fiscal compliance and identify opportunities for technical assistance.
16. Respond to CDPH, CDSS and USDA technical inquiries.
17. Work with *Network* IT unit to:

    i. Provide database administration support which includes maintenance and support of the centralized database "Grant Information and Fiscal Tracking System (GIFTS)", support of grants management application, and development and support of USDA Education and Administrative Reporting System (EARS) - an off-the-shelf (COTS) web-based application. Also, provide the ability to track all aspects of the *Network's* administrative tasks utilizing one system whose function is to serve as the central location for detailed and summary information relating to all of our programs, providing a consolidated grant history that can be easily accessed, queried and analyzed. Software capabilities include: A) collecting data - including contacts, organization, affiliation, contract manager, program manager, demographics, program area, region, contract term, invoicing, and budget; B) Providing secure data storage; C) Maximize the ease of data entry to minimize data entry errors and reduce training requirements; and D) Generating management reports.

    ii. Procure COTS web-based program known as <u>Internet Grant Application Module</u> (IGAM). The Network plans to procure and customize IGAM in FFY

2011 to further enhance the Network's existing GIFTS™ database capabilities. IGAM will provide a two-stage application process with the ability to set up a brief, initial inquiry form to see if the applicant meets general requirements, followed by a second stage, more complete proposal form to find the best grant opportunities for *Network* funding dollars. The request for exemption to Budget Letter 08-05 for IGAM has been approved by the California Office of the State Chief Information Officer (OCIO). Software capabilities includes: A) Pre-screening, i.e., the option to pre-screen applicants to increase the quality of the grant applications; B) Streamlining the complex funding process for the Request for Application package that is issued on an annual basis to start the next year's planning cycle with 100+ local agencies; C) Streamline and automate the development and review of the USDA Annual Plan.

iii. Maintain *Network* websites to support local projects in the areas of annual funding documents, reporting documents and resource sharing, as well as automation of the Local RFA process and FFY 2011 Plan.

iv. Provide training and technical support on GIFTS to all new *Network* staff (contract and program managers in all units) and other software programs. Assist Research and Evaluation Unit (REU) with management of local progress report databases. Provide advanced technical assistance for all state staff.

v. Analyze information needs and make recommendations to senior management. Recommend internal policies and formulate responses aligned with department IT policies. Provide technical assistance concerning future programmatic needs, data security, data management, web support, and database needs.

18. Update Community Development Unit Resource Section of the website to include all approved resource for use by Network Contractors. Conduct survey of Network funded projects on resource needs and develop a plan to address gaps in resources.

<u>Key Educational Messages for Contractors:</u>

1. Successful projects require compliance with SNAP-Ed Plan *Guidance.*
2. Documentation of State Share expenditures is required for Federal Share reimbursement and time reporting.
3. Nutrition Education messages for target audience based on *Dietary Guidelines for Americans* and MyPyramid.com, with focus on increasing fruit and vegetable consumption, increasing physical activity to 60 minutes a day for children and 30 minutes a day for adults, achieving balanced caloric intake and expenditure, and promotion of food stamp program to help those with low resources obtain healthy food choices.
4. *Fruits and Veggies – More Matters*™ if adopted by the *Network.*
5. Encourage and support the promotion of the Champions for Change and *Network* brand.

6. Coordinate with UC-FSNEP.

Intervention Sites:

LIA, NIA and Special Project intervention sites include community locations school districts, county offices of education, local health departments, WIC offices, community settings in qualifying census tracts. See project summaries in Section B, a. Local Project Summaries for expanded intervention site data on each contractor.

Projected Number of Contacts:

Direct Contacts: 2.2 million SNAP-ED eligibles through LIA, NIA, UC-FSNEP and Special Project Contractors.

e. Summary of Research

Results of most recent statewide surveillance data and individual contractor evaluation results are used to provide guidance to local contractors to improve SNAP-ED in their communities.

f. Modification of Project Methods/Strategies

Project methods and strategies have been modified to address corrective action workplan from the 2006 Administrative Review as outlined in FFY 2007 Plan, this will continue Program improvement into FFY 2011. See project summaries in Section B,a. Local Project Summaries for expanded project methods/strategies data for each contractor.

g. Use of Existing Educational Materials

All of the following materials will be updates to existing materials, produced in English and posted or linked on the *Network* website (except staff Desk Manuals and Technical Assistance Toolkit). They are developed by state staff for *Network* contractors. They address guidelines both from USDA and the CDPH Contract Management Unit and include the following:

- *Local Incentive Award Program Guidelines Manual* (semiannual updates; to include Preferred Material and Curriculum List)
- Fiscal Guidelines Manual (semiannual updates)
- Contract Manager Desk Manual
- Program Manager Desk Manual
- *Technical Assistance Toolkit: Planning for Effective School-based Nutrition Education* (internal use only)
- PC Protocols and Tools Manual
- PC Policy and Procedures Manual
- Contractor Performance Improvement Tool

See project summaries in Section B, a. Local Project Summaries for expanded educational materials data on each contractor.

h. Development of New Educational Materials

See project summaries in Section B, a. Local Project Summaries for expanded educational materials data on each contractor.

i. Key Performance Measures/Indicators

Completion of Key Strategies by state staff, including site visits and PCRT visits as outlined in d. Project Description, Key Strategies, paragraph 6 and 7 by *Network* staff. See project summaries in Section B, a. Local Project Summaries for key performance measures/indicators on each local contractor.

1. Evaluation Plan

Process (internal): GIFTS, an internal tracking system, provides status reports on Program and Contract Manager site visits, communications, invoicing, Request for Application (RFA) documents, progress report analyses, etc.;

Process (contractor): see annual SAAR data for contractor reach

Outcome (contractor): see REU Project #2 for Impact/Outcome Evaluation conducted by local contractors

Evaluations of contractor training activities include: surveys of participants in annual fiscal and program trainings for local contractors; surveys of local agency participants in local/regional contractor orientations and subject matter trainings/workshops.Evaluation Tools: GIFTS status reports, Web Based Survey Software, training surveys (participant satisfaction), SAAR reports

4. Coordination Efforts

The *Network* will continue coordination with USDA funded programs, namely WIC, CDE, UC-FSNEP and the California Department of Social Services. *Network* staff are active partners in the State Nutrition Action Plan (SNAP). The *Network* continues to work with both internal and external partners and *Regional Networks* to promote consistent nutrition education messages to food stamp participants and other SNAP-ED eligible audiences, to conduct activities that promote increased consumption of fruits and vegetables, increased physical activity and increased access to healthy foods. Through FANOut, the *Network* continues to work with the USDA Western Regional Office, local agencies, advocates, and other nutrition education and food security stakeholders, including local Food Stamp Directors, California Association of Food Banks, America's Second Harvest and California Food Policy Advocates on nutrition education and Food Stamp promotion. See project summaries in Section B, a. Local Project Summaries for coordination efforts of each contractor.

STATE LEVEL PROJECT SUMMARY FORM

COMMUNITY DEVELOPMENT AND ADMINISTRATION – Project #2

Project Title: Community Development Project 2: Program Fiscal Compliance Systems

a. Related State Objectives:

Related State Objective: 6, 8, 9

b. Audience

Local Incentive Award (77), Non Profit Incentive Award (4), Regional Networks (11) and (13) Special Project Contractors - Local Food and Nutrition Education (18) and Faith-based (4) projects) who provide nutrition education to all ages and ethnicities of Californians participating in the Food Stamp Program and SNAP-Ed-eligible persons with incomes of 185% or below the FPL.

c. Focus on SNAP-Ed Eligibles

All of the program activities by USDA SNAP-Ed local contractors are designed to reach SNAP-Ed eligible consumers and their families where they learn, work, shop, worship, live and receive other services.

Income Targeting Data Sources

Site verification of 50 percent or greater SNAP-Ed-eligibles persons participating in program activities is based on the following data sources:

Primary: *Network* GIS 2000 Census Tract Data; California Department of Education Free/Reduced Price Meal Participation rates.

Secondary: Percentage participation for location-based proxy sites for "Likely FSP Eligibles" include food banks, food pantries, food stamp offices, Head Start, public housing, shelters/temporary housing, soup kitchens, TANF Job Readiness Program; percentage participation for location based proxy site for "Potential Eligibles" is WIC offices); other agency specific income data.

d. Project Description

Key Strategies:

1. Maintain a Program Compliance Team to conduct fiscal/administrative reviews of local projects.
2. Ensure timely completion of the Program Compliance 14-Step Process with each local contractor during a three-year state contract cycle.
3. Update the Network's Program Compliance tools and train staff to address the corrective actions and recommendations from previous USDA WRO Administrative Reviews.
4. Follow-up on trends/issues identified during Program Compliance (PC) Team on-site visits, and follow ups to ensure administrative and fiscal compliance and identify opportunities for technical assistance for LIAs, NIAs, and Special Projects.

5. Follow-Up on Compliance Issues identified by CDSS and USDA WRO
6. Annually, provide Network Upper management with summary information from PC site visits on local contractors for consideration in funding decisions for the upcoming federal fiscal year.

Key Educational Messages for Contractors:

1. Continued funding and approval of future funding requires compliance with annual USDA SNAP-Ed Plan *Guidance*
2. Documentation of State and Federal share expenditures is required for Federal share reimbursement.

e. Summary of Research

Network: Program Compliance Team Reviews, Site Visit reports, Progress Reports and analyses, Desk Reviews, impact evaluation reports and compilation of LIA/NIA FFY 2009 Success Stories. An annual report by funding channel from the PC Reviews will be provided to senior management for review and to incorporate state level enhancements to support local projects.

Case studies from Local Food and Nutrition Education projects.

f. Modification of Project Methods/Strategies

Project methods and strategies have been modified to address issues raised by USDA Western Regional Office during the exit conference concerning the FFY 2006 USDA Review of the *Network for a Healthy California* and annual SNAP-Ed Plan *Guidance*.

g. Use of Existing Education Materials

All of the following materials will be updated, produced in English and may be posted or linked on the *Network* website (except staff Desk Manuals and Technical Assistance Toolkit). They are developed by *Network* staff and address guidelines both from USDA and the CDPH Contract Management Unit and include the following:

- *Local Incentive Award Program Guidelines Manual* (semi-annual updates; to include Preferred Material and Curriculum List)
- Fiscal Guidelines Manual (quarterly updates)
- Annual Funding Application Packet
- Progress Report documents
- Contract Manager Desk Manual
- Program Manager Desk Manual
- *Technical Assistance Toolkit: Planning for Effective School-based Nutrition Education* (internal use only)
- Program Compliance Team Policies and Procedures Manual

- Program and Contract Managers Site Visit Tools and Instructions
- Desk Review Tools and Instructions

h. Development of New Educational Materials

Tools to assist *Network* Staff and Contractors with compliance to USDA Guidance.

i. Key Performance Measures/Indicators

Key performance measures include successful compliance by state projects and local projects to USDA Guidance and regulations as demonstrated in Program Compliance Reviews, Programmatic Site Visits and administrative reviews conducted by CDSS and USDA WRO.

3. Evaluation Plans

- On a annual basis, provide Network Senior Management a summary of findings for a specific channel. Conduct a quarterly status review of the Corrective Action Work Plan to ensure timely completion of benchmarks and if adjustments need to be made.
- Process Evaluation: PC Reports on local contractors are summarized in an annual report to senior management and will include key findings of local project fiscal systems, summary of program improvement plans, and recommendations for state level enhancements. The *Network* will work a special consultant and auditor IV position to review report and implement state-level enhancements based on recommendation. *Network* will also work with the special consultant to enhance PC review protocols and tools on an annual basis.

4. Coordination Efforts

The *Network* will work with all Unit Leads and UC-FSNEP to ensure that issues identified in the USDA 2006 Administrative Review are resolved and contractors are trained and compliant with current SNAP-Ed Plan *Guidance*. The Network Program Compliance Team will also coordinate at least two reviews with the Department of Social Services during the federal fiscal year.

FEDERAL FISCAL YEAR (FFY) 2011 PROJECT SUMMARY BUDGET

NETWORK FOR A HEALTHY CALIFORNIA **COMMUNITY DEVELOPMENT & ADMINISTRATION INFRASTRUCTURE Revised 9/30/10**

Federal Share Budget	**FFY2010**						
	PHI	**STATE**	**TOTAL**	**PHI**	**STATE**	**TOTAL**	**% DIFFERENCE**
1. Personnel Salaries/Benefits	2,253,349	4,214,248	6,467,597	1,562,374	5,431,962	6,994,336	8.14
2.Contracts/Grants/Agreements	400,600	58,636,618	59,037,218	274,458	59,288,324	59,562,782	0.89
3. Non-capital Equipment/Supplies	103,660	287,350	391,010	64,700	219,863	284,563	(27.22)
4. Materials	0	0	0	0	0	0	-
5. Travel	53,640	80,958	134,598	29,000	82,486	111,486	(17.17)
6. Administrative *	281,200	0	281,200	266,200	0	266,200	(5.33)
7. Building/Space and Other General Expenses *	302,000	1,499,350	1,801,350	190,000	1,880,954	2,070,954	14.97
8. Maintenance *	0	0	0	0	0	0	-
9. Equipment & Other Capital Expenditures	565,900	0	565,900	190,477	0	190,477	(66.34)
Total Direct Costs	**3,960,349**	**64,718,524**	**68,678,873**	**2,577,209**	**66,903,589**	**69,480,798**	1.17
11. Indirect Costs @8.6 % of Personnel Costs for State staff**	623,427	362,426	985,853	416,188	467,149	883,337	(10.40)
12. TOTAL COSTS	**$4,583,776**	**$65,080,950**	**$ 69,664,726**	**$2,993,397**	**$67,370,738**	**$70,364,135**	**1.00**

See Appendices, Sction C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)
*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately
**Indirect Cost rate for the State is 8.6% of total personnel costs and PHI is 16.5% of total budget less subcontracts

10% Budget Changes Justifications

3. This decrease is a combined effect of PHI personnel costs decreasing and the state budgeting LAN costs in another line item
5. A combination of reduced staffing and reduced out-of-state trips is the reason for this decrease.
7. This is the line to which allocated projections for LAN costs were moved. The increase reflects ths change.
9. Equipment purchased in FFY 2010 not required in FFY 2011.

11. This decrease is directly related to the decrease in salaries and benefits costs

STATE LEVEL PROJECT SUMMARY FORM

Project #1

TRAINING & TECHNICAL ASSISTANCE & INFRASTRUCTURE

1. **Goals & OBJECTIVES** *(See State Level Objectives)*

2. **Project Title:** Training: (Training and Specialized Technical Assistance to SNAP-Ed Service Providers and Leadership and Support for the *Network for a Healthy California* program delivery infrastructure).

   a. **Related State Objectives**

   Related State Objectives include 1, 2, 5, 6 and 9

   b. **Audience**

   The primary audience is *Network*-funded projects and partners who provide SNAP-Ed services to eligible low-income households.

   Gender: Males and Females
   Ethnicity: All ethnic groups
   Languages: English/Spanish
   Ages: Adults

   c. **Focus on SNAP-Ed Eligibles**

   All activities funded through the *Network* are designed to reach *Network*-funded projects and partners to improve SNAP-Ed funded program integrity, skills, understanding of SNAP-Ed *Guidance* and requirements, and to advance SNAP-Ed goals for persons certified, likely and potentially eligible for the Food Stamp Program (FSP).

   Income Targeting Data Source:
   Network database of currently-funded projects and lists of other intermediaries serving the SNAP-Ed population.

   d. **Project Description**

   Key Strategies:
   Strategies Include: Online orientation; *Regiona*l trainings; *Network* Statewide Collaborative semiannual meetings; Childhood Obesity Conference; Monthly *Regional* teleconferences; Quarterly all-project calls & program letters; Peer-led technical assistance; Progress report analysis & reviews, site visits; Formal needs assessments (state staff, contractors); Evaluation; Ongoing professional development for state staff; Other co-sponsored trainings/conferences; Champions for Change Style Guide; Joint trainings with WIC, UC-FSNEP, & CDE; Speaking engagements to other groups by Network staff; Desk manuals, Guidance materials, Small group trainings/workshops; One-on-one technical assistance; Webinars and teleconferences; Online e-courses.

   Key Educational Messages:
   Principal messaging will include:

Consumer-- Champions for Change, peer communications
Partners—Network programs, CA food security, collaboration, & community engagement.
Contractors-- Adult learning best practice and theory; basic public health practitioner skills; leadership and collaboration; use of GIS (geographic information system); fruit and vegetable consumption; healthy eating; SNAP-Ed consumer and community engagement; promotion of healthy communities, impact evaluation, SNAP promotion (brief promotional messages); media literacy; physical activity promotion (integrated with nutrition education); chronic disease and obesity prevention messaging, *Dietary Guidelines for Americans*
State Staff-- Orientation on *Network* operations and programmatic infrastructure; SNAP-Ed *Guidance*, policies and procedures in programmatic, administrative and fiscal areas;, use of scientifically sound messages and evidence-based outcomes, administratively allowable activities and effective targeting approaches.

Intervention Sites:
Appropriate venues throughout California will be used to provide trainings and technical assistance for SNAP-Ed projects and intermediaries to ensure cost effective program delivery for state, regional, and local programs and compliance with USDA targeting requirements.

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Projected Number of Contacts:
Direct Contacts: Over 1000 *Network*-funded staff and partners serving SNAP-Ed eligible populations will participate in *Network* trainings including attendees at the Childhood Obesity Conference. About 95 formal trainings will be provided throughout the year. Indirect Contacts: See Local Project Summary data, *Regional Network* Project Summaries and Communications Summary.

Narrative Summary:
There are about 140 *Network*-funded projects (including 11 *Regional Networks*) located throughout California that provide nutrition education to SNAP-Ed populations. Training, technical assistance, and specialized services will be provided to maintain and improve program integrity and to ensure successful implementation and delivery of SNAP-Ed interventions. Topics which are common to all activities of the program, such as cultural competence, will be offered to all personnel in the *Network* including state and local staff. In addition, to help maximize the effective delivery of nutrition education services to the SNAP-Ed-eligible population, it is essential that partner organizations serving low-income populations, including other USDA FNS-funded programs, receive guidance and information on SNAP-Ed programs as appropriate, and that efforts between programs are coordinated and peer support encouraged. Activities planned for FFY 2011 will continue to promote program integrity and sustainability, while also maximizing existing resources. Supporting new and existing partnerships will help to ensure the effective delivery of SNAP-Ed services in California.

Training and specialized technical assistance provided to *Network*-funded projects and partners will take place in urban centers in all 11 *Network* regions. Various mediums will be used, including webcasting, teleconference, and other means. Topics will cover USDA policies and the 2010 Dietary Guidelines for Americans, especially fruits and vegetables, physical activity, food security, obesity prevention, nutrition education techniques, food security, program planning development and evaluation, social marketing strategies to increase access to healthy food in the context of direct nutrition education; public health practitioner skills such as collaboration with other FNS programs, and quality assurance. Training and technical assistance in FFY 2011 will continue to be tailored to address findings from the FFY 2006 USDA Review of the *Network for a Healthy California* and ongoing needs of the program identified by state staff, contractors, and their partners.

1) **Orientation on *Network* operations and programmatic infrastructure.**

- Orientation will be provided to Local Incentive Awardees (LIA) and all other SNAP-Ed - funded projects regarding SNAP-Ed *Guidance*, *Network* operations, and programmatic infrastructure, with refresher orientations as necessary, including regional trainings on the implementation and evaluation of effective nutrition education activities, nutrition messaging, promotion of healthy communities, and communication and leadership skills in accord with *Champions for Change*. The *Network* orientation training is available online at: : http://www.cdph.ca.gov/programs/cpns/Documents/Network-RegionalOrientation-2008.ppt
- Hold quarterly all-project teleconference updates that provide a unique and necessary function for the efficient, low-cost delivery, coordination and collaboration of SNAP-Ed projects across the state; to support SNAP-Ed funded programs as required in the SNAP-Ed Plan Guidance and to respond to USDA program review findings and research evaluation.
- Hold monthly teleconference call updates with *Network* lead staff in the 11 *Regions*.

- **SNAP-Ed Guidance, policies and procedures in programmatic, administrative and fiscal areas.**

  - Annual in-person trainings for new and continuing SNAP-Ed funded projects on fiscal policies and procedures, administrative practices, programmatic delivery, nutrition/physical activity integrity, and quality of programs delivered. To facilitate replication and usage of these training, PowerPoint and exercises remain on the *Network* website for reference throughout the year at: http://www.cdph.ca.gov/programs/cpns/Pages/FiscalTraining.aspx
- Annual GIS in-person training and tutorials found online at the *Network* GIS are used to help with targeting and understanding community resources: http://www.cnngis.org/

2) **Implementation and evaluation of nutrition education activities, public health practitioner skills, and nutrition/nutrition messaging.**

- **Sustainability**--Building on earlier work initiated in FFY 2007, 2008, 2009, and 2010, conduct training and technical assistance to *Network* projects and state staff in order to assist with the advancement of best practices for sustainability, asset development and community-based partnerships in order to maximize effectiveness of SNAP-Ed activities across the state..
- **Consumer Education**--Provide education and strategies to SNAP-Ed target groups, and intermediaries serving SNAP-Ed eligible low-income communities, with the goal of educating SNAP-Ed-eligible populations regarding healthy eating, physical activity and viable cost-effective strategies to help. SNAP-Ed-eligible households choose a healthy diet with limited resources.
- **Consumer Initiatives**--In addition, existing tools will be provided to participants to assist SNAP-Ed projects recruit and sustain participation from SNAP-Ed eligible mothers to serve as "Champions for Change" to help motivate and empower low-income individuals to increase consumption of fruits and vegetable consumption and be physically active per the *Dietary Guidelines for Americans.*
- **Statewide Leadership**--Provide support and technical assistance to the *Network's Communities of Excellence* (CX^3) projects and *Regional Networks* to facilitate completion of specific nutrition education initiatives, identified through a strategic planning process, targeting SNAP-Ed eligible populations. Train regional leadership on the development and execution of communication and strategic plans for nutrition education initiatives. Update nutrition program primer used to educate intermediaries about nutrition education programs and policies.
- ***Network* Statewide Collaborative**--Conduct two SNAP-Ed *Network* Statewide Collaborative (NSC) meetings and one NSC orientation to provide a unique and necessary function for the

efficient, low-cost delivery, coordination and collaboration of SNAP-Ed projects across the state, and to help

- Maximize planning, coordination and oversight of *Network* SNAP-Ed activities
- Provide support for program administration, partnership, and organizational development while promoting SNAP-Ed program sustainability.
- The NSC also provides an opportunity to receive program guidance from CDSS and USDA, and coordinate with UC-FSNEP and other food assistance programs and partners serving low-income Californians.

- **Youth Empowerment**--Provide training and technical assistance to *Network* LIAs to support their efforts to engage and activate SNAP-Ed eligible middle and high-school age youth (age 12-18) to increase fruit and vegetable consumption, increase physical activity and provide strategies for SNAP-Ed eligible youth to promote positive community change that increases consumption of fruits and vegetables and physical activity. Provide training to middle and high school youth in qualifying LIA schools to learn about nutrition and healthy eating and become peer education leaders and convene a youth forum to build more effective youth teams.
- **Regional *Network* Nutrition Education Initiatives Technical Assistance:** The *Network* and Brown Miller Communications will, in accordance with USDA Guidance, provide technical assistance to all 11 Regional *Networks*, Regional Media Coordinators, Regional Collaboratives, and Collaborative Coordinators to build on the collaborative strategic planning process that occurred in previous contract years. The nutrition education initiatives provide focused education on region-specific nutrition issues, engaging *Network*- funded projects, and public and private entities in educating SNAP-Ed eligible residents. The focused assistance will support the execution of communications plans for regionally-coordinated nutrition education initiatives for SNAP-Ed eligible populations and communities. The technical assistance provider will work to link regional initiatives to *State Network* media activities and message points and to promote and encourage the infusion and activation of the state network of Champion Moms. In addition they will assist with identifying common themes and strategies across nutrition education initiatives and will create template materials to link to State efforts as well as to ensure consistent messaging and design. The Regional *Network* budgets for media and public relations will fund the actual execution of nutrition education campaigns targeting the SNAP-Ed eligible population within the region. In contrast, these funds will be used to secure expertise in the areas of media and public relations to provide focused technical assistance to service all of the Regional *Network*s to ensure that their educational campaigns are designed efficiently and effectively to result in greater message awareness, understanding and relevance to and among the SNAP-Ed audience.
- **Local Health Department Leadership**--Convene a annual California Conference of Local Health Department Nutritionists (CCHLDN) training, to help *Network*-funded projects and partners understand FNS nutrition priorities; current and emerging initiatives, and identify resources and tools available to support implementation of effective nutrition education programs;
  - This conference will apply networking and partnership skills to coordinate nutrition education across FNS nutrition assistance programs, and improve collaboration among State and community partners;
  - Enhance skills in planning, implementing, and evaluating nutrition education; share strategies for advancing California's State Nutrition Action Plan (SNAP) through C-NAPs; and understand factors contributing to obesity amongst low-income Californians.

  Provide webinars along with workshops, as needed to train local health departments on sustainability, data, workforce communications, and organizational development needed for nutrition education and chronic disease prevention.
  - In addition The *Network* will contract with the California Conference of Local Health Officers (CCLHO) to continue to focus on local capacities for nutrition education and chronic disease prevention within the *Network's* local health department channel. The

recession has hit low-income Californians particularly hard. It has also ravished local health department' budgets, including previous sources of state share for health departments to participate as a LIA in the *Network*. This project will re-focus its efforts on assisting the *Network* to stabilize the local health department channel. Topics to address include local capacities, especially, sustainability/financing, data, workforce, communications and organizational development. Webinars will be conducted, along with workshops, as needed. This project is in alignment with the general direction of the CCLHO Chronic Disease Committee strategic direction. It will seek to engage CHEAC, as well as collaborate with CCLHDN and CCLHE.

- **Nutrition Education Resources for Children**--As appropriate, training activities will be coordinated and supported via the *Network's* partnership with the California Healthy Kids Resource Center to provide technical assistance, resources, and trainings for *Network* LIAs, NECs, and other *Network* staff to promote use of effective research-based, California Health Education Content Standards-aligned preK-12 nutrition education and physical activity programs and resources. See Local Project Synopsis for Contract Number 08-85118 and State Budget Justification Appendices, Section D (7): Special Projects.

- **Afterschool**—Provide coaches, mentors, spokespeople and trainers for afterschool programs targeting food stamp-eligible students. Support Healthy Behaviors Initiative Learning Center sites; disseminate and provide technical assistance to support the Step-by-Step Guide to Developing Exemplary Practices in Healthy Eating, Physical activity and Food Security.

Network staff will also participate in UC-FSNEP trainings and conference.

Announcements about trainings will be sent via flyers and e-mails and will also be listed in the Calendar of Events on the *Network for a Healthy California* web site. See Appendices, Section D PHI Budget Justification for detailed sub-contractor/consultant budgets and scopes of work.

3) Program Coordination and *Network* Program Infrastructure:

In order to coordinate the efforts of California's SNAP-Ed programs, maximize resources, and avoid duplication of activities, it is necessary to continue to strengthen and support the *Network's* program delivery infrastructure:
In addition to the NSC meetings described above, the *Network* will coordinate and complement SNAP-Ed nutrition and physical activity programs and activities, including other FNS Programs, to maximize the effectiveness of SNAP-Ed projects and enhance program sustainability. The following activities will help to deliver consistent nutrition education messages, increase SNAP-Ed eligible Californians' consumption of fruits and vegetables, physical activity and promote increased participation in the Food Stamp Program:

- Continue to participate in the development and implementation of the FFY 2011 SNAP to increase fruit and vegetable consumption in SNAP-Ed target populations. State agencies collaborating are: CDHS (WIC, *Network*), CDSS (Food Stamp Program and Temporary Emergency Food Assistance Program), CDE (Child Nutrition Programs and Food Distribution Program), UC-FSNEP and CDFA. This activity continues to be replicated in nine counties around the state as CNAP (County Nutrition Action Plan).
- Hold three meetings to bring together up to 50 representatives from the *Network's* Local Food and Nutrition Education Projects in order to improve program communication, share best practices, and ensure coordination and colloboration with other *Network*-funded programs.
- Co-sponsor trainings with CDE for local school districts focusing on nutrition education strategies, resources, and promising pracitces. Offer training to staff for development and understanding of resources offered across the *Network* programs.

During FFY 2011, the *Network* will review past training needs assessments. The training team led by two full-time staff, will work with the training designer in each unit to set priorities for four segments: state staff, contractors, other partners, and consumers such as Champion Moms. The team will also conduct a program review of the training to reach across and down into all sections/units conducting training activities with SNAP-Ed funds to increase efficiency, effectiveness, and consistency across the *Network*. Trainings will continue to focus on program and evaluation findings to increase the quality of services delivered.

Specific Training and Technical Assistance Projects that are not detailed above will include:

e. Summary of Research

California's SNAP-Ed activities build upon previous experience and undergo extensive formative research and impact evaluation by *Network* that allows us to gauge the feasibility and effectiveness of the training, technical assistance and support provided to SNAP-Ed funded projects and intermediaries. Training impact is measured by the successful completion of SNAP-Ed interventions, fiscal and programmatic administration and program objectives. All training and technical assistance has undergone extensive process evaluation to measure program participation, participant response and interest. A list of training topics recommended by state staff will be compiled and will be used as a basis for selecting training topics during the coming year. A training needs assessment was completed by local *Network*-funded project staff in 2010**.** The methods and techniques of training and technical assistance used within the *Network* are well documented as being effective program methods to ensure the cost effective delivery of SNAP-Ed interventions.

f. Modification of Project Methods/Strategies

Training and technical assistance for *Network*-funded projects and partners will use the same basic strategies as in previous years. Interventions and topic areas are continually reviewed using formative and process evaluation and feedback from the local programs and campaigns to ensure they meet the needs of local projects and can ensure reliable delivery of allowable SNAP-Ed objectives.

Some of the above projects begam as a Special Project or Leadership Project. As they matured, some of the projects transitioned into technical assistance or training. Many of these projects have shifted to the sustainablity stage so that their expertise and experience can be incorportated into tools and resources that can used by other *Network* projects through in-person training. This will allow room for new areas of expertise and training.

g. Use of Existing Educational Materials

See Individual Project Summary Forms for more specific information on how *Network* programs use existing educational materials and the languages used.

h. Development of New Educational Materials

Not Applicable, although training tools may be developed as needed.

i. Key Performance Measures/Indicators

See Individual Project Summary Forms for more specific information.

3. Evaluation Plan

Performance Measures: Number of intermediaries attending training, meetings and conferences; post training evaluation of effectiveness and application/use of information or materials provided. Evaluation of technical assistance. Copies of training subcontracts.

Previous Evaluation: Training/Meeting and Conference evaluations, registration forms, sign-up sheets, SNAP-Ed Project Surveys.

Evaluation Type:
Formative: Completed evaluations from previous trainings, conferences and meetings. Completed surveys and needs assessments of SNAP-Ed funded projects and partners (compiled 2010).

Process: Measures will include the number of trainings/meeting/conferences conducted, number of SNAP-Ed intermediaries reached, etc. Subcontractors providing training and technical assistance will provide progress reports as required, which include narrative descriptions and a record of scope of work deliverables completed. Conference, meeting and training evaluation surveys will be completed following each activity to determine effectiveness and application/use of information or materials provided. Registration and sign-in forms for all activities will be completed to track number of SNAP-Ed service providers reached and meeting agendas will be completed and kept on file.

Outcome: See *Fruit, Vegetable and Physical Activity Campaigns* and Local Program Project Summaries.

Evaluation Tools: Training/Meeting and Conference evaluations, registration forms, sign-up sheets, needs assessment tools, SNAP-Ed project surveys.

4. Coordination Efforts

The *Network's* program delivery infrastructure, including training and technical assistance, is designed to promote and improve coordination and synergy among *Network* LIAs, NIAs, *Regional Networks*, and *Fruit and Vegetable Campaigns*, Leadership and Special Projects and partnership initiatives. The *Network's* coordination strategy, designed around the multi-sector infrastructure of individual local programs, *Regional Networks* and Collaboratives, the *Network* Statewide Collaborative, with statewide leadership from CDPH, the CDSS, and UC-FSNEP helps to maximize the impact of SNAP-Ed interventions within eligible communities and intensify the messages that SNAP-Ed eligible consumers receive about fruits and vegetables, healthy eating, physical activity. food security, and obesity prevention.

Activities will ensure that SNAP-Ed funded programs and partners provide brief promotional messages on the use of nutrition assistance programs such as Food Stamps, food banks, WIC and school and child care meal programs to help families extend their food dollars and obtain the foods they need to maintain their health.

As appropriate, announcements regarding meetings, trainings and technical assistance will be sent to *Network*-funded projects and partners including UC-FSNEP. Announcements for the *Network* Statewide Collaborative are sent to all local SNAP-Ed projects, California WIC projects, and UC-FSNEP projects, as well as state level staff administering all federal food assistance programs, including WIC, and all other SNAP-Ed projects. Additionally, all *Network*-sponsored trainings and conferences will be posted in the Calendar of Events on the *Network for a Healthy California* website: http://www.cdph.ca.gov/programs/cpns/Pages/NetworkCalendar1.aspx.

Finally, as required, the *Network's* program infrastructure supports the development and implementation of the State Nutrition Action Plan to increase fruit and vegetable consumption in USDA target populations. State agencies collaborating include CDPH (WIC, *Network*), CDSS (Food Stamp Program), CDE (Child Nutrition Programs), UC-FSNEP, and CDFA. Further coordination is enhanced through FANOut, the Farm to School SNAP-Ed Taskforce, and individual project advisory committees (see narrative summary for further information). In FFY11, member agencies will be reassessing priorities, and looking at opportunities to collaborate on training initiatives, and exploring the feasibility of sharing/pooling training resources.

STATE LEVEL PROJECT SUMMARY FORM
Project #2
SPECIAL PROJECTS

1. **Goals & OBJECTIVES** *(See State Level Objectives)***.**

2. **Project Title:** *Network* Special Projects and Partnership Initiatives

   a. **Related Objectives**
   Objectives 1, 2, 5 and 9

   b. **Audience:** Californians participating in the California Food Stamp Program and other SNAP-Ed eligibles.

   Gender: Male/Female
   Ethnicity: All ethnic groups
   Languages: Primarily English and Spanish
   Ages: Adults, teens, and children

   c. **Focus on SNAP-Ed Eligibles**
   All activities funded through the *Network* are delivered through intermediaries who provide nutrition education and related support to SNAP-Ed-eligible adults and children are designed to reach low-income, SNAP-Ed-eligible populations with nutrition education messages that will increase fruit and vegetable consumption and physical activity.

   Income Targeting Data Source:
   2000 Census Tract Data; CDE School and Child and Adult Care Food Program (CACFP) Free/Reduced Price Meal eligibility data; WIC Income Guidelines; MediCal data, and other proxy measures.

   Activities for Physicians, Community and Farm-to-School Champions will be coordinated with approved SNAP-Ed activities conducted by the Regional *Network for a Healthy California* (Regional *Networks*) and Local Incentive Awardees (LIAs). Therefore, all "Champion" activities will only be conducted in sites that have been approved for the Regional *Networks* and LIAs to conduct SNAP-Ed activities and targeted to SNAP-Ed eligible populations**.**

   For additional site data see Local Project Summary and *Fruit, Vegetable, and Physical Activity Campaign*/*Regional Network* Project Summaries

   d. **Project Description**

   Key Strategies:
   Nutrition education classes; trainings/workshops/large group sessions meetings/conferences (for intermediaries); one-on-one technical assistance; technical assistance; webinars and teleconferences; online e-courses; community education events; information briefings; train the trainer, promotion of healthy communities; consumer/community empowerment media publicity; print media; internet/websites; advisory councils/ task forces; nutrition education research/evaluation; small group dialogue sessions, and promotion of healthy communities. The *Network* will also continue to use a comprehensive set of strategies to build contractors' impact evaluation capacity. This unique approach will enable contractors to conduct comprehensive impact evaluation using sound principles.

Key Educational Messages:
Childhood obesity prevention; chronic disease and obesity prevention; Champions for Change messages, dietary quality; fruits and vegetables; healthier eating (general); cooking skills; physical activity promotion (integrated with nutrition education); food shopping/preparation; California Food Stamp Program promotion (brief promotional message); *Dietary Guidelines for Americans*; SNAP-Ed youth, consumer and community empowerment; promotion of healthy communities, and leadership development.

Intervention Sites:
Schools, after school programs; adult education and training sites; community-based organizations; community clinics; community centers; community youth organizations; day care; emergency food assistance sites; farmers' markets; festivals, food stamp offices; food banks/pantries; Food Stores; gardens, grocery stores; Head Start programs; health care facilities/providers; housing projects; libraries; other preschools or child care programs, parks and recreation centers; Restaurants/Diners/Fast Food; public health departments; summer meal service sites; WIC sites; *Network* approved public relations and community education events such as Black History Month, Latino Health Awareness, Public Health Week, Fruit and Veggie Fests, Children and Youth-focused events; and other sites as qualified through US Census data and other approaches.

Projected Number of Contacts:
Leadership Projects will also provide training and technical assistance to targeted intermediaries serving the SNAP-Ed-eligible population, including Regional Collaboratives, county First 5 Commissions, after school programs and child care providers, as appropriate.

It is estimated that these projects will conduct approximately 188 events (trainings, technical assistance, information sharing, advisory group meetings, etc.) directly targeted to SNAP-Ed intermediaries and eligibles.

It estimated that that these events will directly reach approximately 2,500 participants, including intermediaries that directly reach approximately 500,000 SNAP-Ed eligibles. Total contacts, including indirect contacts can not be estimated prior to implementation due to the nature of these projects since most are pilots and/or establishing new intervention sites and methods to determine how they can be disseminated more broadly throughout the *Network* infrastructure.

Narrative Summary:
The three primary goals of the Leadership Projects are to:
1. Engage leadership organizations in stimulating new services and organizational norms that promote fruit and vegetable consumption, physical activity, food security and obesity prevention to SNAP-Ed audiences, sites and communities.
2. Help the *Network* fulfill unmet needs, fill program gaps and implement nutrition education activities in underserved SNAP-Ed-eligible audiences.
3. Better serve special low-income populations, segments and influential intermediaries with reach into those segments or channels.
4. Develop models of best practice for streamlining effective delivery of SNAP-Ed services throughout the state through new partners and service avenues.

Network Leadership Projects represent a wide range of channels and partners and are designed to complement and work synergistically with the *Network's* Local Incentive Awardees (LIAs), Non-Profit Incentive Awardees (NIAs), *Fruit, Vegetable and Physical Activity Campaigns*, and other partnership initiatives. The Leadership Projects act as an incubator for new ideas and channels, working to enhance, focus, and channel the *Network* Leadership infrastructure to help expand and

strengthen selected priority initiatives and programs focused on the *Network* target populations. As these projects grow, they will allow the *Network* to extend the reach and effectiveness of SNAP-Ed in California.

During FFY 2011, the *Network* will continue to build upon and deliver Leadership that enhance the delivery of SNAP-Ed interventions in eligible communities, reach currently underserved low-income eligible populations, and intensify the messages that eligible consumers receive about fruits and vegetables and physical activity. In addition, these projects will continue meeting regularly, as begun in FFY 2009, to identify collaborative opportunities among Leadership and Special Projects and with other *Network*-funded projects to actively integrate best practices into other channels within the *Network*, including LIAs, *Regional Networks* and Collaboratives; and to develop specific goals for maximizing the collectively expertise and reach of these projects to enhance and help sustain the *Network* in coming years. These meetings will also be used for providing additional training to these projects about the Network and guidelines.

In addition to project-specific goals and objectives, each Leadership Project must complete a templated scope of work for these projects that includes specific goals and objectives related to collaboration and administration of these projects. Each of these objectives below is supported by specific required activities with clear deliverables for each.

1) By September 30, 2011, share project promising practices by conducting at least two community education events with Network partners or stakeholders, submitting quarterly updates to the *Network* Calendar, sharing promising practices with *Network* Staff and Projects at one or more *Network* events, supplying information at least one time a year to the *Network* communication channels, and enhancing *Network* Media efforts by responding with Leadership Project support on an ongoing basis as appropriate.
2) By September 30, 2011, establish and maintain at least two agency relationships within the *Network* Infrastructure.
3) By September 30, 2011, project leads and other key staff, as appropriate, will participate in a minimum of 7 pertinent *Network* administrative and programmatic trainings, technical assistance and orientation opportunities as relevant to enhance program and service delivery and to better align with Network priorities and contract requirements.
4) By September 30, 2011, contract staff will complete and submit all required reports and forms on or before each deadline.

The Leadership and Special Projects will include:

- **Early Childhood SNAP-Ed Project:** As with other Leadership and Special Projects, the Early Childhood SNAP-Ed Project will complement and work synergistically with *Network* LIAs, *Fruit, Vegetable and Physical Activity Campaigns and Programs*, and other partnership initiatives; allowing the *Network* to widen the reach and effectiveness of SNAP-Ed programs in California, helping to fill unmet needs in the early childhood arena. In FFY 2010, the *Network* funded an early childhood evaluation component through the University of California, Berkeley-Center for Weight and Health (UCB-CWH). This project (still underway at the time of FFY 2011 Plan submission) examines existing *Network*-funded projects, products, and capacity in the early childhood nutrition education arena to identify: best practices for broader dissemination statewide, training needs, any existing programmatic gaps, as well as key coordination opportunities. Findings from the report will directly inform the competitive application and selection process mentioned above. During FFY 2011, the *Network* will continue to build upon and deliver education, services, and supports to help reduce early childhood obesity among children ages birth to five.

- **Community and Health Care Champions Projects:** This project will coordinate with the *Network's* Communication and Media team to utilize Physician and Community Champions at *Network* approved public relations and community education events. The organization(s) will provide technical assistance, training, briefings and support for volunteer "Community Champions", "Physician Champions" or other "champions" to build knowledge, leadership and communication skills for SNAP-Ed funded projects and regions, and to provide voluntary community nutrition education for SNAP-Ed -eligible individuals within approved *Network* intervention sites. The organization(s) will have a broad network to allow it to identify a large pool of volunteers willing to share their expertise and engage with low-income households regarding healthy eating and active living and will maintain and support collaboration between Champions and the *Network* Regional Infrastructure.

- **Farm-to-Fork Nutrition Education Project:** This project will connect SNAP-Ed projects and other eligible sites with Farm-to-School and other programs that link agriculture and food to provide opportunities for hands-on nutrition education that connects students and communities with where their food comes from. This project will build upon previous efforts to promote nutrition education in California as part of interagency collaboration by convening quarterly meetings of the interagency California Farm to School Nutrition Education Taskforce. In addition to building on previous years' work and providing technical assistance, this project will continue strengthening connection between *Harvest of the Month* nutrition education components and food and agriculture, and develop a strategic plan for the California Farm to School Nutrition Education Taskforce to identify goals and objectives for California and plan to sustain the Taskforce's momentum and efforts. In FFY 2011, the *Network* will be broadening the scope of this project to integrate SNAP-Ed throughout the food system to increase hands-one nutrition education opportunities for eligible individuals in schools as well as other sites. In addition, to the *Network* is utilizing support and existing infrastructure of state agencies as well as working with new ones such as the National Farm to School Network and USDA's Know Your Farmer Know Your Food to make to make the most of the growing interest and momentum in farm-to-school and other connections to agriculture. This year, the *Network* will work with three subcontractors that have strong farm-to-fork connections: Occidental College, home of the California Farm to School Program and Farm to School Network; Community Alliance with Family Farmers (CAFF); and California Foundation for Agriculture in the Classroom (CFAITC). These organizations already have the infrastructure and connections to effectively connect with and support SNAP-Ed funded projects to in building successful farm-to-fork nutrition education programs.

- **Teatro Nutrition Education Project:** Teatro will continue to build upon work started in FFY 2010 to deliver performances that promote eating fruits and vegetables, health, and food stamp promotion. The *Network* will provide additional interventions during intermission, before, and after the show. Additionally, the stage will be used to promote the Latino-targeted Fruit and Vegetable and Physical Activity social marketing campaign in the form of commercials and signage for social branding purposes.

- **Peer-to-Peer Education: Engaging SNAP-Ed Eligible Moms for Mutual Learning and Support:** This is the second year of this pilot project started in FFY 2010. Beginning in May, 2007, the *Network* trained a cadre of Champions for Change who are low-income mothers modeling healthy eating and active lifestyles and serving as media spokespeople throughout each of the 11 *Regional Networks for a Healthy California*. Building on the success of the Champions for Change, the *Network* will partner with 4 subcontractors (1 network consultant – Field Research Corporation; 1 Technical Assistance Provider – California Food and Justice Coalition and two Public Health Departments in San Joaquin and

Ventura Counties) to broaden the number and deepen the potential of Champions for Change moms in improving eating and activity behaviors in their neighborhoods. The pilot in FFY10 identified contractors, and began the collection and review of data and best practices to design the pilot intervention. Implementation in FFY11 will include training 16 to 20 Champions for Change moms to become peer nutrition educators and leaders who are equipped to facilitate 128 small group dialogue sessions geared towards mutual learning and support reaching 1000 SNAP-Ed eligible moms inspiring them to also become Champions for Change, thus growing the movement. Partners experienced in promoting peer-to-peer nutrition education will add yet another tool as a part of this project and will gather and compile qualitative and quantitative data which will be used to replicate the pilot. Outcomes will contribute to a collection of promising practices, and will be made available to the *Network* staff and partners to ensure dissemination and institutionalization of this approach among *Network* partners, including Local Incentive Awardees. Estimate includes contractor staffing, consultant fees, and travel costs.

e. Summary of Research

The FFY 2006 USDA Review of the *Network* included the following findings upon which the Leadership and Special Projects continue to build:

- Partnerships are key to the *Network's* success at the State and local levels. The *Network's* activities to supplement nutrition education provided specifically through WIC and Child Nutrition Programs were resourceful and well-coordinated. The weakest association was arguably that between SNAP-Ed projects and local social services offices.

- Continued coordination of services with UC-FSNEP and sharing examples of such successful partnerships at the local level.

- The *Network* and a number of local SNAP-Ed partners have made significant strides in addressing long-term sustainability of nutrition education efforts. Imparting information and training on sustainability tactics to other *Network* projects would be valuable for SNAP-Ed throughout the State.

- There is a need for more opportunities and vehicles for channel-specific and regional-level sharing of best practices, challenges and training on SNAP-Ed operational issues. This should include strategies for sharing with local SNAP-Ed projects, best practices and resources from the *Network's* statewide activities.

- IOM Reports (2007, 2010) recommend comprehensive approaches and White House Taskforce on Childhood Obesity Report recommends interventions in multiple sectors and specific interventions such as Farm to Fork, After-School Programs, Child Care and Summer Meals.

Summary of research for Special Projects:

- There is a link between long-term healthy eating behaviors and experiential learning (gardening, farming, and cooking) that begins early in life.

- Children begin to establish food preferences and dietary habits during the first six years of life.

- The *Network for a Healthy California* Latino and African American Campaigns Consumer Survey demonstrates that 24.4% of survey participants are motivated by physicians to make changes in their community that will make it easier for people to eat healthy. The consumer

survey also demonstrates that 19.4% of participants are motivated by physicians to make changes in their community that make it easier for people to be physically active.[1]

- In both adult and youth audiences, media use and exposure to food marketing and advertising messages continues to rise with advances in technology and increasingly pervasive and targeted marketing. At the same time, more than 15% of young people and almost two out of three adults are overweight or obese. People with low-incomes, including those in households eligible for foods stamps are at the highest risk for chronic disease resulting from poor diet and physical inactivity. Exposure to media is identified as a risk factor in many health arenas, while media literacy is recognized as a prevention strategy.

- Peer-led nutrition education models have proven effective at improving knowledge, attitudes, and behavior of target audiences, all while remaining cost-effective.[2] Findings suggest that positive changes in knowledge, skills and behavior may be realized by both the audiences receiving nutrition education as well as the peer educators themselves.[1,,3]

- Studies show that approximately one in five children are overweight or obese by the time they reach their 6th birthday and over half of obese children become overweight at or before age two.

- Even babies are affected. Between 1980 and 2001, the prevalence of overweight infants under six months almost doubled; from 3.4% to 5.9%.

- To help address these troubling statistics, the President's Childhood Obesity Task Force recently recommended that actions be taken in a several key areas including improving the quality of our nation's child care settings so they can consistently support our children's healthy development and empowering parents and care givers with information about the *2010 Dietary Guidelines for Americans* through messaging and education.

f. Modification of Project Methods/Strategies

Ongoing feedback is obtained to ensure the effectiveness of the interventions. See individual project summary forms for additional information.

For FFY 2011, *Network* staff met regularly to more clearly define Leadership Projects, indentify cross-cutting project goals, and gaps. It was determined that some projects previously regarded as Leadership Projects had matured into training and technical assistance programs. This was a step toward making significant changes to improve existing projects and identify new ones that meet *Network* needs. As new gaps or opportunities are identified, a Request for Applications may be used to solicit projects beginning in FFY 2012.

Modifications for FFY 2011 include:

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[1] *Network for a Healthy California Latino Campaign*. Consumer Survey Results, 2007. Prepared by Health Research Consulting Group of Loma Linda University School of Public Health for the California Department of Public Health Cancer Prevention and Nutrition Section. March, 2008.

[2] Pérez-Escamilla R, Hromi-Fiedler A, Vega-López S, Bermúdez-Millán A, Segura-Pérez S. Impact of peer nutrition education on dietary behaviors and health outcomes among Latinos: a systematic literature review. *J Nutr Educ Behav*. 2008; 40(4):208-225.

[3] Taylor T, Serrano E, Anderson J, Kendall P. Knowledge, skills, and behavior improvements on peer educators and low-income Hispanic participants after a stage of change-based bilingual nutrition education program. *J Community Health*. 2000; 25(3):241-262.

- This year the *Network* will merge activities conducted in FFY 2010 and earlier by the SNAP-Ed Health Care Providers Project and the Community Champions project to efficiently utilize funds that will be used to provide nutrition education and physical activity promotion to SNAP-Ed eligibles. This project will strategically coordinate volunteer "Physician Champions," "Community Champions," and other "Champions" with approved public relations and community education events to extend the reach of SNAP-Ed in California and expand the knowledge base of Champions who will have increased access to *Network* and SNAP-Ed Resources to share with SNAP-Ed eligibles.

- Diversifing contractors and organizations participating to increase reach, provide additional support and expertise, and diverse connections to farm-to-school and agriculture.

g. Use of Existing Educational Materials

Leadership and Special Projects will have full access to all *Network* education and administrative materials as described in other project summaries, e.g., See *Fruit, Vegetable and Physical Activity Campaigns*/Regional *Network* and Local Program Project Summaries.

h. Development of New Educational Materials

No new educational materials are planned.

i. Key Performance Measures/Indicators.

Key performance measures will include improvements in knowledge and increases in the key SNAP-Ed recommended behavioral outcomes; consumption of fruits and vegetables and increases in physical activity; number of partnerships developed. Additional performance measures will include target audience impressions.

Measurement occurs through statewide and special surveys, the Semi-Annual Activity Reporting System, media reports, *California Dietary Practices Survey* of adults, the *California Children's Healthy Eating and Exercise Survey*, and the *California Health Interview Survey (CHIS), California Teen Eating, Exercise and Nutrition Survey*. Other annual data sources include UC's *Food Behavior Checklist* for adults, the ERS (evaluation and reporting system) survey for youth, and the *Network Benchmark Survey*, impact evaluation conducted by the 40 largest local projects, and *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX^3)* conducted by local health departments.

For more information see the Introduction to Section B.

A more detailed list of evaluation measures for specific projects over $50,000 are listed in individual projects summaries and evaluation plans located in a different section of the plan.

Below is a summary list of the types of measures used for these projects: Numbers of intermediaries recruited and trained; Number of events held; Number of event participants; Number of SNAP-Ed eligible community members reached at *Network* events and independently; Survey of select *Network* statewide, regional and local level programs and projects; Survey of select participants; Seek *Network* projects and Regional Coordinator feedback through post-training evaluations. Survey of advisory group work with SNAP-Ed eligibles due to participation; Number of *Network*-funded projects and other SNAP-Ed eligible sites that received technical assistance; Completion and dissemination of identified resources; Number and types of SNAP-Ed eligibles reached; Materials and resources distributed; Self-report and observational data on apparent benefits of participation; Measures of leaders and session attendees' knowledge,

attitudes and effects on personal and family practices related to fruit and vegetable consumption and physical activity; Measure webinar usefulness with a participant evaluation; Pre and post survey of participants to assess pre-webinar nutrition education activities and post-webinar/summer programs to see what nutrition activities were conducted; Pre-post test design with a follow-up survey; Number and type of education activities provided and educational materials distributed; Number of sites; Number of volunteer SNAP-Ed providers recruited; Information to determine whether the project was implemented as intended, challenges faced, major accomplishments and areas for future strengthening.

3. Evaluation Plan

All specific project summaries (over $50,000) contain evaluation plans.

In addition, the *Network* has initiated research on the types of evaluation used for organizational change, diffusion of innovators and train-the-trainer programs. Many models use measures that assess change in those that are trained. Such measures include: process measures, implementation of training content, trainer competencies, and time-delayed follow-up of utilization of training and reach, through mechanisms such as web site exchanges or surveys, mail surveys, trainee reports, and observation of trainees in action. The latter, in particular, is costly and staff intensive.

Overarching impact of the projects on the target population will be assessed by documenting the new activities that are implemented through the leadership project itself, new partnerships or organizational policies, or other non-*Network* resources that are redirected toward SNAP-Ed audiences. Increased evaluation efforts will be directed at identifying the quantity and composition of the target population that is reached by the trainers. These projects will incorporate evaluation methods and performance measures that were piloted in FFY 2010 and continue to work closely the *Network* Research and Evaluation Unit to evaluate – whenever possible – the impact that these projects have on the target populations and standard measures that can evaluate the effectiveness of these projects' combined efforts. For FFY 2011, *Network* staff overseeing leadership projects will work closely with contractors to develop project specific evaluation plans. These are detailed on attached individual Project Evaluation Forms.

Evaluation Tools: Scope of Work (SOW) objectives that are specific, measurable, appropriate, realistic and time specific; Site visits, semiannual, annual and final progress reports against SOW objectives. Project evaluation tools include targeting data, activity tracking logs, registration information; pre- post surveys; participant databases; and training evaluations.

Previous Evaluation: See Item 'f' above.

4. Coordination Efforts

Continuing collaborative efforts begun in FFY 2009, Leadership and Special Projects will meet at least 2 times annually to identify collaborative opportunities among projects, the *Regional Networks*, and the LIAs to help build synergy and identify best practices that will be sustained overtime. In addition, efforts will be in place to enhance focus and channel the *Network* Leadership and Special Projects infrastructure to help expand and strengthen selected priority initiatives and programs; thereby increasing strategic, outcomes-oriented collaboration, dissemination and visibility of two to three programs focused on SNAP-ED-eligible families.

As appropriate, the Leadership and Special Projects will promote the use of nutrition assistance programs such as Food Stamps, WIC, Child Nutrition Programs, CACFP, Summer Meal Service

Sponsors and After School Snack Program, as well as other programs such as food banks to help families extend their food dollars and obtain the foods needed to maintain health. The Projects will utilize existing flyers, brochures, and other educational materials to connect eligible families with local resources for health and nutrition information and physical activity options. Projects will also coordinate with *Regional Networks*, Collaboratives, and the *Fruit, Vegetable and Physical Activity Campaigns* that have established partnerships with local Food Stamp Program Offices and provide opportunities for Food Stamp Program staff to participate in community events. Efforts will be coordinated with the *Network's* Food Stamp Program Access Improvement Plan.

The *Network* will share these projects and outcomes when participating in the development and implementation of the California State Nutrition Action Plan to increase fruit and vegetable consumption in SNAP-Ed target populations. State agencies collaborating: CDPH (WIC, *Network*), CDSS (Food Stamp Program and Temporary Emergency Food Assistance Program), CDE (Child Nutrition Programs), UC-FSNEP, and CDFA.

Ties to *Network* nutrition education priorities and messaging will be consistent across modular materials designed for State *Network* tools and for inclusion in local SNAP-Ed programs. Trainings will be open to all funded-projects, with additional outreach to other USDA-funded programs. By working with an experienced contractor, and by beginning with a thorough review of existing media literacy materials, coordination of message, method and approach will be ensured.

FEDERAL FISCAL YEAR (FFY)2011 PROJECT SUMMARY BUDGET
***NETWORK FOR A HEALTHY CALIFORNIA* TRAINING, TECHNICAL ASSISTANCE, INFRASTRUCTURE and LEADERSHIP & SPECIAL PROJECTS** Revised 9/30/2010

Federal Share Budget	**FFY2010**			**FFY2011**			
	PHI	**STATE**	**TOTAL**	**PHI**	**STATE**	**TOTAL**	**% DIFFERENCE**
1. Personnel Salaries/Benefits	300,233	388,573	688,806	317,737	204,182	521,919	(24.23)
2.Contracts/Grants/Agreements	1,857,792	1,479,273	3,337,065	1,673,813	1,405,847	3,079,660	(7.71)
3. Non-capital Equipment/Supplies	12,375	22,850	35,225	12,375	10,679	23,054	(34.55)
4. Materials	0	0	-	0	0	0	-
5. Travel	16,885	13,251	30,136	14,175	7,531	21,706	(27.97)
6. Administrative *	149,500	0	149,500	132,500	0	132,500	(11.37)
7. Building/Space and Other General Expenses *	40,000	122,921	162,921	40,000	109,488	149,488	(8.25)
8. Maintenance *	0	0	0	0	0	0	-
9. Equipment & Other Capital Expenditures	13,125	0	13,125	13,125	0	13,125	-
Total Direct Costs	**2,389,910**	**2,026,868**	**4,416,778**	**2,203,725**	**1,737,727**	**3,941,452**	(10.76)
11. Indirect Costs @8.6% of Personnel Costs for State staff**	205,410	33,418	238,828	233,085	17,560	250,645	4.95
12. TOTAL COSTS	**$2,595,320**	**$2,060,286**	**$4,655,606**	**$2,436,810**	**$1,755,287**	**$4,192,097**	**(9.96)**

See Appendices, Sction C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)

*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately

**Indirect Cost rate for the State is 8.6% of total personnel costs and PHI is 16.5% of total budget less subcontracts

10% Budget Changes Justification

1. On the state side a net decrease of 1.8 FTE (AHPA, HPS II and PHNC III) was responsible for the net decrease
3. Decrease due to net reduction in staffing as well as LAN costs being moved to another line item
5. Decrease due to reduction in staffing as well as in out-of-state trips budgeted.
6. Decrease is due to a reduction in meeting costs with the elimination of meals at meetings.

STATE LEVEL PROJECT SUMMARY FORM

MATERIALS

1. GOALS & OBJECTIVES (*See State Level Objectives).*

Develop, produce and distribute materials including, brochures, reports, briefs, toolkits, posters, other publications, and nutrition eduction reinforcement items (NERI) that are targeted to SNAP-Ed-eligible consumers through the *Network for a Healthy California (Network)* and UC-FSNEP funded partners. These materials are designed to inform, remind, and motivate SNAP-Ed-eligible adults and children to eat the recommended amount of fruits and vegetables and be physically active every day.

2. Project Title: Print Material, Nutrition Education Reinforcement Items, Warehousing and Distribution

a. Related State Objectives

The Materials Unit supports 1, 2, 3, and 4 of the State Level objectives.

Specifically, the *Network* works to increase availability of new and existing material to *Network*-funded partners, especially the projects and activities of the Local Incentive Awardees, through the www.cachampionsforchange.net Web site, the online ordering system, and the cost recovery system (championsforchangematerials.net).

- Expand and maintain the online cost recovery system (online catalog) with re-branded and post- CDPH Moratorium materials (Since late 2007, CDPH has limited the promotional materials it allows programs to purchase pending the development of stronger standards to prevent contamination by lead and other undesirable chemicals.). The cost recovery system allows the *Network* to reach a broader audience beyond SNAP-Ed-eligible consumers by making available *Network*-produced material to funded and non-funded partners and to others in the general market at the current cost of production plus tax, freight, and handling.

- Increase reach by providing PDF downloads of select materials via *Network* Web sites, at no cost. Coordinate efforts for use and sharing of educational materials between UC-FSNEP and the *Network.* Continue to coordinate efforts with the Women, Infants, and Children Program (WIC) so that *Network* materials better support the new food package, above and beyond fruits and vegetables, as well as the Dietary Guidelines for Americans.

b. Audience

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American and Latino communities and selected materials available in Asian languages.

Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese, Korean, and/or Hmong.

Ages: Adults 18+, primarily women with children, and children ages 5-17 years.

c. Focus on SNAP-Ed-Eligibles

Each of the Projects in the various sections of the plan describe how they will focus education on SNAP-Ed-eligibles. For example, see Fruit, Vegetable, and Physical Activity Campaign Project Summary.

d. Project Description

Key Strategies: Continue expanding and improving the *Network's* online ordering system, especially the user interface and user experience. Develop, produce, distribute, and track existing and new nutrition education materials to all *Network*-funded projects. Expand the availability of materials beyond funded partners through the online cost recovery site for the purchase of nutrition education materials, at cost of production plus freight and handling, by other projects, sister programs, other state agencies, and entities targeting SNAP-Ed-eligible populations.

Key Educational Messages: Primary messages focus on increased fruit and vegetable consumption; physical activity promotion (integrated with nutrition education); and chronic disease and obesity prevention. Secondary messages include healthier eating, in general; food safety; cooking skills; and Food Stamp Program promotion (brief promotional messages).

Each of the Projects in the various sections of the plan describe key eduational message (e.g.., see Fruit, Vegetable, and Physical Activity Campaign Project Summary).

Intervention Sites: SNAP-Ed-qualified churches, community-based organizations, community events, community youth organizations, direct health service providers, farmers' markets, flea markets, grocery stores, low-income housing units, low-wage worksites, grocery stores, food banks, and schools, as described by the projects in the various sections of the plan.

Each of the Projects in the various sections of the plan describe Intervention Sites (e.g.., see Fruit, Vegetable, and Physical Activity Campaign Project Summary)

Projected Number of Contacts:

Direct Contacts: *See below for numbers of shipments and items distributed as well as the Fruit, Vegetable and Physical Activity Campaign Project Summary.*

Narrative Summary:

Management of materials for *Network* programs is provided by program and administrative staff who support the processes of development, production, warehousing, and fulfillment for all nutrition education materials. The Fruit, Vegetable, and Physical Activity Campaign Unit and the state media contract are the primary originators of these materials. The materials are produced and made available to all *Network*-funded projects and available on a cost recovery basis for non-funded partners and other organizations.

Efforts for FFY11 are intended to increase the reach, penetration, and use of appropriate materials for all Local Incentive Awardees, Special Projects, *Regional Networks*, sister programs, SNAP-Ed projects in other states, and other interested stakeholders.

The frequency of the activities ranges from ongoing development work with *Network* program staff and intermediaries to periodic production of items to daily orders and shipments through the warehouse. A total of 1,918 shipments containing 2,453,940 items occurred during the FFY10 fiscal period, through May, 31, 2010. This total includes 58 shipments containing 38,541 items sold, at cost, on the Cost Recovery Web site.

Also see California Fruit, Vegetable, and Physical Activity Campaign Project Summary for details on how/where of implementation.

e. Summary of Research

See Fruit, Vegetable, and Physical Activity Campaign Project Summary and Communications-Advertising/Publications Project Summary.

f. Modification of Project Methods/Strategies

See Fruit, Vegetable, and Physical Activity Campaign Project Summary

g. Use of Existing Educational Materials

See Educational Materials List and the Fruit, Vegetable, and Physical Activity Campaign Project Summary

h. Development of New Educational Materials

See Educational Materials List and the Fruit, Vegetable, and Physical Activity Campaign Project Summary

i. Key Performance Measures/Indicators

List the key measures/indicators of implementation or performance that you will capture or collect. An example of an implementation measure is the number of PSAs delivered in each media market during the intervention. One associated performance indicator might be the percent of people in a media market who report hearing the message.

Use of well-developed, tested, and effective materials is intended to support achievement of California's objectives. Key performance measures will include improvements in knowledge and increases in the key SNAP-Ed recommended behavioral outcomes; consumption of fruits and vegetables, and increases in physical activity. Additional performance measures will include target audience impressions.

3. Evaluation Plan

Describe any evaluation planned. For each evaluation, please indicate:

- *The name(s) of each project(s) that will be a part of this evaluation;*
- *The type of evaluation as primarily a formative, process, outcome or impact assessment;*
- *The question(s) that will be addressed and:*
    - *The approach to conducting the evaluation, including scope, design, measures and data collection;*
    - *Plans for using the results*
- *If the project has been evaluated previously, note the most recent year in which the evaluation was done.*

Network staff will continue to review and oversee the materials that are produced at the state and local levels. In addition, *Network* staff will evaluate appropriateness of all materials and adherence to SNAP-Ed-*Guidance* and *Network* print and graphic standards. Distribution and quantity of materials will be tracked via the online ordering system. The data will be reviewed and used to determine future material needs.

Network staff will also assess the *Network* fulfillment system and end-user utilization of materials and overall satisfaction with the system. Monthly review and accounting of material and NERI dissemination is conducted for all activities.

Evaluation Type:

Formative: *See Fruit, Vegetable, and Physical Activity Campaign Project Summary*

Process:

The data collected in FFY10 from the online ordering system will be used as a benchmark. In FFY11, this information will be compared year-to-date and will allow us to evaluate the effectiveness of the system, more accurately forcast the need for materials, monitor product usage, and evaluate ordering trends.

Outcome: The information collected will be used to make adjustments to improve the user experience and to ensure that the system is meeting the needs of the user.

Evaluation Tools: Benchmark shipment data.

4. Coordination Efforts

Describe efforts to coordinate, complement and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive interventions. Describe your involvement with the State Nutrition Action Plan (SNAP) initiative in your State. Outline any tasks in the SNAP process that SNAP-Ed will lead or conduct during the FY. Attach written agreements as specified on page 20.

- Continue to expand the system capabilities and offer, store, and distribute approved materials produced by non-funded programs such as USDA, Produce for Better Health Foundation, and other appropriate entities to reduce duplication and redundancy in material development.
- Continue to submit materials to the USDA National Ag Library, SNAP-Ed Connection, *National Fruits and Veggies-More Matters*™ Programs at the Centers for Disease Control and Prevention and the Produce for Better Health Foundation.
- As appropriate, explore opportunities to expand the availability of materials (at no cost to government) via the Produce for Better Health Online Catalog and other appropriate organizations as identified.

STATE-LEVEL

***Network* Educational Materials List**

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
Power Play! PARENT BROCHURE - *HELP YOUR KIDS POWER UP WITH FRUITS, VEGETABLES, AND PHYSICAL ACTIVITY* ENG/SPN Rev. June 2009	Provides parents with easy ideas for helping their kids eat more fruits and vegetables and get more physical activity	SNAP-Ed-eligible parents with elementary school age children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA
PHYSICAL ACTIVITY EMPOWERMENT BROCHURE - *PHYSICAL ACTIVITY FOR YOUR HEALTH, YOUR LIFE, AND YOUR NEIGHBORHOOD* ENG/SPN Rev. August 2007	Provides positive strategies to create healthier homes and communities so that eating fruits and vegetables and getting PA every day is socially supported and easier to do.	SNAP-Ed-eligible consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA
FRUIT & VEGETABLE EMPOWERMENT BROCHURE - *FRUITS AND VEGETABLES FOR YOUR HEALTH, YOUR LIFE, AND YOUR NEIGHBORHOOD* ENG/SPN Rev. August 2007	Provides positive strategies to create healthier homes and communities so that eating fruits and vegetables and getting PA every day is socially supported and easier to do	SNAP-Ed-eligible consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
CHAMPION MOM BROCHURE *The Power is in Your Hands* *Money- and time-saving tips that help you fight for your family's health.* ENG/SPN April 2010	This brochure was designed to encourage moms to make healthy changes in their households and provides success cards from 14 real moms offering tips and suggestions for making those healthy changes.	SNAP-Ed-eligible households with children, intermediaries, and WIC coordinators. Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA
RETHINK YOUR DRINK/Be Sugar Savvy ENG/SPN brochure/poster/tipsheet /fact sheet/activity sheet/wallet tri-fold/lesson plan 2011	Materials are designed to educate SNAP-Ed eligible adults and youths on healthy beverage choices.	SNAP-Ed-eligible consumers and the intermediaries serving them Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, and downloadable via Regional Network websites.	Reprint as necessary when supplies are exhausted/ depleted	NA
PASSPORT TO MILLION DOLLAR HEALTH BROCHURE/POSTER ENG/SPN April 2006	Fun activity game used at festivals where consumers are instructed to go from booth to booth to answer questions about fruits, vegetables and physical activity.	SNAP-Ed-eligible consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
WHY DO FRUITS AND VEGETABLES MATTER TO MEN? ENG March 2007	A revised CDC brochure addresses the need for African American men to incorporate the daily recommended amount of fruits and vegetables into their diets.	SNAP-Ed-eligible African American consumers Available to funded projects targeting African American audience through online ordering system.	Reprint from the CDC	This brochure is offered free of charge from our partner CDC in limited quantities to assist local projects in addressing issues of the whole family and to encourage African American men to support healthy eating practices for themselves and their families.
FOOD STAMPS MAKE AMERICA STRONGER BROCHURE & INCOME GUIDELINES ENG/SPN Rev. August 2008	This brochure provides information for SNAP-Ed-eligible consumers on how to apply for Food Stamps and provides an insert on income eligibility limits based on # of persons in a household /monthly income.	Intermediaries, SNAP-Ed-eligible consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, and downloadable via www.networkforahealthycalifornia.net Web site.	Reprint as necessary when supplies are exhausted/ depleted.	NA
YOUTH EMPOWERMENT LESSONS LEARNED DOCUMENT ENG *INSPIRING YOUTH AS PARTNERS* February 2009	In partnership with Youth in Focus, the *Network* supported six youth teams to find out why young people are overweight. It describes the various sites and key lessons learned as a result of these	Intermediaries, stakeholders, community leaders working with youth Available to all funded projects in limited quantities through requests made to the *Network*.	Reprint as necessary when supplies are exhausted/ depleted.	NA

	pilot projects.			
WORKING TITLE – ITEM NAME	**PURPOSE**	**TARGET AUDIENCE / DISTRIBUTION**	**NEW/REV/ REPRINT**	**JUSTIFICATION FOR NEW MATERIAL**
HOW MANY CUPS OF FRUITS AND VEGETABLES DO I NEED? SLIDE GUIDE ENG/SPN Rev. August 2007	This tool was created to help consumers determine the amount of fruits and vegetables they should eat every day for better health based on the USDA MyPyramid recommendations.	Intermediaries, SNAP-Ed-eligible consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA
TOOLBOX - ENG/SPN *FRUIT, VEGETABLE, AND PHYSICAL ACTIVITY TOOLBOX FOR COMMUNITY EDUCATORS* Rev. January 2009	Community educators can easily teach SNAP-Ed-eligible Latino and African American adults about how to increase fruit and vegetable consumption and physical activity –tested with SNAP-Ed-eligible African American adults to ensure broader application of this educational tool.	Intermediaries and SNAP-Ed- eligible adult consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, available for purchase at www.championsforchangematerials.net, and available through an interactive Toolbox Web site at www.network-toolbox.net.	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
PHYSICAL ACTIVITY FITDECK CARDS ENG/SPN 2010	56 customized cards and Activity Booklet with PA and nutrition messages. The cards will have photos of people that represent the cultural diversity, limited mobility and age groups of the target.	SNAP-Ed-eligible consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through Regional Networks, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
POWER PLAY FITDECK JUNIOR CARDS 2010	These Cards will be used as NERI items to be distributed as part of *Power Play's Power Up Your Summer!* Challenge media promotion. The promotion is part of a comprehensive media plan focusing on the *Power Play! Campaign*'s audience and messages. The Cards will feature the campaign logo and message. Along with instruction on an age-appropriate physical activity.	SNAP-Ed-eligible children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
FRUIT, VEGETABLE AND PHYSICAL ACTIVITY STORY AND ACTIVITY CARDS 2010	8.5” x 11” laminated Cards are designed to link nutrition messaging with physical activity. They mainly target to 4-8th grade children, but can be used for low-income adults as well. These story card concepts can be utilized in 10-15 minutes lessons with students participating in physical activity for 5-10 minutes for a combined classroom time of 15-25 minutes, or used in home, health departments, or worksites. Each story card will have five multiple choice reading comprehension questions and a built in assessment. They will use Guided Language Acquisition Design strategies as a content literacy connection.	SNAP-Ed-eligible children and adults Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
LATINO COOKBOOK, ENG/SPN - *HEALTHY LATINO RECIPES MADE WITH LOVE* *Rev. March 2008*	English and Spanish versions provide traditional Latino recipes that offer a greater variety of fruits and vegetables while reducing the amount of fat, cholesterol, and sodium per serving	SNAP-Ed-eligible consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through Regional Networks, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
NEW LATINO COOKBOOK, ENG/SPN - *The Flavors of My Kitchen* Rev. 2010	Developed in FY2010. This English and Spanish version provides healthy and traditional Latino recipes with an abundance of fruits and vegetables.	SNAP-Ed-eligible consumers Will be available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
Power Play! COOKBOOK ENG/SPN *KIDS…GET COOKIN'!* Rev. July 2009	Kid-oriented bilingual cookbook features fun graphics, 20 tasty recipes, and celebrities	FNSE-eligible adults and children Available to all funded projects through online ordering system and to SNAP-Ed-eligible partners through *Regional Networks*. Also available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
EVERYDAY HEALTHY MEALS COOKBOOK - ENG/SPN *Rev. November 2007 - ENG* *August 2007 - SPN*	Healthy and easy to cook recipes created for distribution through supermarkets, festivals, health care organizations, farmers' markets, and flea markets.	SNAP-Ed-eligible adults and children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through Regional Networks, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
AA COOKBOOK **ENG Only** *SOULFUL RECIPES: BUILDING HEALTHY TRADITIONS* October 2008	Cookbook featuring healthy recipe versions of African American family- favorite meals and snacks. Provides, preparation tips, photos of easy-to-prepare recipes, including a variety of culturally appropriate fruits/ vegetables.	Intermediaries, SNAP-Ed-eligible African American Families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA
CHINESE COOKBOOK ENG/CHN EAT FRUITS & VEGETABLES EVERY DAY, STAY HEALTHY ALL THE WAY! Rev. July 2009	Adapted from the San Francisco-Chinese Project, this bilingual cookbook (English/Cantonese) features 10 healthy and traditional Chinese meals. The cookbook includes a meal planning guide, PA suggestions, and many other food preparation tips.	SNAP-Ed-eligible adults and children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through Regional Networks, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
RECIPE CARDS ENG/SPN	4'"x6" recipe cards containing healthy and easy to cook recipes created for SNAP-Ed-eligible adults and their families. These cards are distributed through supermarkets, festivals, health care organizations, farmers' markets, and flea markets.	SNAP-Ed- eligible Families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
AFRICAN AMERICAN RECIPE CARDS ENG/SPN	Provides families with quick and easy to prepare recipes that meet the products promotable recommendatio-ns. These recipes feature fruits and vegetables that are culturally appropriate and relevant to the African American population.	SNAP-Ed-eligible African American Families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
POWER PLAY RECIPE CARDS ENG/SPN	4'"x6" recipe cards containing healthy and easy to cook recipes for kids. These cards provide reinforcement of nutrition education activities.	Intermediaries, teachers, SNAP-Ed-eligible 4-5th grade children, SNAP-Ed-eligible consumers (parents). Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
RETAIL FACT SHEET ENG *OPPORTUNITES FOR RETAILING IN LOW-INCOME COMMUNITIES-URBAN AREAS CRITICAL FOR CALIFORNIA RETAILERS AND SALES* January 2007	Describes critical issues that exist in urban retailing today. It is intended to provide program and policy options to address the shortage of supermarkets in low-income communities.	Intermediaries, stakeholders, community leaders Available to all funded projects through online ordering system & downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA
AFRICAN AMERICAN FACT SHEETS -Children's -Health Statistics -Shopping Habits -Out of Home Eating	Provides information on health status and disparities facing African Americans	Intermediaries, low-income African American families Available to African American Campaign faith-based projects and *Regional Networks* through online ordering system & downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
LATINO ISSUE BRIEF **ENG/SPN** *NUTRITION AND HEALTH BARRIERS FACING CALIFORNIA LATINOS: LATINO COMMUNITY LEADERS RECOMMEND PRACTICAL SOLUTIONS* Rev. September 2005	Issue-oriented summary of CA Latino health status and community leaders recommended practical solutions to help build long-term, sustainable, community-level change that supports fruits and vegetables	Intermediaries, stakeholders, community leaders Available to all funded projects through online ordering system & downloadable via www.networkforahealthycalifornia.net Web site	Revision – update in FFY2011 with current health data, also include new Champions for Change logo and messaging to align with Champions for Change strategy. Reprint as necessary when supplies are exhausted/ depleted.	NA
FULL REPORT: *MEDIA, FESTIVALS, FARMERS' MARKET, AND GROCERY STORE INTERVENTIONS* ENG/SPN Rev. June 2003	Designed to educate intermediaries on effective strategies for increasing fruit and vegetable consumption and physical activity among Latinos.	Intermediaries, stakeholders, community leaders Available to all funded projects through online ordering system & downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA
SHORT REPORT: *MEDIA, FESTIVALS, FARMERS' MARKET, AND GROCERY STORE INTERVENTIONS* ENG/SPN Rev. September 2005	Designed to educate intermediaries on effective strategies for increasing fruit and vegetable consumption and physical activity among Latinos.	Intermediaries, stakeholders, community leaders Available to all funded projects through online ordering system & downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
A DAY IN THE LIFE VIDEO AND GUIDE - ENG Only *A DAY IN THE LIFE – ONE AFRICAN AMERICAN FAMILY'S TRANSITION TO A HEALTHY LIFESTYLE* VIDEO AND DISCUSSION GUIDE Rev. October 2008	Designed to help community educators offer fun and effective educational lessons on ways to eat the recommended amount of fruits and vegetables and get the recommended levels of physical activity every day where they live, work, worship, play and shop.	Intermediaries, low-income African American Families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
WORKSITE ISSUE BRIEF – **ENG** *WORKPLACE NUTRITION AND PHYSICAL ACTIVITY – AN OVERVIEW OF THE FACTS, CASE STUDIES, AND INFORMATION RESOURCES* July 2005	Provides practical solutions on what employers, employees, and community organizations can do to improve worksite wellness through fruit and vegetable consumption and physical activity.	Intermediaries, stakeholders, community leaders Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks* and downloadable via www.networkforahealthycalifornia.net Web site.	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
CALIFORNIA FIT BUSINESS KIT Eng Only Tools Included: > *Check for Health* *>Take Action!* *>Healthy Meeting Policies* > *Healthy Dining Menu Guidelines* > *Vending Machine Food and Beverage Standards* > *Ordering Farm Fresh Produce for Worksites* > *Improving Worksite Stairwells* *>Establishing Worksite Walking Clubs* *>Establishing a Worksite Farmers' Market* > *Issue Brief: Workplace Nutrition and Physical Activity* *>Establishing a Worksite Wellness Committee* > Formative Research Report – *Fruits and Vegetables and Physical Activity at the Worksite* *>Farm Workers' Tool*	A portfolio that houses a suite of no-cost tools and resources used to help employers in qualifying locations develop and implement workplace cultures and environments that support healthy eating and physical activity for their low-wage workers.	Intermediaries, HR Managers, Wellness Coordinators, and Employers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
FIT BUSINESS KIT SELL-IN BROCHURE ENG *HOW MY EMPLOYER CHANGED MY LIFE!* August 2008	Intermediaries use this piece to engage employers and build interest and participation in the Worksite program. The piece explains the benefits of developing a worksite wellness program and how the *Fit Business Kit* can engage their employees.	Intermediaries, employer personnel, HR managers, health and safety and senior management of SNAP-ED-qualified worksites Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA

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WORKSITE PROMOTION POSTERS – three versions: -*Eat Healthy* -*Be Active* -*Create a Healthy Worksite* August 2009	These posters were created to increase participation and interest in the Worksite wellness programs.	Worksite employees Available to all funded projects through online ordering system & downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA
LATINO POSTER - **ENG/SPN** *A HEALTHY TRADITION FOR A HEALTHY LIFE* Rev. 2010	The artwork is a replication of a mural created in 2010 to celebrate the contribution and culture of the Latino community in California and help encourage Latinos to eat healthier and be physically active.	Intermediaries, SNAP-Ed-eligible Latino families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
AFRICAN AMERICAN ARTWORK– ENG Only *AFTERNOON IN THE PARK* 2001	A positive depiction of an African American family playing together and eating healthfully. The *Campaign* uses the artwork to inspire and build upon the African American culture's overall appreciation of the arts to establish healthful eating and increased physical activity	Intermediaries, SNAP-Ed-eligible African American Families Artwork available for download to all funded projects through via www.networkforahealthycalifornia.net Web site	NA	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
HARVEST OF THE MONTH POSTERS	Four posters produced that feature California's bounty of fruits and vegetables and promote physical activity. Motivational taglines and messages are an integral part of each poster.	Intermediaries, SNAP-Ed-eligible Adults Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
ADULT CUPS OF FRUITS AND VEGETABLES POSTER ENG/SPN *ENERGIZE YOUR BODY WITH FRUITS AND VEGETABLES!* Rev. May 2008	Uses adult hands to demonstrate different amounts of fruits & veggies, allowing consumers to gauge their progress towards MyPyramid recommendat-ions	Intermediaries, SNAP-Ed-eligible Adults Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
CHILDREN'S CUPS OF FRUITS AND VEGETABLES POSTER ENG/SPN *POWER UP WITH FRUITS AND VEGETABLES!* Rev. June 2009	This bilingual poster uses children's hands to demonstrate different amounts of fruits and vegetables, thus enabling them to gauge their progress toward the MyPyramid recommendat-ions.	Intermediaries, SNAP-Ed-eligible Children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
HARVEST OF THE MONTH MATERIALS Including: -Tip Sheets (4) -Educator Newsletter -Family Newsletter -Menu Slicks -Fact Sheet -Marketing Piece -Toolkit - *Power Play!* sheets for *How much do I need?* and *How much is a serving?* 2008-2009	*Harvest of the Month* materials feature ready-to-go tools and resources that can be used in divers application within the school environment and extend into the broader community.	LIAs and other intermediaries who organize/facilitate *HOTM* implementation Available to LIAs through *HOTM* Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA
HEALTH MINISTRY MANUAL ENG Only *BUILDING A HEALTHY BODY & SOUL: FAITH-BASED NUTRITION AND PHYSICAL ACTIVITY HEALTH MINISTRY MANUAL* 2011	The purpose of this manual is to help churches and other faith-based organizations start health ministries and/or expand their existing ministries to address fruit and vegetable consumption and physical activity promotion. This manual was started in FFY06 and has been through several rounds of edits and review. The development of this manual will be carried through and completed in FFY10.	Intermediaries, health ministers, lay ministers, church staff, and volunteers Available to all funded projects through online ordering system and downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
RETAIL POINT OF PURCHASE (POP) MERCHANDISING AND FOOD DEMONSTRATION MATERIAL ENG/SPN	The merchandising materials are an integrated POP program that provides retailers with a variety of signage options that allow more customized promotion of fruits/ vegetables at the point-of-sale.	Intermediaries, Grocery/Retail stores, and SNAP-Ed-eligible consumers Available to all funded projects through online ordering system	Reprint as necessary when supplies are exhausted/ depleted. These materials may be promoted by WIC to help preview/introduce foods new to their Food Package.	NA
HARVEST OF THE MONTH RETAIL NEWSLETTERS	Provides families with quick and easy to prepare *HOTM* highlighted items and adds to a retailers ability to influence buying behavior at the point-of-sale.	SNAP-Ed-eligible consumers, Intermediaries, retailers Available to all funded projects through *Regional Networks*	Available as PDF download only from the network Web site. Revise as necessary in FFY10	NA
FESTIVAL MANUAL- ENG Only *CONDUCTING SUCCESSFUL NUTRITION EDUCATION AND PHYSICAL ACTIVITY PROMOTIONS AT COMMUNITY EVENTS* MANUAL Rev. May 2008	Provides tools to reach adult members of the community through various community events. Provides easy to implement activities to improve fruit and vegetable consumption and physical activity.	Intermediaries Available to all funded projects through online ordering system and downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
AFRICAN AMERICAN EMPOWERMENT AGENDA ENG Only *ADVOCATING FOR THE HEALTH OF OUR COMMUNITIES - CONSUMER EMPOWERMENT AGENDA OF THE NETWORK FOR A HEALTHY CALIFORNIA—AFRICAN AMERICAN CAMPAIGN ADVISORY COUNCIL* Rev. June 2008	Information on the priorities and methods recommended by the *Campaign* to increase nutrition education and physical activity promotion among African American families to promote behavior change.	Intermediaries, stakeholders, community leaders, potential funders Available to all funded projects through online ordering system and downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA
POWER UP FOR LEARNING:A PHYSICAL ACTIVITY SUPPLEMENT TO THE SCHOOL IDEA & RESOURCE KIT ENG 2009	Power Up for Learning is designed to assist teachers in reinforcing classroom-based nutrition education lessons through physically active games. This piece was field tested and finalized. This piece was field tested in FFY 2008 and finalized in FFY 2009. It is intended for teachers and is in English only.	Teachers Available to all funded projects and SNAP-Ed-eligible partners through Regional Networks	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
FOOD STAMP OFFICE RESOURCE KIT-2 (FSORK) 2008	FSORK-2 brings nutrition education into food stamp offices providing clients with demonstrations, tips and recipes to help them purchase and prepare low-cost nutritious meals and snacks. The kit includes a DVD and a kiosk housing a poster, bilingual recipe cards and brochures in English and Spanish	Available to Food Stamp offices throughout the state of California. Additional copies can be requested from the Communications Unit at the state level.	Developme nt and Production of the revised FSORK-2 was completed in FFY09 and will continue to be distributed in FFY10	NA
RETAIL SELL-IN BROCHURE *2010*	A business-oriented brochure to introduce target retailers, produce industry, and food security organizations the *Network's Retail Program*. This brochure will outline the benefits of the program and entice retailers into forming partnerships with the *Retail Program.*	Intermediaries Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through Regional Networks, downloadable via www.networkforahealthycalifornia.net Web site	NEW. There is no material available that describes the benefits of the Retail Program for qualifying retailers. This brochure will help Retail Specialists recruit new partners.	Currently, there is no material available that describes the *Retail Program* and the benefits offered to Retailers who partner with the program. This brochure will help Retail Specialists recruit new retail partners throughout the state.

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
PRODUCE QUICK TIPS **ENG/SPN**	4 X 6-inch flash cards are used as a nutrition education tool for store tours, food demos, and other skill-development opportunities at festivals, churches, schools, and other places where fruits and vegetables are sold. Each card features select fruits and vegetables; seasonality information; nutritional information; selections tips; and preparation and storage information. The cards correspond with the Prize Wheel and *Harvest of the Month* school resource program.	Intermediaries, retail store owners/employees, SNAP-Ed-eligible consumers Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
POWER PLAY!, LATINO AND *AFRICAN AMERICAN CAMPAIGN* CASE STUDIES ENG Only 2009	Campaigns present SNAP-Ed-eligible families and communities with positive strategies for building healthier communities during nutrition education and PA promotion interventions. Case studies feature information on the positive strategies implemented by empowered community residents and partners to increase the availability of fruits/vegetables and provide opportunities for physical activity in their neighborhoods and at schools.	Intermediaries, SNAP-Ed-eligible Families Available to all funded projects through online ordering system and downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
POWER PLAY! SIRKS– 4th & 5th GRADES ENG/SPN *POWER PLAY! SCHOOL IDEA & RESOURCE KITS* Rev. August 2009	The Kits were revised in FFY09. They include 10 activities related to fruits, vegetables and physical activity and link to the fourth- and fifth-grade California Content Standards for Eng/Language Arts & Mathematics.	Intermediaries, Teachers, SNAP-Ed-eligible children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA
POWER PLAY! SIRK STUDENT WORKBOOKS – 4TH & 5TH GRADES ENG ONLY *ARE YOU READY TO GET THE POWER?* Rev. August 2009	These workbooks were revised in FFY09. They provide lessons that incorporate nutrition education into the school day. They are designed to improve children's awareness, knowledge, skills, self-efficacy, and behaviors related to fruit and vegetable consumption and physical activity.	Students, & children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
POWER PLAY! CYO KITS ENG/SPN *COMMUNITY YOUTH ORGANIZATION IDEA & RESOURCE KIT* Rev. August 2009	The Kit's 20 activities are for youth leaders in after-school programs, summer programs, and clubs serving 5- to 11-year-old children. The worksheets and parent materials included in the Kit are in both English and Spanish.	Teachers, students, & children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA
RETAIL FOOD DEMO KIT ENG Only *RETAIL FOOD DEMONSTRATION TRAINING KIT* 2007	offers a step-by-step process for conducting fruit and vegetable food Demos at neighborhood grocery stores and supermarkets. The tool includes resources, templates, and checklists for food preparation and effective food demo execution.	Intermediaries Available to all funded projects as PDF download only via www.networkforahealthycalifornia.net Web site	PDF download only.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
RETAIL STORE TOUR GUIDE ENG Only July 2007	This English-language resource offers a step-by-step process for conducting fruit and vegetable store tours for youth or adult groups at grocery stores and supermarkets. The tool includes resources, activities, templates, and checklists for conducting interactive store tours.	Intermediaries Available to all funded projects as PDF download only via www.networkforahealthycalifornia.net Web site	PDF download only.	NA
PRODUCE HANDLING GUIDE ENG/SPN 2007	This *Guide* helps independent retailers that choose to increase the quality and quantity of their fresh produce learn how to store and rotate fresh produce and identify items that need to be discarded. Retail Program staff will have the guide translated into Spanish in FFY2011.	Intermediaries Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
RETAILER FRUIT AND VEGETABLE EDUCATION KIT 2009	This kit serves as a resource for independent retailers in low-income neighborhoods who are seeking information on how to educate SNAP-Ed-eligible consumers on selecting, storing, and preparing fresh produce. The kit includes materials such as the *Produce Quick Tips* and *Produce Handling Guide* which may also improve the quality and or variety of the retailer's selection of fresh produce. It will provide the retailer with information about produce vendor merchandising material options, produce storage and display, as well as promotional activities to highlight new or old produce inventory.	Intermediaries Available to all funded projects as PDF download only via www.networkforahealthycalifornia.net Web site	PDF download only.	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
TOTAL BODY IN 10 BROCHURE ENG/SPN 2010	Total body in 10 is a physical activity resource that enables users to perform 10 basic movements to increase strength and flexibility. These movements are done without any needed equipment and will be geared for the adult population. This resource was created in partnership with the Los Angeles *Regional Network* and students from California State Northridge.	Intermediaries, SNAP-Ed-eligible families Available to all funded projects through online ordering system and downloadable via www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted.	NA
SHAPE OF YOGA BOOKLET ENG/SPN June 2009	This bilingual booklet gives basic yoga moves that promote physical activity – building strength, while incorporating fruit and vegetable messages.	Intermediaries, SNAP-Ed-eligible families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
INSTANT RECESS DVD AND USERS GUIDE ENG May 2008	Originally developed by the Professional Athletes Council, features a celebrity athlete doing easy and safe physical activities that can be done anywhere at any age. DVD also features fruit and vegetable messaging and users guide.	Intermediaries, SNAP-Ed-eligible families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted	NA
SHAKE IT UP WITH FRUITS AND VEGETABLES MUSIC CD ENG Rev. September 2007	Originally developed by LAUSD in 2004. This is a compilation of 16 fruit and vegetable songs that incorporate healthy messages targeted to kids and encourages them to get active.	Intermediaries, SNAP-Ed-eligible families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reproduce as necessary as supplies are exhausted/ depleted	NA
PHYSICAL ACTIVITY DVD – CREATED BY FIRST AFRICAN METHODIST EPISCOPAL CHURCH OF LOS ANGELES *(FAME)* 2010	A physical activity and nutrition education DVD created to promote healthy and active living. It will be targeted to low-income African American families for use in the home, church and other settings.	Intermediaries, SNAP-Ed-eligible families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reproduce as necessary as supplies are exhausted/ depleted	NA

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
SHAPE OF YOGA & TOTAL BODY IN 10 DVD *2010*	This DVD provides visual instruction on basic yoga and strength and flexibility moves that promote safe physical activity while incorporating fruit and vegetable messages	Intermediaries, SNAP-Ed-eligible families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Originally developed in FFY10 in printed format. Revised/updated to provide the next level of instruction. Reproduce as necessary when supplies are exhausted/ depleted	NA
BANKING ON BETTER HEALTH: CALIFORNIA ASSOCIATION OF FOOD BANKS NUTRITION EDUCATION PROGRAM (CASE STUDY) *ENG* *FEBRUARY 2009*	Documents best practices, share lessons learned and identify areas for further strengthening	*Network*-funded agencies, specifically food banks and larger community of interested persons. (80 copies each and available for download at www.networkforahealthycalifornia.net Web site	Reprint as necessary when supplies are exhausted/ depleted	Rich, qualitative evaluation of statewide demonstration project

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
ISSUE PAPER: *HEALTH DISPARITIES IN CALIFORNIA* ENG April 2008	To give a general overview on the different aspects of health disparities and the current state of health disparities. This brief is used as a resource for the *Network* and its funded projects to provide the most current information on health disparities in California. Disparities in health and health care directly impact the SNAP-Ed population, disproportionately burdened by chronic diseases related to diet and physical activity and have less access to good health care.	Policy Action Team members, Contractors, nutrition educators, public health officials, general public	Reprint as necessary when supplies are exhausted/ depleted	

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
CHIS TREND SURVEY REPORT ON NETWORK PILLAR VARIABLES *2011*	Show trends (2001-2007) and disparities for low-income and FSP adults, teens, children in CA	Contractors, county health departments, nutrition educators, policymakers, the general public; distribution Network report with press release; hard copy and electronic distribution #TBD	New	This will be the first report of CHIS data that focuses on these aspects of the Food Stamp, low income population and looks at our targeted behaviors in all three age groups.
CDPS, CalTEENS, CalCHEEPS Topline Reports 2011	Describe the predictors of sugar-sweetened beverage (SSB) consumption in CA adults, teens, and children. Factors considered for contribution to SSB consumption include school/work environment, psychosocial factors, fruit/veg consumption, smoking, fast food and other HCLN consumption, and home environment.	Contractors, nutrition educators, policymakers. For distribution on website.	New	Topline reports serve as a succinct means to report on and disseminate topic-specific data. This topline report aligns with current state goals/initiatives, such as ReThink Your Drink.
PARTICIPATORY EVALUATION CASE STUDY; 2011	Provide practitioner oriented examples for how to use participatory evaluation methods to assess and improve programs.	*Network*-funded agencies and larger community of interested persons. 50 copies and posted on www.networkforahealthycalifornia.net Web site	New	Document will respond to the need identified in the US General Accounting Office report for more systematic sharing of lessons learned across nutrition education efforts.

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
NETWORK T-SHIRTS 2011	Wearable item promotes Program messages and brand, "walking billboard", highly prized/re-used by low-income workers/kids.	SNAP-ED-eligible adults and children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements
TOTE BAG/BACK PACK 2011	Reusable bag that holds fruits and vegetables, PA gear, and other Nutrition Education Materials. Used to promote *Network* message.	SNAP-ED-eligible adults and children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements
APRON 2011	Wearable item used at retail stores, farmers' markets, school food service, food demonstrations; used to promote the *Network* message.	SNAP-ED-eligible adults and *Network* staff Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements
NETWORK HAT/CAP 2011	Wearable item used to promote *Network* message and sun safety.	SNAP-ED-eligible adults, children, and *Network* staff Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
FRUIT AND VEGETABLE PLAYING CARDS 2008	52 playing cards featuring fruits in vegetables. Cards are used in conjunction with the *Toolbox for Community Educators* as part of several nutrition lessons.	Intermediaries and SNAP-ED-eligible adults and children Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements
RECYCLED PAPER GOODIE BAGS January 2009	Used to hold educational materials and a promotional item distributed at community events. Promotes healthy eating and physical activity through program messaging.	SNAP-Ed-eligible families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements
AFRICAN AMERICAN SHOPPING NOTEPADS August 2008	Redesigned in FFY09 to incorporate the Champions for Change look and feel. They contain a list of fruits and vegetables that consumers can take with them while shopping to encourage fruit and vegetable consumption. They contain a magnet backing to hang on the refrigerator as a daily reminder.	SNAP-Ed-eligible African American families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
LATINO SHOPPING NOTEPADS August 2008	Redesigned in FFY09 to incorporate the Champions for Change look and feel. They contain a list of fruits and vegetables that consumers can take with them while shopping to encourage fruit and vegetable consumption. They contain a magnet backing to hang on the refrigerator as a daily reminder.	SNAP-Ed-eligible Latino families Available to all funded projects through online ordering system, to SNAP-Ed-eligible partners through *Regional Networks*, downloadable via www.networkforahealthycalifornia.net Web site, and available for purchase at www.championsforchangematerials.net	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements
NETWORK FOLDERS January 2008	Originally developed for the 2008 *Network* Conference to hold conference Materials as a replacement for the tote bag. These accordion/expandable folders are continually used to hold presentation materials and other Network materials.	Intermediaries and *Network* Staff Available to all funded projects through online ordering system	Reprint as necessary when supplies are exhausted/ depleted. Reorder based on CDPH promotional guidelines.	NA Meets CDPH Moratorium requirements

WORKING TITLE – ITEM NAME	PURPOSE	TARGET AUDIENCE / DISTRIBUTION	NEW/REV/ REPRINT	JUSTIFICATION FOR NEW MATERIAL
NETWORK PORTFOLIO AND SUCCESS STORIES 2011	Developed to promote the *Network* among stakeholders, sister agencies, strategic partners, potential funders, and at statewide and national public health conferences. Portfolio describes the purpose, structure, and successes of the *Network*. Copy and design completed in FFY10; print and distribution in FFY11.	Intermediaries, stakeholders, sister agencies, strategic partners, and potential funders Available upon request.	Reprint as necessary when supplies are exhausted/ depleted.	NA

FEDERAL FISCAL YEAR (FFY) 2011 PROJECT SUMMARY BUDGET

***NETWORK FOR A HEALTHY CALIFORNIA* MATERIALS & DISTRIBUTION**

Federal Share Budget	**FFY2010**			**FFY2011**			
	PHI	**STATE**	**TOTAL**	**PHI**	**STATE**	**TOTAL**	**% DIFFERENCE**
1. Personnel Salaries/Benefits	233,543	7,982	241,525	338,209	5,998	344,207	42.51
2.Contracts/Grants/Agreements	700,935	0	700,935	791,552	0	791,552	12.93
3. Non-capital Equipment/Supplies	9,900	2,501	12,401	13,200	165	13,365	7.77
4. Materials	2,333,337	0	2,333,337	1,537,172	0	1,537,172	(34.12)
5. Travel	5,800	72	5,872	8,700	71	8,771	49.37
6. Administrative *	0	0	0	0	0	0	-
7. Building/Space and Other General Expenses *	30,000	2,628	32,628	40,000	1,741	41,741	27.93
8. Maintenance *	0	0	0	0	0	0	-
9. Equipment & Other Capital Expenditures	10,500	0	10,500	14,000	0	14,000	33.33
Total Direct Costs	**3,324,015**	**13,183**	**3,337,198**	**2,742,833**	**7,975**	**2,750,808**	(17.57)
11. Indirect Costs @8.6 % of Personnel Costs for State staff**	432,808	686	433,494	432,767	516	433,283	(0.05)
12. TOTAL COSTS	**$3,756,823**	**$13,869**	**$3,770,692**	**$3,175,600**	**$8,491**	**$3,184,091**	**(15.56)**

See Appendices, Sction C, Staffing, and Section D, Budget Summary for detailed staffing and operating costs for state and Public Health Institute (PHI)

*Administrative and Maintenance costs for state included in the line Building/Space & Other General Expenses. PHI budgets for Administrative costs separately

**Indirect Cost rate for the State is 8.6% of total personnel costs and PHI is 16.5% of total budget less subcontracts

10% Budget Changes Justifications

1. Increase is due to moving Health Educator III (PHI) from Communications to Publications summary budget.
2. Increase is due to increase in Warehouse and Fulfillment costs, based on actual costs.
4. Decrease is due to reduction in Nutrition Educational Materials production from FY 2010 to FY 2011.
5. Increase is due to increase in FTE allocation from Communications to Materials summary budget.
7. Increase is due to increase in FTE allocation from Communications to Materials summary budget.
9. Increase is due to increase in FTE allocation from Communications to Materials summary budget.

Network Local Projects Staffing Form

Section C: Staffing

Project Name: **Local Programs**
The Network for a Healthy California
US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2011 (October 1, 2010 through September 30, 2011)

Contract Number	1. Local Organization	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages			Number of Staff (Both SS and FS - count only once)
			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars	
08-85116	ABC Unified School District	13.121	101.36%	1210.77%	787,750	328,807	1,116,557	522
08-85127	Alameda County Community Food Bank	1.094	26.40%	83.00%		58,861	58,861	11
10-10085	Alameda County Health Care Services Agency (Alameda Co. Public Health Dept.)	138.169	673.75%	13143.15%	7,631,125	3,018,916	10,650,041	864
08-85118	Alameda County Office of Education (California Healthy kids Resource Center (CHKRC))	5.280	310.00%	218.00%	-	536,879	536,879	14
10-10610	Alameda County Office of Education (Coalition)	151.293	915.00%	14214.33%	7,331,584	3,093,598	10,425,182	1854
08-85165	Alameda County, University of California, The Regents of the Cooperative Extension of (Child and Youth Program)	37.550	288.00%	3467.00%	$ 1,249,469.00	$ 540,718.00	1,790,187	309
09-11238	Alameda County, University of California, The Regents of the Cooperative Extension of (Family and Consumer Services)	1.680	15.00%	153.00%	53,056	55,360	108,416	4
09-11458	Alameda Point Collaborative	2.525	0.00%	252.50%	-	67,110	67,110	13
10-10074	Alhambra Unified School District	20.025	680.00%	1322.47%	935,776	448,409	1,384,185	592
09-11210	Alisal Union School District	55.207	542.90%	4977.84%	3,312,603	1,413,139	4,725,742	422
08-85172	Asian Pacific America Legal Center (Southeast Asian Community Alliance)	1.225	8.00%	114.50%	-	65,142	65,142	6
09-11211	Berkeley USD	55.795	252.45%	5327.07%	3,334,105	1,569,080	4,903,185	406

Network Local Projects Staffing Form

Contract Number	1. Local Organization	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages			Number of Staff (Both SS and FS - count only once)
			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars	
10-10042	California Association of Food Banks (Nutrition Education)	49.114	795.84%	4115.59%	1,324,408	808,265	2,132,673	169
09-11214	California Department of Education	1.520	140.00%	60.00%	-	105,102	105,102	2
08-85183	California Health Collaborative (Northcoast Region)	5.100	100.00%	410.00%	-	309,573	309,573	7
08-85183	California Health Collaborative (Sierra Cascade Region)	6.550	200.00%	455.00%	-	336,626	336,626	8
10-95453	California Project LEAN	4.190	161.00%	258.00%	-	294,105	294,105	10
09-11217	California Rural Indian Health Board, Inc.	4.050	120.00%	285.00%	190,354	76,092	266,446	9
10-10044	California State University, Chico Research Foundation (SCNAC)	34.229	713.00%	2709.87%	2,886,506	1,236,727	4,123,233	1821
08-85123	Calistoga Joint Unified School District	3.194	51.70%	267.73%	121,643	58,551	180,194	57
08-85166	CANGRESS	0.850	15.00%	70.00%	-	47,375	47,375	4
10-10037	Central Valley Health Network	42.810	204.56%	4076.40%	1,161,659	662,417	1,824,076	162
08-85175	Central Valley Health Network (Central Valley Region)	16.851	140.00%	1545.00%	-	894,619	894,619	24
09-11431	Child Development Resources of Ventura County, Inc.	0.870	3.00%	84.00%	-	26,910	26,910	9
08-85130	Children's Council of San Francisco	0.790	7.00%	72.00%	-	70,340	70,340	3
09-11432	Collective Roots	0.985	8.50%	90.00%	-	61,625	61,625	5
10-10077	Berkeley, City of Health and Human Services	3.340	119.00%	215.00%	240,676	137,116	377,792	19
08-85129	Duarte, City of, Parks and Recreation Department	1.969	41.60%	155.27%	64,844	42,722	107,566	8
08-85135	Long Beach, City of, Department of Public Health	21.712	669.64%	1501.60%	1,133,855	511,132	1,644,987	121
09-11219	Montclair, City of	2.350	110.00%	125.00%	97,509	49,738	147,247	6

Network Local Projects Staffing Form

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			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars	
10-10106	Pasadena, City of, Public Health Department	2.495	101.00%	148.50%	172,169	85,748	257,917	21
08-85126	Community Services Planning Council (Sacramento Hunger Commission)	1.100	5.00%	105.00%	-	55,034	55,034	3
09-11220	Compton USD	45.306	1483.61%	4144.99%	2,435,795	662,802	3,098,597	819
10-10060	Contra Costs Health Services (Community Wellness and Prevention Program)	16.817	93.64%	1588.05%	1,045,481	480,036	1,525,517	45
09-11223	Del Norte USD	33.290	41.00%	3287.99%	1,058,389	423,540	1,481,929	298
10-10057	Downey USD	8.7468	231.02%	643.66%	559,224	179,309	738,533	579
08-85119	East Los Angeles College	62.193	1208.23%	5011.10%	1,784,054	769,315	2,553,369	495
09-11224	El Monte City SD	29.978	186.25%	2811.51%	1,712,429	665,722	2,378,151	932
10-10118	Elk Grove USD	11.054	100.00%	1005.44%	738,910	188,574	927,484	703
08-85131	Fresno County Office of Education	21.593	338.14%	1821.13%	1,196,876	334,631	1,531,507	580
10-10056	Greenfield Unified School District	9.946	11.76%	982.85%	269,496	113,861	383,357	505
09-11225	Hawthorne School District	22.781	129.62%	2148.45%	1,522,669	502,809	2,025,478	387
08-85132	Health Education Council (LFNE)	0.48534	20.267%	28.267%	-	23,912	23,912	3
08-85185	Health Education Council (Gold Country Region) (RNN)	20.780	288.00%	1790.00%	-	812,150	812,150	27
08-85133	Humboldt County Office of Education	11.346	150.00%	984.61%	702,262	234,247	936,509	315
10-10108	Humbolt County Department of Health & Human Services	5.000	377.50%	122.50%	-	62,615	62,615	9
09-11226	Huntington Beach Union High School District	34.258	675.00%	2750.83%	1,800,744	629,676	2,430,511	1118
10-10061	Imperial County Public Health Department	2.860	31.00%	255.00%	174,501	41,260	215,761	6

Network Local Projects Staffing Form

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			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars	
10-10038	Kern County Superintendent of Schools	8.697	53.00%	816.73%	381,124	83,525	464,649	156
10-10076	Kernville Union School District	10.920	197.00%	895.00%	300,609	150,141	450,750	51
10-10080	Lamont School District	5.820	183.02%	399.00%	339,130	157,754	496,884	57
10-10052	Long Beach Unified School District	18.562	170.26%	1685.93%	$ 1,461,732	$ 555,211	$ 2,016,943	1173
08-85178	Los Angeles County Department of Public Health (Regional Network)	19.800	895.00%	1085.00%	$ -	$ 1,323,985	$ 1,323,985	25
09-11228	Los Angeles County Office of Education	68.931	511.68%	6381.42%	4,393,803	1,451,320	5,845,123	2864
10-10039	Los Angeles Trade Tech College	25.570	295.90%	2261.23%	1,466,895	613,931	2,080,826	371
10-10072	Los Angeles Unified School District	233.078	1410.00%	21897.80%	11,573,431	3,486,863	15,060,294	9482
09-11229	Madera County Children and Families Commission - First 5	2.650	90.00%	175.00%	166,296	60,332	226,628	5
08-85138	Madera Unified School District	8.440	80.00%	764.00%	426,898	197,215	624,113	32
09-11433	Mandela Marketplace	1.865	7.00%	179.57%		78,510	78,510	16
10-10161	Marin County Health and Human Services	24.869	383.00%	2103.86%	1,261,014	526,813	1,787,827	178
10-10071	Merced County Office of Education	36.662	447.35%	3218.87%	1,907,773	521,760	2,429,533	596
10-10069	Monrovia Unified School District	36.695	680.00%	2989.50%	1,273,855	573,000	1,846,855	245
09-11260	Montebello Unified School District-Nutrition Services	16.459	269.84%	1376.06%	764,226	306,287	1,070,513	530
10-10158	Monterey County Health Department	27.192	85.00%	2634.22%	1,534,672	495,209	2,029,881	448
08-85174	Monterey County Health Department (Central Coast Region)	5.350	205.00%	330.00%	-	500,445	500,445	7
08-85141	Mount Diablo USD	5.498	10.00%	539.76%	-	127,220	127,220	6

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10-10105	Napa County Office of Education	8.174	0.00%	817.36%	298,369	142,900	441,269	93
08-85148	Natividad Medical Foundation	0.900	25.00%	65.00%		76,718	76,718	4
09-11436	Neighborhood Parks Council (formerly Urban Resources System, Inc.	1.205	20.00%	100.50%	-	70,127	70,127	23
08-85170	New Econnomics for Women	1.800	55.00%	125.00%		76,077	76,077	3
10-10116	Newport -Mesa Unified School District	14.439	111.71%	1332.14%	788,288	279,838	1,068,126	392
09-11434	Northcoast Opportunities	1.302	30.00%	100.20%		64,563	64,563	22
08-85179	Orange County Health Care Agency	10.017	68.00%	933.71%	752,865	339,364	1,092,229	123
08-85180	Orange County Health Care Agency (Orange County Region)	11.715	190.50%	981.00%	-	718,034	718,034	25
08-85143	Orange County Superintendent of Schools	66.171	631.35%	5997.75%	3,638,777	1,404,766	5,043,543	1,850
08-85144	Orange County Superintendent of Schools - ACCESS	15.030	127.58%	1375.39%	1,369,456	328,875	1,698,331	169
08-85142	Pacific Coast Farmers' Market Association	1.050	20.00%	85.00%	-	50,960	50,960	4
08-85146	Pasadena Unified School District	70.140	5.00%	7009.04%	3,535,948	1,447,459	4,983,407	806
10-10107	Riverside, County of, Community Health Agency	26.434	785.00%	1903.02%	1,742,583	632,778	2,375,361	1038
08-85149	Rosemead School District	2.158	30.83%	185.00%	134,609	58,055	192,664	149
08-85176	San Bernardino, County of, Department of Public Health (Desert Sierra Region) RNN	14.250	140.00%	1285.00%	-	959,739	959,739	24
10-10075	San Bernardino Parks and Recreation and Community Services	3.258	125.00%	200.83%	208,165	79,436	287,601	25

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10-10065	San Bernardino County Superintentant of Schools	47.752	303.00%	4472.20%	2,303,421	707,100	3,010,521	636
08-85151	San Francisco, City & County of, Department of Public Health	2.650	90.00%	175.00%	218,669	114,058	332,727	5
09-11429	San Francisco General Hospital Foundation (Chinatown Public Health Center)	2.556	55.63%	200.00%	135,209	70,589	205,798	21
08-85154	San Francisco Unified School District	115.221	1360.38%	10161.73%	3,156,409	1,317,056	4,473,465	1842
08-85155	San Joaquin County, Public Health Services	1.843	27.70%	156.60%	90,553	29,572	120,125	4
09-11233	San Mateo County Health Services Agency	6.711	87.284%	583.84%	378,625	145,695	524,320	39
08-85156	Santa Ana Unified School District	64.770	707.00%	5770.00%	3,924,700	478,348	4,403,048	1,285
08-85157	Santa Barbara County Public Health Department	9.840	115.00%	869.00%	559,223	222,455	781,678	67
10-10159	Santa Clara County Public Health Department	9.400	49.00%	891.00%	542,176	284,716	826,892	33
08-85173	Santa Clara County Public Health Department (Bay Area Region) RNN	11.285	215.00%	913.50%	$ -	$ 964,857.00	$ 964,857.00	29
10-10053	Santa Clarita Valley Food Service Agency	4.744	17.20%	457.21%	202,002	34,242	236,244	189
08-85158	Santa Cruz City School District	6.680	15.00%	653.00%	315,919	138,753	454,672	63
10-10059	Shasta County Office of Education - Nutrition Services	24.030	369.00%	2034.00%	1,076,592	452,854	1,529,446	227
08-85182	Shasta County Public Health Department	25.825	574.02%	2008.50%	1,343,269	575,832	1,919,101	163
09-11234	Solano County Health and Social Services Department	6.830	268.00%	415.00%	456,389	205,770	662,159	13
09-11236	Southern Indian Health Council, Inc.	5.745	128.00%	446.50%	316,083	129,318	445,401	31
09-11435	Sustainable Economic Enterprises of Los Angeles	1.365	34.00%	102.00%	-	66,330	66,330	4

Network Local Projects Staffing Form

Contract Number	1. Local Organization	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages			Number of Staff (Both SS and FS - count only once)
			Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars	
08-85147	Trust for Conservation Innovation On Behalf Of Nextcourse	0.900	20.00%	70.00%	-	62,670	62,670	2
10-10054	Tulare County Office of Education School Health Program	54.367	387.23%	5049.22%	3,578,389	461,255	4,039,644	896
08-85163	Ukiah Unified School District	55.553	666.72%	4888.54%	1,562,809	709,824	2,272,633	274
08-85164	United Indian Health Services (UIHS)	5.020	175.00%	327.00%	161,820	53,902	215,722	8
10-10264	University of California, Davis, The Regents of (Training)	0.89807	89.807%	0.00%		60,092	60,092	3
08-85181	University of California, The Regents of the, (San Diego and Imperial Region)	12.280	80.00%	1148.00%	-	771,142	771,142	22
10-10055	Vaughn Next Century Learning Center	4.752	35.00%	440.20%	204,849	88,646	293,495	117
09-11257	Ventura Co. Public Health Department	11.290	359.00%	770.00%	426,759	199,800	626,559	34
08-85177	Ventura Co. Public Health Department-RNN	12.000	30.00%	1170.00%	-	625,719	625,719	13
08-85167	Ventura Unified School District	11.898	427.04%	762.74%	591,649	210,740	802,389	224
10-10070	Visalia Unified School District	1.698	32.00%	137.86%	280,228	123,571	403,799	413
10-10079	Windsor Unified School District	5.472	50.50%	496.74%	225,613	88,891	314,504	84
10-10187	Yolo County Health Department	1.108	14.00%	96.75%	N/A	92,235	92,235	4
	TOTAL	2,270.386	28003.26%	208503.99%	$ 108,801,794	$ 50,615,537	$ 194,770,083	42,043

*See Appendices Section D for corresponding Budget Justifications, Subcontractors Budgets and MOUs. Budget Justification includes staff required plan for each LIA agency.

Section C. Staffing

Provide the following summary by Supplemental Nutrition Assistance Program (SNAP-Ed) project for all paid staff in the FFY 2011 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate toSNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: California Department of Public Health
The Network for a Healthy California

US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2011 (October 1, 2010 through September 30, 2011)

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	**2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation**	**3. Description of Job Duties**		**4. Total SNAP-Ed Salaries, Benefits and Wages**		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct FSNE Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Programmatic Classifications						
Accountant I (1) Admin Fiscal Services Unit	0.95	95.00%			40,968	40,968
Associate Governmental Program Analyst (AGPA)(1) -PCRT	1.00	100.00%			64,176	64,176
Associate Governmental Program Analyst (AGPA)(1) -PCRT	1.00	100.00%			61,896	61,896
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A	1.00	100.00%			53,676	53,676
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B	1.00	100.00%			59,616	59,616
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B	1.00	100.00%			64,176	64,176
Associate Governmental Program Analyst (AGPA)(1) -Admin & Fiscal Services Unit	1.00	100.00%			54,120	54,120
Associate Governmental Program Analyst (AGPA)(1)-Special Projects & Regional Infrastructure Unit	1.00	100.00%			64,176	64,176
Associate Governmental Program Analyst (AGPA)(1)-Contract Operations Unit B *	1.00	100.00%			53,460	53,460
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A	1.00	100.00%			64,176	64,176

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct FSNE Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Associate Governmental Program Analyst (AGPA)(1) -Admin & Fiscal Services Unit	1.00	100.00%			61,512	61,512
Associate Governmental Program Analyst (AGPA)(1) - PCRT	1.00	100.00%			55,692	55,692
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B	1.00	100.00%			61,260	61,260
Associate Governmental Program Analyst (AGPA)(1) -Special Projects & Regional Infrastructure Unit	1.00	100.00%			53,676	53,676
Associate Governmental Program Analyst (AGPA)(1) -Admin & Fiscal Services *	1.00	100.00%			53,460	53,460
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A	1.00	100.00%			64,176	64,176
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit A	1.00	100.00%			54,780	54,780
Associate Governmental Program Analyst (AGPA)(1) -Contract Operations Unit B	0.60	60.00%			38,508	38,508
Associate Health Program Advisor (AHPA)(1) Special Projects & Regional Infrastructure Unit	1.00	100.00%			57,756	57,756
Associate Health Program Advisor (AHPA)(1) Community Development Unit B	1.00		100.00%		62,148	62,148
Associate Health Program Advisor (AHPA)(1) Local Food & Nutrition Education (LFNE)	1.00	100.00%			64,176	64,176
Associate Health Program Advisor (AHPA)(1) - PCRT	1.00	100.00%			63,768	63,768
Associate Health Program Advisor (AHPA)(1) - Community Development Unit B	1.00		100.00%		64,176	64,176
Associate Health Program Advisor (AHPA)(1) PCRT	1.00	100.00%			64,176	64,176

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct FSNE Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Associate Information Systems Analyst (AISA) (1) -IT Unit *	1.00	100.00%			70,764	70,764
Associate Information Systems Analyst (AISA) (1) -IT Unit *	1.00	100.00%			57,276	57,276
Associate Information Systems Analyst (AISA) (1) -IT Unit *	1.00	100.00%			55,896	55,896
Associate Information Systems Analyst (AISA) (1) -IT Unit *	1.00	100.00%			55,896	55,896
Associate Management Auditor (AMA)(1)	0.95	95.00%			67,224	67,224
Data Processing Manager II (DPM II)(1)	1.00	100.00%			74,280	74,280
Health Education Consultant III (HEC III)(1) - Regional Operations & Training Unit	1.00		100.00%		73,968	73,968
Health Education Consultant III (HEC III)(1) - Community Development Unit A	1.00		100.00%		73,380	73,380
Health Program Auditor IV (1) Admin Operations Section	1.00	100.00%			74,016	74,016
Health Program Manager I (1) -PCRT	1.00	100.00%			73,524	73,524
Health Program Manager II (HPM II)(1) -Policy, Planning & Evaluation Section	0.60		60.00%		48,432	48,432
Health Program Manager II (HPM II)(1) -Program Development Section	0.95		95.00%		74,868	74,868
Health Program Specialist I (HPS I)(1) - Communications Unit	1.00		100.00%		70,488	70,488
Health Program Specialist I (HPS I) (1) Communications Unit (requesting 1.0 Fte but budgeting for only **.45 FTE** in this document)**	1.00		100.00%		26,098	26,098
Health Program Specialist I (HPS I)(1) - Community Development Unit B	1.00		100.00%		70,500	70,500
Health Program Specialist II (HPS II)(1) - Cancer Control Branch	0.50	50.00%			38,712	38,712

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct FSNE Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Health Program Specialist II (HPS II)(1) -Policy, Partnerships and Planning Unit	1.00		100.00%		77,412	77,412
Health Program Specialist II (HPS II)(1) Regionai Operations & Training Unit	1.00		100.00%		77,412	77,412
Health Program Specialist II (HPS II)(1) Communications Unit	1.00		100.00%		69,144	69,144
Management Services Technician (MST)(1) Admin & Fiscal Services Unit	0.75	75.00%			30,840	30,840
Management Services Technician (MST)(1) Community Development A	1.00		100.00%		41,628	41,628
Office Services Supervisor II (OSS II) (1) -Admin Operations Section *	1.00	100.00%			39,756	39,756
Office Technician (OT)(1) -Policy, Planning & Evaluation Section	1.00		100.00%		39,168	39,168
Office Technician (OT)(1) -FVPA Campaign	1.00		100.00%		39,168	39,168
Office Technician (OT)(1) -PCRT	1.00	100.00%			36,144	36,144
Office Technician (OT)(1) -Special Projects & Regional Infrastructure Unit	1.00	100.00%			39,468	39,468
Office Technician (OT)(1) -Admin & Fiscal Services Unit	1.00	100.00%			34,512	34,512
Office Technician (OT)(1) -Program Development Section -	1.00	100.00%			39,168	39,168
Office Technician (OT)(1) -Admin Operations Section	1.00	100.00%			36,300	36,300
Office Technician (OT)(1) - Community Development Unit A *	1.00		100.00%		32,496	32,496
Office Technician (OT)(1) -Policy, Partnerships & Planning Unit *	1.00		100.00%		32,232	32,232
Office Technician (OT)(1) -Research & Evaluation Unit	1.00		100.00%		32,640	32,640
Program Technician II (1) -IT Unit	1.00	100.00%			36,720	36,720
Program Technician II (1) -IT Unit	1.00	100.00%			35,184	35,184

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct FSNE Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Public Health Nutrition Consultant II (PHNC II) (1) Community Development Unit A	0.60		60.00%		34,788	34,788
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A	1.00		100.00%		65,028	65,028
Public Health Nutrition Consultant III (PHNC III)(1) Community Development Unit B	1.00		100.00%		64,464	64,464
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A	1.00		100.00%		73,956	73,956
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A *	1.00		100.00%		59,916	59,916
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit B	1.00		100.00%		75,168	75,168
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit A *	1.00		100.00%		59,916	59,916
Public Health Nutrition Consultant III (PHNC III)(1) Community Development Unit B	1.00		100.00%		69,996	69,996
Public Health Nutrition Consultant III (PHNC III)(1) Regional Operations & Training Unit	1.00		100.00%		69,900	69,900
Public Health Nutrition Consultant III (PHNC III)(1) -Community Development Unit B	1.00		100.00%		66,828	66,828
Public Health Nutrition Consultant III (PHNC III)(1) -Training, TA, Infrastructure, Leadership & Special Projects **	1.00		100.00%	1.0 FTE to be funded if salary savings available		
Public Health Nutrition Consultant Supervisor (PHNC III Sup)(1) Community Development Unit B	1.00		100.00%		65,208	65,208
Public Health Nutrition Consultant Supervisor (PHNC III Sup)(1) Community Development Unit A	1.00		100.00%		74,076	74,076

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct FSNE Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Research Scientist II (RS II)(1) Research & Evaluation Unit	0.60		60.00%		46,092	46,092

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct FSNE Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Research Scientist Supervisor II (RS II)(1) Research & Evaluation Unit *	1.00		100.00%		63,708	63,708
Staff Services Analyst (SSA/AGPA)(1) Contracts Operations Unit A	1.00	100.00%			44,988	44,988
Staff Services Analyst (SSA/AGPA)(1) Contracts Operations Unit A	1.00	100.00%			53,352	53,352
Staff Services Analyst (SSA/AGPA)(1) Contracts Operations Unit B	1.00	100.00%			46,908	46,908
Staff Services Analyst (SSA/AGPA)(1) Special Projects & Regional Infrastructure Unit	1.00	100.00%			44,268	44,268
Staff Services Analyst (SSA/AGPA)(1) PCRT **	0.00	0.00%	1.0 FTE to be funded if salary savings available			-
Staff Services Manager I (SSM I)(1) Admin & Fiscal Services Unit	1.00	100.00%			73,524	73,524
Staff Services Manager I (SSM I)(1) Contract Operations Unit A	1.00	100.00%			70,752	70,752
Staff Services Manager I (SSM I)(1) Contract Operations Unit B	1.00	100.00%			67,656	67,656
Staff Services Manager I (SSM I)(1) Special Projects & Regional Infrastructure Unit	1.00	100.00%			68,352	68,352
Staff Services Manager II (SSM II)(1) Admin Operations Section	1.00	100.00%			74,748	74,748
Staff Services Manager III (SSM III)(1) Cancer Control Branch	1.00	100.00%			87,576	87,576

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct FSNE Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Systems Software Specialist II (SSS II) (1) IT Unit *	1.00	100.00%			68,952	68,952
Systems Software Specialist II (SSS II) (1) IT Unit *	1.00	100.00%			70,824	70,824
Systems Software Specialist II (SSS II) (1) IT Unit *	1.00	100.00%			77,088	77,088
Systems Software Specialist II (SSS II) (1) IT Unit *	1.00	100.00%			65,580	65,580
Sub-totals		**5275.00%**	**3175.00%**	**$ -**	**$ 4,978,030**	**$ 4,978,030**
Benefits @ 36.979% of Total Salary & Benefits				-	**1,826,510**	**1,826,510**
TOTAL	**84.50**	**5275.00%**	**3175.00%**	**$ -**	**$ 6,804,540**	**$ 6,804,540**

NOTE: Actual FTE budgeted is 82.95. The additional 2.55 in the 85.50 FTE total is 1.0 for 1 AGPA, 1.0 for one PHNC III and I HPS I budgeted at .45 FTE pending availability of funding to fund remaining FTE

* Denotes staff added in FFY2011 not previously budgeted in FFY2010

** 1) 1 Staff Services Analyst: submitted for approval but zero-budgeted to be funded if savings available in approved budget -2) HPS I funded @45% and to be funded 100% if savings are available; 3)PHNC III Specialist to be funded at 1.0 FTE if savings available.. SSA, HPS I, and PHNC III, are positions That were approved in the*Network's* FFY2010 SNAP-Ed Plan

1 Associate Information Analyst (AISA) budgeted at .50 FTE in FFY 2010 increased to 1.0 FTE in FFY2011 so that actual increase was 3.5 FTE but counted as 4 in identification of positions that are new in FFY2011. Total positions identified as new in FFY2011 by* is 18 because of the .50 AISA position in FFY2010 counted as new in FFY2011

Appendix A Template 3: Nutrition Education Plan Staffing

Section C. Staffing

Provide the following summary by SNAP-Ed project for all paid staff in the FY 2011 budget. Provide the Full Time Equivalents (FTE), describe staff responsibilities as they relate to SNAP-Ed and note the funding amounts that will be paid by State and/or Federal funds.

Project Name: Public Health Institute
The Network for a Healthy California
US Department of Agriculture (USDA) State and Federal Share in Federal Fiscal Year 2011 (October 1, 2010 through September 30, 2011)

1.Position Title * **Attach statement of work listing SNAP-Ed-related job duties for each position**	**2. FTEs** Charged to SNAP-Ed** **Attach definition of FTE and Basis for calculation**	**3. Description of Job Duties**		**4. Total SNAP-Ed Salaries, Benefits and Wages**		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Programmatic Classifications						
Accounting Assistant III (1) - Admin Operations Section	1.00	100.00%			46,453	46,453
Accounting Assistant III (1) - Admin Operations Section	1.00	100.00%			52,722	52,722
Administrative Assistant III (1) - Admin Operations Section	1.00	100.00%			43,772	43,772
Administrative Assistant III (1) - Policy, Planning & Evaluation Section	1.00	100.00%			43,772	43,772
Administrative Assistant III (1) - Program Develop. Section	1.00	100.00%			47,338	47,338
Contracts Administrator I (1) - Admin Operations Section	1.00	100.00%			49,731	49,731
Contracts Administrator II (1) - Admin Operations Section	1.00	100.00%			62,313	62,313
Contracts Administrator II (1) - Admin Operations Section	1.00	100.00%			61,353	61,353
Contracts Administrator II (1) - Admin Operations Section	1.00	100.00%			73,842	73,842
Development Specialist I (1) - Policy, Planning & Evaluation Section	1.00		100.00%		48,880	48,880
Development Specialist II (1) - Policy, Planning & Evaluation Section	1.00		100.00%		54,775	54,775
Development Specialist II (1) - Program Develop. Section	1.00		100.00%		59,904	59,904
Development Specialist III (1) - Policy, Planning & Evaluation Section	1.00		100.00%		66,496	66,496

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Evaluation Specialist II (1) - Policy, Planning & Evaluation Section	1.00		100.00%		78,933	78,933
Health Educator III (1) - Program Develop. Section	1.00		100.00%		51,442	51,442
Health Educator III (1) - Policy, Planning and Evaluation Section	1.00		100.00%		53,495	53,495
Health Educator III (1) - Program Develop. Section	1.00		100.00%		57,414	57,414
Health Educator III (1) - Program Develop. Section	1.00		100.00%		57,510	57,510
Health Educator III (1) - Program Develop. Section	1.00		100.00%		63,720	63,720
Health Educator IV (1) - Policy, Planning and Evaluation Section	1.00		100.00%		63,400	63,400
Health Educator IV (1) - Policy, Planning & Evaluation Section	1.00		100.00%		63,400	63,400
Health Educator IV (1) - Policy, Planning & Evaluation Section	1.00		100.00%		63,400	63,400
Health Educator IV (1) - Policy, Planning & Evaluation Section *	1.00		100.00%		66,500	66,500
Health Educator IV (1)-GIS - Policy, Planning & Evaluation Section *	1.00		100.00%		63,400	63,400
Information Specialist II (1) - Program Develop. Section	1.00	100.00%			52,345	52,345
Marketing Manager I (1) - Policy, Planning & Evaluation Section	1.00		100.00%		66,960	66,960
Marketing Manager I (1) - Policy, Planning & Evaluation Section	1.00		100.00%		61,083	61,083
Marketing Manager I (1) - Policy, Planning & Evaluation Section	0.95		95.00%		71,546	71,546
Marketing Manager II (1) - Program Develop. Section	1.00		100.00%		70,434	70,434
Marketing Specialist III (1) - Policy, Planning & Evaluation Section	1.00		100.00%		55,155	55,155
Marketing Specialist III (1) - Policy, Planning & Evaluation Section	1.00		100.00%		53,352	53,352
Marketing Specialist III (1) - Policy, Planning & Evaluation Section	0.90		90.00%		49,099	49,099

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Marketing Specialist III (1) - Policy, Planning & Evaluation Section	1.00		100.00%		52,728	52,728
Marketing Specialist III (1) - Policy, Planning & Evaluation Section	1.00		100.00%		58,607	58,607
Marketing Specialist III (1) - Policy, Planning & Evaluation Section	1.00		100.00%		52,000	52,000
Marketing Specialist III (1) - Policy, Planning & Evaluation Section	1.00		100.00%		52,000	52,000
Marketing Specialist III (1) - Program Develop. Section	1.00		100.00%		52,478	52,478
Marketing Specialist IV (1) - Policy, Planning & Evaluation Section	1.00		100.00%		54,539	54,539
Marketing Specialist IV (1) - Program Develop. Section	1.00		100.00%		78,943	78,943
Marketing Specialist IV (1) - Program Develop. Section	1.00		100.00%		57,489	57,489
Marketing Specialist IV(1) - Program Develop. Section	1.00		100.00%		60,369	60,369
Office Administrator (1) - Admin. Operations Section	1.00	100.00%			58,198	58,198
Outreach Education Specialist I/II (1) - Policy, Planning & Evaluation Section	1.00		100.00%		53,250	53,250
Program Administrator I (1) - Admin. Operations Section	1.00	100.00%			52,717	52,717
Program Administrator II (1) - Policy, Planning & Evaluation Section	1.00		100.00%		63,400	63,400
Program Administrator II (1) - Policy, Planning & Evaluation Section	1.00		100.00%		62,316	62,316
Program Administrator II (1) - Admin. Operations Section	1.00	100.00%			63,407	63,407
Program Administrator III (1) - Policy, Planning, Evaluation Section	1.00		100.00%		88,230	88,230
Program Administrator III (1) - Admin. Operations Section	1.00	100.00%			90,727	90,727
Program Director I (1) - Policy, Planning & Evaluation Section	0.75		75.00%		61,774	61,774
Program Director III (1) - Cancer Control Branch *	1.00	100.00%			120,000	120,000
Research Associate II (1) - Policy, Planning & Evaluation Section	1.00		100.00%		44,326	44,326

Appendix A Template 3: Nutrition Education Plan Staffing

1.Position Title *Attach statement of work listing SNAP-Ed-related job duties for each position	2. FTEs** Charged to SNAP-Ed **Attach definition of FTE and Basis for calculation	3. Description of Job Duties		4. Total SNAP-Ed Salaries, Benefits and Wages		
		Percentage of SNAP-Ed Time spent on Management /Administrative Duties	Percentage of SNAP-Ed Time spent on Direct SNAP-Ed Delivery	State/Other Dollars	Federal Dollars	Total (State/Other + Federal) Dollars
Research Associate III (1) - Policy, Planning & Evaluation Section	1.00		100.00%		51,238	51,238
Research Associate IV (1) - Policy, Planning & Evaluation Section	1.00		100.00%		62,903	62,903
Research Associate IV (1) - Policy, Planning & Evaluation Section	1.00		100.00%		60,625	60,625
Research Scientist I (1) - Policy, Planning & Evaluation Section	0.60		100.00%		45,821	45,821
Research Scientist I (1) - Policy, Planning & Evaluation Section	0.85		100.00%		65,826	65,826
Research Scientist I (1) - Policy, Planning & Evaluation Section	1.00		100.00%		70,945	70,945
Research Scientist I (1) - Policy, Planning & Evaluation Section	1.00		100.00%		78,355	78,355
Research Scientist II (1) -Policy, Planning & Evaluation Section	1.00		100.00%		100,707	100,707
Technical Assistance Specialist II (1) - Policy, Planning & Evaluation Section	1.00	100.00%			47,804	47,804
Sub-totals	**60.05**	**1600.00%**	**4460.00%**		**3,735,661**	**3,735,661**
Benefits @ 37% of Total Salary					**1,382,195**	**1,382,195**
TOTAL	**60.05**	**1600.00%**	**4460.00%**		**$ 5,117,856**	**$ 5,117,856**

*Denotes Staff Added in FFY2011 not previously budgeted in FFY2010

Section D. CA FSNE Plan - Budget Summary FFY 2011

Revised 9/30/2010

Budget Information Project

Name: CALIFORNIA FOOD STAMP NUTRITION EDUCATION PLAN FOR FEDERAL FISCAL YEAR 2011 (October 1, 2010 - September 30, 2011)

Expenses	(a) Non-Federal Public Funds Regents of U.C. Davis		(a) Non-Federal Public Funds CA Dept. of Public Health		(b) Non-Federal Non-Public Funds Regents of UC Davis		(b) Non-Federal Non-Public Funds CA Dept. of Public Health		(c) Total Non Federal Funds (a+b)	(d) Federal Funds
	Cash	In-kind	Cash	In-Kind	Cash	In-Kind	Cash	In-Kind		
1a. Salary/Benefits	5,966,618	37,904	-	-			-		6,004,522	11,457,252
2. Contracts/Grants/Agreements			111,096,215				8,931,806		120,028,021	98,752,539
3. Non-Capital Equipment/Supplies	51,184								51,184	1,213,885
4. Materials	-	-	-	-	-		-		-	-
5. Travel	51,851	-							51,851	404,135
6. Administrative	18,927								18,927	644,307
7. Builiding/Space	268,156	250,599							518,755	2,453,324
8. Maintenance	146,798	378,375							525,173	15,860
9. Equipment & other Capital Expenditures	-								- -	- -
10. Indirect Costs	1,369,931	8,528	-	-					1,378,459	2,051,558
11.Totals	7,873,465	675,406	111,096,215	-	-		8,931,806	-	128,576,892	116,992,860
12. Total Federal, Non-Federal, and Non-Pulic funding Requested for California's Nutrition Education Plan										$ 245,569,752

2011 Nutrition Education Plan Budget Summary

2. Budget Information by Project

Project Name: California Department of Public Health

Revised 9/29/2010

Expenses	Non Federal Public Funds Cash	Non Federal Non Public Funds Cash	Non Federal Non Public Funds In Kind	Total Non Federal Funds	Federal Funds	Total Funds
Salary / Benefits				0	6,804,540	6,804,540
Contracts / Grants / Agreements	111,096,215	8,931,806		120,028,021	98,752,539	218,780,560
Non Capital Equipment / Supplies					277,735	277,735
Materials	-			-	0	
Travel					120,497	120,497
Administrative					0	
Building Space					2,393,981	2,393,981
Maintenance					0	
Equipment & Other Capital Expenditures	-			-	0	
Total Direct Costs	111,096,215	8,931,806		120,028,021	108,349,292	228,377,313
Indirect Costs @ 8.6% of Personnel costs					585,190	585,190
Total Federal, Non-Federal and Non-Public funding requested	**$111,096,215**	**$8,931,806**		**$120,028,021**	**$108,934,482**	**$228,962,503**

California Department of Public Health
Federal and State Share Budget
Federal Fiscal Year 2011
(October 1, 2010 - September 30, 2011)

Revised 9/29/2010	REQUESTED STATE & OTHER NON-FEDERAL FUNDING FFY2011	REQUESTED FEDERAL FUNDING FFY 2011	COMBINED REQUESTED FUNDING FFY 2011
STATE STAFFING			
Salaries	-	4,978,030	4,978,030
Benefits @ 36.979%	-	1,826,510	1,826,510
Sub-total State Staffing	**-**	**6,804,540**	**6,804,540**
CONTRACTS/GRANTS/AGREEMENTS			
LOCAL PROJECTS			
LOCAL INCENTIVE AWARDEES (LIA)			
CHILDREN AND FAMILIES COMMISSIONS (First 5 Commissions)			
Madera County Children and Families Commission - First 5	216,826	81,291	298,117
Sub-total Children and Families Commissions	**216,826**	**81,291**	**298,117**
CITY GOVERNMENTS			
Montclair, City of	116,604	57,663	174,267
Sub-total City Governments	**116,604**	**57,663**	**174,267**
COLLEGES/UNIVERSITIES -PUBLIC			
East Los Angeles College	1,894,534	947,067	2,841,601
Los Angeles Trade Technical College	1,517,253	758,627	2,275,880
Sub-total Colleges/Universities-Public	**3,411,787**	**1,705,694**	**5,117,481**
COUNTY OFFICES OF EDUCATION			
Alameda County Office of Education (Coalition)	8,430,073	3,895,310	12,325,383
Fresno County Office of Education	1,269,313	634,655	1,903,968
Humboldt County Office of Education	754,932	377,465	1,132,397
Kern County Superintendant of Schools NEW	400,000	200,000	600,000
Los Angeles County Office of Education	4,643,147	2,315,014	6,958,161
Merced County Office of Education	2,076,186	1,038,093	3,114,279
Napa County Office of Education NEW	308,382	154,191	462,573
Orange County Superintendent of Schools (ACCESS) -combined with Orange County Superintendent of Schools - formerly Orange Unified School District	1,496,268	425,102	1,921,370
Orange County Superintendent of Schools (Coalition)	3,849,625	2,089,181	5,938,806
San Bernardino County Superintendent of Schools (New - merged with San Bernardino County Public Health Department)	2,436,275	1,002,897	3,439,172
Shasta County Office of Education	1,150,436	571,478	1,721,914
Tulare County Office of Education	3,692,662	1,845,588	5,538,250
Sub-total County Offices of Education	**30,507,299**	**14,548,974**	**45,056,273**
INDIAN TRIBAL ORGANIZATIONS			
California Rural Indian Health Board, Inc.	214,485	105,676	320,161

California Department of Public Health
Federal and State Share Budget
Federal Fiscal Year 2011
(October 1, 2010 - September 30, 2011)

Revised 9/29/2010	REQUESTED STATE & OTHER NON-FEDERAL FUNDING FFY2011	REQUESTED FEDERAL FUNDING FFY 2011	COMBINED REQUESTED FUNDING FFY 2011
Southern Indian Health Council, Inc.	422,469	211,459	633,928
United Indian Health Services, Inc.	175,519	87,757	263,276
Sub-total Indian Tribal Organizations	**812,473**	**404,892**	**1,217,365**
LOCAL PUBLIC HEALTH DEPARTMENTS-Cities & Counties			
Alameda County Health Care Services Agency	7,989,622	3,994,811	11,984,433
Berkeley, City of, Health and Human Services Department	284,192	142,095	426,287
Contra Costa Health Services (Community Wellness and Prevention Program)	1,259,503	624,997	1,884,500
Imperial County Public Health Department	191,951	50,000	241,951
Long Beach, City of, Department of Health & Human Services Agency	1,456,028	728,014	2,184,042
Marin County Health & Human Services	1,402,249	686,085	2,088,334
Monterey County Health Department	1,615,557	601,835	2,217,392
Orange County Health Care Agency	931,821	465,910	1,397,731
Pasadena, City of, Public Health Department	223,457	111,728	335,185
Riverside, County of, Community Health Agency	1,865,874	932,937	2,798,811
San Francisco, City and County of, Department of Public Health	290,272	145,135	435,407
San Joaquin County Public Health Services	99,828	48,869	148,697
San Mateo County Health Services Agency	484,029	239,202	723,231
Santa Barbara County Public Health Department	593,813	294,782	888,595
Santa Clara, County of, Public Health Department	685,014	342,507	1,027,521
Shasta County Health and Human Services Agency, Public Health Branch	1,382,048	691,024	2,073,072
Solano County Health and Social Services Department	538,539	269,269	807,808
Ventura County Public Health Department	517,886	251,406	769,292
Sub-total Local Public Health Departments -Cities & Counties	**21,811,683**	**10,620,606**	**32,432,289**
PARKS AND RECREATION AGENCIES			
Duarte, City of, Parks and Recreation Department	97,960	48,977	146,937
San Bernardino, City of, Parks, Recreation and Community Services Department	208,165	98,495	306,660
Sub-total Parks and Recreation Agencies	**306,125**	**147,472**	**453,597**
SCHOOLS/SCHOOL DISTRICTS -LOW RESOURCE			
ABC Unified School District	837,221	414,479	1,251,700
Alhambra Unified School District	1,179,199	589,600	1,768,799
Alisal Union School District	3,312,603	1,623,880	4,936,483
Berkeley Unified School District	3,470,013	1,734,751	5,204,764
Calistoga Joint Unified School District	143,261	67,485	210,746
Compton Unified School District	2,551,642	1,003,179	3,554,821
Del Norte Unified School District	1,142,744	571,369	1,714,113
Downey Unified School District	585,675	292,838	878,513
El Monte City School District	1,808,588	904,294	2,712,882
Elk Grove Unified School District	778,146	326,568	1,104,714
Greenfield Union School District	316,457	148,000	464,457
Hawthorne School District	1,621,643	810,821	2,432,464

California Department of Public Health
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Revised 9/29/2010	REQUESTED STATE & OTHER NON-FEDERAL FUNDING FFY2011	REQUESTED FEDERAL FUNDING FFY 2011	COMBINED REQUESTED FUNDING FFY 2011
Huntington Beach Union High School District	1,909,955	954,977	2,864,932
Kernville Union School District (Family Resource Center)	360,555	180,277	540,832
Lamont School District	352,695	176,348	529,043
Long Beach Unified School District	1,522,540	761,270	2,283,810
Los Angeles Unified School District	11,979,658	5,989,829	17,969,487
Madera Unified School District	448,243	223,190	671,433
Monrovia Unified School District	1,382,077	687,899	2,069,976
Montebello Unified School District	814,432	407,216	1,221,648
Mount Diablo Unified School District (After School Program)	267,314	233,657	500,971
Newport-Mesa Unified School District	813,513	398,345	1,211,858
Pasadena Unified School District	3,688,857	1,842,199	5,531,056
Rosemead School District	143,459	69,536	212,995
San Francisco Unified School District	3,211,110	1,605,550	4,816,660
Santa Ana Unified School District	4,063,242	743,235	4,806,477
Santa Clarita Valley Food Services Agency	199,151	92,934	292,085
Santa Cruz City School District	339,704	169,802	509,506
Ukiah Unified School District	1,609,377	803,503	2,412,880
Vaughn Next Century Learning Center	210,510	105,250	315,760
Ventura Unified School District	649,520	324,758	974,278
Visalia Unified School District (merging with Tulare Public Health Department in FFY 2011)	300,000	150,000	450,000
Windsor Unified School District NEW (previously Sonoma County Office of Education)	234,708	117,264	351,972
Sub-total Low Resource School Districts	**52,247,812**	**24,524,303**	**76,772,115**
UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION (UCCE)			
University of California, The Regents of the, on behalf of Cooperative Extension in Alameda County (Child and Youth Nutrition Program)	1,527,148	763,574	2,290,722
University of California, The Regents of the, Cooperative Extension of Alameda County (Family and Consumer Services)	138,458	69,229	207,687
Sub-total University of California Cooperative Extention (UCCE)	**1,665,606**	**832,803**	**2,498,409**
TOTAL LOCAL INCENTIVE AWARDEES (LIA)	**111,096,215**	**52,923,698**	**164,019,913**
NON-PROFIT ORGANIZATIONS (NIA)			
California Association of Food Banks (Nutrition Education)	2,241,042	1,392,195	3,633,237
California State University, Chico, Research Foundation (SCNAC))	4,684,338	2,327,582	7,011,920
Central Valley Health Network	1,843,104	1,105,858	2,948,962
San Francisco General Hospital Foundation (Chinatown Public Health Center)	163,322	81,661	244,983
Sub-total Private Non-Profit Organizations	**8,931,806**	**4,907,296**	**13,839,102**
COMBINED LIA AND NIA TOTALS $	**120,028,021**	**57,830,994**	**177,859,015**
SPECIAL LOCAL PROJECTS			
Local Food and Nutrition Education Projects			
Alameda County Community Food Bank		90,000	90,000
Alameda Point Collaborative		84,777	84,777

California Department of Public Health
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Asian Pacific American Legal Center		90,000	90,000
CANGRESS (Los Angeles Community Action Network)		61,676	61,676
Child Development Resources of Ventura County		83,117	83,117
Children's Council of San Francisco		90,000	90,000
Collective Roots		84,776	84,776
Community Services Planning Council, Inc.,		86,357	86,357
Health Education Council		90,000	90,000
Mandela Market Place		85,000	85,000
Natividad Medical Foundation		90,000	90,000
Neighborhood Parks Council (Formerly Urban Resource Systems, Inc.)		84,518	84,518
New Economics for Women		90,000	90,000
North Coast Opportunities, Inc.		85,000	85,000
Pacific Coast Farmers' Market Association		90,000	90,000
Sustainable Economic Enterprises of Los Angeles		82,110	82,110
Trust for Conservation Innovation, on behalf of Nextcourse		89,999	89,999
Total Local Food and Nutrition Education Projects		**1,457,330**	**1,457,330**
STATE LEVEL PROJECTS			
EXTERNAL CONTRACTS			
Public Health Institute (PHI is spread among all eight state level projects but listed here for the total amount of the contract for FFY09		16,245,793	16,245,793
Sub-total External Contracts		**16,245,793**	**16,245,793**
I. Regional Nutrition Networks (See Project Summary for additional State Costs and PHI costs)			
Bay Area Region - Santa Clara County Public Health Department		1,353,579	1,353,579
Central Coast Region - Monterey County Health Department		675,558	675,558
Central Valley Region - Central Valley Health Network		1,282,160	1,282,160
Desert Sierra Region - San Bernardino, County of, Department of Public Health		1,278,233	1,278,233
Gold Coast Region - Ventura County Public Health Department		673,266	673,266
Gold Country Region - Health Education Council		1,213,919	1,213,919
Los Angeles Region - Los Angeles County Department of Public Health		1,744,231	1,744,231
North Coast Region - California Health Collaborative		489,647	489,647
Orange County Region - Orange County Health Care Agency		918,090	918,090
San Diego and Imperial Region - University of California, San Diego, The Regents of the		1,085,622	1,085,622
Sierra Cascade Region - California Health Collaborative		469,246	469,246
Sub-total Regional Nutrition Networks		**11,183,551**	**11,183,551**
II. Fruit, Vegetable, and Physical Activity (FVPA) Campaigns (See PHI contract and Project Summary Budget)			
III. Communications (See Project Summary Budget for additional State costs and PHI costs)			
Runyon, Saltzman & Einhorn		10,000,000	10,000,000
Sub-total Communications		**10,000,000**	**10,000,000**

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IV. Research & Evaluation (See Project Summary Budget for additional State costs and PHI costs)			
BRFSS -Survey		67,200	67,200
Office of Women's Health -Survey		136,500	136,500
Regents of the University of California San Francisco - Network GIS Team		275,324	275,324
Feasibility Study Report (EARS) -Contractor to be determined		150,000	150,000
Sub-total Research & Evaluation		**629,024**	**629,024**
V. Community Development (See Project Summary Budget for State and PHI costs)			
VI. Training and Special Projects			
Training, Technical Assistance,(TA) Administation/Infrastructure (See Project Summary Budget for additional State and PHI costs)			
IGAM (Application automation)		12,000	12,000
Sub-total Training, TA, Administration/Infrastructure		**12,000**	**12,000**
Leadership & Special Projects (See Project Summary Budget for additional State Costs)			
Alameda County Office of Education (California Healthy Kids Resource Center (CHKRC))		653,775	653,775
California Department of Public Health, California Project LEAN		488,367	488,367
California Department of Public Health, California Project LEAN (Childhood Obesity Conference)		45,000	45,000
Humboldt County Department of Public Health		78,000	78,000
Yolo, County of, Public Health Department		128,705	128,705
Sub-total Special Projects		**1,393,847**	**1,393,847**
Sub-total Training and Special Projects		**1,405,847**	**1,405,847**
VII. Materials & Distribution (See Project Summary Budget for distribution of PHI costs)			
OPERATING EXPENSES			
Non-Capital Equipment/Supplies		277,735	277,735
Travel		120,497	120,497
Building/Space/Maintenance & Other General Expenses		2,393,981	2,393,981
Equipment & Other Capitol Expenses		-	
Total Direct Costs	**120,028,021**	**108,349,292**	**228,377,313**
Indirect Costs @ 8.6% of total Salaries and Benefits		585,190	585,190
TOTAL DEPARTMENT OF PUBLIC HEALTH FOOD STAMP NUTRITION EDUCATION BUDGET	**$ 120,028,021**	**$ 108,934,482**	**$ 228,962,503**

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CONTRACTS/GRANTS/AGREEMENTS			
LOCAL PROJECTS			
LOCAL INCENTIVE AWARDEES (LIA)			
CHILDREN AND FAMILIES COMMISSIONS (First 5 Commissions)			
Madera County Children and Families Commission - First 5	216,826	81,291	298,117
Sub-total Children and Families Commissions	**216,826**	**81,291**	**298,117**
CITY GOVERNMENTS			
Montclair, City of	116,604	57,663	174,267
Sub-total City Governments	**116,604**	**57,663**	**174,267**
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Los Angeles Trade Technical College	1,517,253	758,627	2,275,880
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Humboldt County Office of Education	754,932	377,465	1,132,397
Kern County Seperintendant of Schools NEW	400,000	200,000	600,000
Los Angeles County Office of Education	4,643,147	2,315,014	6,958,161
Merced County Office of Education	2,076,186	1,038,093	3,114,279
Napa County Office of Education NEW	308,382	154,191	462,573
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Tulare County Office of Education	3,692,662	1,845,588	5,538,250
Sub-total County Offices of Education	**30,507,299**	**14,548,974**	**45,056,273**
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Southern Indian Health Council, Inc.	422,469	211,459	633,928
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LOCAL PUBLIC HEALTH DEPARTMENTS-Cities & Counties			
Alameda County Health Care Services Agency	7,989,622	3,994,811	11,984,433
Berkeley, City of, Health and Human Services Department	284,192	142,095	426,287
Contra Costa Health Services (Community Wellness and Prevention Program)	1,259,503	624,997	1,884,500
Imperial County Public Health Department	191,951	50,000	241,951
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Orange County Health Care Agency	931,821	465,910	1,397,731
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San Mateo County Health Services Agency	484,029	239,202	723,231
Santa Barbara County Public Health Department	593,813	294,782	888,595
Santa Clara, County of, Public Health Department	685,014	342,507	1,027,521
Shasta County Health and Human Services Agency, Public Health Branch	1,382,048	691,024	2,073,072
Solano County Health and Social Services Department	538,539	269,269	807,808
Ventura County Public Health Department	517,886	251,406	769,292
Sub-total Local Public Health Departments -Cities & Counties	**21,811,683**	**10,620,606**	**32,432,289**
PARKS AND RECREATION AGENCIES			
Duarte, City of, Parks and Recreation Department	97,960	48,977	146,937
San Bernardino, City of, Parks, Recreation and Community Services Department	208,165	98,495	306,660
Sub-total Parks and Recreation Agencies	**306,125**	**147,472**	**453,597**
SCHOOLS/SCHOOL DISTRICTS -LOW RESOURCE [2]			
ABC Unified School District	837,221	414,479	1,251,700
Alhambra Unified School District	1,179,199	589,600	1,768,799
Alisal Union School District	3,312,603	1,623,880	4,936,483
Berkeley Unified School District	3,470,013	1,734,751	5,204,764
Calistoga Joint Unified School District	143,261	67,485	210,746
Compton Unified School District	2,551,642	1,003,179	3,554,821
Del Norte Unified School District	1,142,744	571,369	1,714,113
Downey Unified School District	585,675	292,838	878,513
El Monte City School District	1,808,588	904,294	2,712,882
Elk Grove Unified School District	778,146	326,568	1,104,714
Greenfield Union School District	316,457	148,000	464,457
Hawthorne School District	1,621,643	810,821	2,432,464
Huntington Beach Union High School District	1,909,955	954,977	2,864,932

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Revised September 29, 2010	REQUESTED STATE & OTHER NON-FEDERAL FUNDING FFY2011	REQUESTED FEDERAL FUNDING FFY 2011	COMBINED REQUESTED FUNDING FFY 2011
Kernville Union School District (Family Resource Center)	360,555	180,277	540,832
Lamont School District	352,695	176,348	529,043
Long Beach Unified School District	1,522,540	761,270	2,283,810
Los Angeles Unified School District	11,979,658	5,989,829	17,969,487
Madera Unified School District	448,243	223,190	671,433
Monrovia Unified School District	1,382,077	687,899	2,069,976
Montebello Unified School District	814,432	407,216	1,221,648
Mount Diablo Unified School District (After School Program)	267,314	233,657	500,971
Newport-Mesa Unified School District	813,513	398,345	1,211,858
Pasadena Unified School District	3,688,857	1,842,199	5,531,056
Rosemead School District	143,459	69,536	212,995
San Francisco Unified School District	3,211,110	1,605,550	4,816,660
Santa Ana Unified School District	4,063,242	743,235	4,806,477
Santa Clarita Valley Food Services Agency	199,151	92,934	292,085
Santa Cruz City School District	339,704	169,802	509,506
Ukiah Unified School District	1,609,377	803,503	2,412,880
Vaughn Next Century Learning Center	210,510	105,250	315,760
Ventura Unified School District	649,520	324,758	974,278
Visalia Unified School District (merging with Tulare Public Health Department in FFY 2011)	300,000	150,000	450,000
Windsor Unified School District NEW (previously Sonoma County Office of Education)	234,708	117,264	351,972
Sub-total Low Resource School Districts	**52,247,812**	**24,524,303**	**76,772,115**
UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION (UCCE)			
University of California, The Regents of the, on behalf of Cooperative Extension in Alameda County (Child and Youth Nutrition Program)	1,527,148	763,574	2,290,722
University of California, The Regents of the, Cooperative Extension of Alameda County (Family and Consumer Services)	138,458	69,229	207,687
Sub-total University of California Cooperative Extention (UCCE)	**1,665,606**	**832,803**	**2,498,409**
TOTAL LOCAL INCENTIVE AWARDEES (LIA)	**111,096,215**	**52,923,698**	**164,019,913**
NON-PROFIT ORGANIZATIONS (NIA)			
California Association of Food Banks (Nutrition Education)	2,241,042	1,392,195	3,633,237
California State University, Chico, Research Foundation (SCNAC))	4,684,338	2,327,582	7,011,920
Central Valley Health Network	1,843,104	1,105,858	2,948,962
San Francisco General Hospital Foundation (Chinatown Public Health Center)	163,322	81,661	244,983
Sub-total Private Non-Profit Organizations	**8,931,806**	**4,907,296**	**13,839,102**
COMBINED LIA AND NIA TOTALS $	**120,028,021**	**57,830,994**	**177,859,015**

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SPECIAL LOCAL PROJECTS			
Local Food and Nutrition Education Projects			
Alameda County Community Food Bank		90,000	90,000
Alameda Point Collaborative		84,777	84,777
Asian Pacific American Legal Center		90,000	90,000
CANGRESS (Los Angeles Community Action Network)		61,676	61,676
Child Development Resources of Ventura County		83,117	83,117
Children's Council of San Francisco		90,000	90,000
Collective Roots		84,776	84,776
Community Services Planning Council, Inc.,		86,357	86,357
Health Education Council		90,000	90,000
Mandela Market Place		85,000	85,000
Natividad Medical Foundation		90,000	90,000
Neighborhood Parks Council (Formerly Urban Resource Systems, Inc.)		84,518	84,518
New Economics for Women		90,000	90,000
North Coast Opportunities, Inc.		85,000	85,000
Pacific Coast Farmers' Market Association		90,000	90,000
Sustainable Economic Enterprises of Los Angeles		82,110	82,110
Trust for Conservation Innovation, on behalf of Nextcourse		89,999	89,999
Total Local Food and Nutrition Education Projects		**1,457,330**	**1,457,330**
STATE LEVEL PROJECTS			
EXTERNAL CONTRACTS			
Public Health Institute (PHI is spread among all eight state level projects but listed here for the total amount of the contract for FFY09[3]		16,245,793	16,245,793
Sub-total External Contracts		**16,245,793**	**16,245,793**
I. Regional Nutrition Networks (See Project Summary for additional State Costs and PHI costs)			
Bay Area Region - Santa Clara County Public Health Department		1,353,579	1,353,579
Central Coast Region - Monterey County Health Department		675,558	675,558
Central Valley Region - Central Valley Health Network		1,282,160	1,282,160
Desert Sierra Region - San Bernardino, County of, Department of Public Health		1,278,233	1,278,233
Gold Coast Region - Ventura County Public Health Department		673,266	673,266
Gold Country Region - Health Education Council		1,213,919	1,213,919
Los Angeles Region - Los Angeles County Department of Public Health		1,744,231	1,744,231
North Coast Region - California Health Collaborative		489,647	489,647
Orange County Region - Orange County Health Care Agency		918,090	918,090
San Diego and Imperial Region - University of California, San Diego, The Regents of the		1,085,622	1,085,622
Sierra Cascade Region - California Health Collaborative		469,246	469,246
Sub-total Regional Nutrition Networks		**11,183,551**	**11,183,551**

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Revised September 29, 2010	REQUESTED STATE & OTHER NON-FEDERAL FUNDING FFY2011	REQUESTED FEDERAL FUNDING FFY 2011	COMBINED REQUESTED FUNDING FFY 2011
II. Fruit, Vegetable, and Physical Activity (FVPA) Campaigns (See PHI contract and Project Summary Budget)			
III. Communications (See Project Summary Budget for additional State costs and PHI costs)			
Runyon, Saltzman & Einhorn		10,000,000	10,000,000
Sub-total Communications		**10,000,000**	**10,000,000**
IV. Research & Evaluation (See Project Summary Budget for additional State costs and PHI costs)			
BRFSS -Survey		67,200	67,200
Office of Women's Health -Survey		136,500	136,500
Regents of the University of California San Francisco Network GIS Team		275,324	275,324
Feasibility Study Report (EARS) -Contractor to be determined		150,000	150,000
Sub-total Research & Evaluation		**629,024**	**629,024**
V. Community Development (See Project Summary Budget for State and PHI costs)			
VI. Training and Special Projects			
Training, Technical Assistance,(TA) Administation/Infrastructure (See Project Summary Budget for additional State and PHI costs)			
IGAM (Application automation)		12,000	12,000
Sub-total Training, TA, Administration/Infrastructure		**12,000**	**12,000**
VII. Leadership & Special Projects (See Project Summary Budget for additional State Costs)			
Alameda County Office of Education (California Healthy Kids Resource Center (CHKRC))		653,775	653,775
California Department of Public Health, Chronic Disease Control, California Project LEAN		488,367	488,367
California Department of Public Health, Chronic Disease Control, California Project LEAN (Childhood Obesity Conference)		45,000	45,000
Humboldt County Public Health Department		78,000	78,000
Yolo, County of, Public Health Department		128,705	128,705
Sub-total Special Projects		**1,393,847**	**1,393,847**
Sub-total Training and Special Projects		**1,405,847**	**1,405,847**

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Revised September 29, 2010	REQUESTED STATE & OTHER NON-FEDERAL FUNDING FFY2011	REQUESTED FEDERAL FUNDING FFY 2011	COMBINED REQUESTED FUNDING FFY 2011
VIII. Materials & Distribution (See Project Summary Budget for distribution of PHI costs)			
Total Direct Costs	**120,028,021**	**98,752,539**	**218,780,560**
TOTAL DEPARTMENT OF PUBLIC HEALTH FOOD STAMP NUTRITION EDUCATION BUDGET - FFY 2010	**$ 120,028,021**	**$ 98,752,539**	**$ 218,780,560**

4. FFY2011 CDPH Non-Capital Equipment/Supplies

Position	FTE	Number of Months	Annual Rate
ACCOUNTANT 1 (1)	0.95	12	3,135
AGPA (16)	16	12	52,800
AGPA (1)	0.6	12	1,980
AHPA (6)	6	12	19,800
AISA (4)	4	12	13,200
AMA (1)	0.95	12	3,135
Data Processing Manager II (1)	1	12	3,300
HEC III (2)	2	12	6,600
Health Program Auditor IV (1)	1	12	3,300
HPM I (1)	1	12	3,300
HPM II (1)	0.6	12	1,980
HPM II (1)	0.95	12	3,135
HPS I (2)	2	12	6,600
HPS I (1)	0.45	12	1,485
HPS II (3)	3	12	9,900
HPS II (1)	0.5	12	1,650
MST (1)	0.75	12	2,475
MST (1)	1	12	3,300
OSS II (1)	1	12	3,300
OT (9)	9	12	29,700
OT (1)*	1	12	5,300
PT II (2)	2	12	6,600
PHNC II (1)	0.6	12	1,980
PHNC III (9)	9	12	29,700
PHNC III –Supervisor (2)	2	12	6,600
RS !! (1) *	1	12	5,300
RS II (1)	0.6	12	1,980
SSA (4)	4	12	13,200
SSM I (4)	4	12	13,200
SSM II (1)	1	12	3,300
SSM III (1)	1	12	3300
Systems Software Specialist II (4)	4	12	13,200
Total FTE	**82.95**		
TOTAL NON-CAPITAL EQUIPMENT/SUPPLIES		**$**	**277,735**

In FFY2011, the state standard allowance for non-capital equipment and supplies per FTE is $3,300 with an office automation allowance of $2,000 per FTE for a personal computer workstation and peripherals. Staff budgeted for office automation are indicated by an asterisk (*). Because these items do not exceed a per unti cost of $5,000, they are classified as general expense or supplies items. In previous years Local Area Network (LAN) costs were budgeted as direct costs and based on a per FTE amount. In FFY2011, there costs are distributed costs and will be part of Program Support costs.. The annual combined allowance for this line excluding office automation is $3,300 and with office automation it is $5,300

In-State Travel – October 1, 2010 through September 30, 2011
California Department of Public Health
Revised September 20, 2010

Position	FTE	Monthly Rate	Annual Rate	Number of Months	Total
AGPA (PCRT) (3)	3.0	241.67	2,900	12	8,700
AGPA (10)	10.0	120.84	1,450	12	14,500
AGPA (1)	.60	120.84	1,450	12	1,450
AHPA (PCRT) (2)	2.0	241.67	2,900	12	5,800
AHPA (4)	4.0	120.84	1,450	12	5,800
HEC III (2)	3.0	120.84	1,450	12	2,900
HEALTH PROGRAM AUDITOR IV (1)	1.0	120.84	1,450	12	1,450
HPM 1 (PCRT) (1)	1.0	241.67	2,900	12	2,900
HPM II (1)	.95	241.67	2,900	12	2,900

HPM II (1)`	.60	241.67	2,900	12	2,900
HPS I (3)	2.5	120.84	1,450	12	4,350
HPS II (3)	3.0	120.84	1,450	12	4,350
PHNC II ((1)	.60	120.84	1,450	12	1,450
PHNC III (9)	9	120.84	1,450	12	13,050
PHNC III (Supervisor) (2)	2.0	241.67	2,900	12	5,800
RS II (1)	1.0	120.84	1,450	12	1,450
RS II (1)	.60	120.84	1,450	12	1,450
SSA (4)	4.0	120.84	1,450	12	5,800
SSM I (3)	2.0	120.84	1,450	12	4,350
SSM II (1)	1.0	120.84	1,450	12	1,450

SSM III (1)	1.0	120.84	1,450	12	1,450
System Software Specialist II (1)	1.0	241.67	2,900	12	2,900
PHNC III (2) (CA Project LEAN)	N/A	37.08	445.	12	890
HPM II (1) (CA Project LEAN)	N/A	37.08	445	12	445
Total In-State Travel					**$ 98,485**

Travel Destination:

The destination for most of the *Network's* in-state travel will be the locations of its numerous projects with local governments and community-based organizations in California. The majority of travel budgeted is for programmatic and fiscal site visits. Staff charged one hundred (100) percent to the *Network* are all budgeted at the same rate regardless of FTE. Staff partially charged to the *Network* (another funding source pays for a percentage of their FTE) are budgeted using the FTE percentage to be charged to the *Network*. The *Network* also schedules several regional trainings throughout the year and some of the *Network's* in-state travel budget will be allocated to these training sessions.

Purpose & Justification for Travel:
The *Network's* professional staff normally travels in teams of two (contract manager overseeing the administrative side of each project, and the program manager who oversees program delivery) to conduct site visits across California. It is the *Network's* goal to conduct site visits in the Federal fiscal Year (FFY) 2011 with at least 50% of its USDA-funded projects. In addition, there will be some regional training that will also involve travel for many of the Network's professional staff. The Network's Program Compliance Review Team (PCRT), charged with conducting site visits to review programmatic and fiscal records of participating projects is budgeted at a higher annual rate of $2,900 per FTE..

Number of Staff Traveling:
Most site visits to a project involve travel for the contract manager and program manager. In some instances when a new staff member is in training, he or she may accompany a team to obtain experience in the site visit process. The PCRT staff also travels in pairs, one person to review the programmatic activities and the other to review fiscal records. On some big projects, for example Los Angeles Unified School District, a much larger group from the *Network* may travel to the site to participate in a review.

Cost of Travel:
For in-state travel, it is not feasible to cost out each projected trip since some of the variables such as airline fares, hotel rooms and rental cars are ever changing costs. To budget for in-state travel, the *Network* used the Department of Public Health's annually-developed standard costs for travel. The three rates developed for FFY2011 are light at $2,900, medium at $7,300 and heavy at $12,700. The in-state rate used for the FFY2011 FSNE budget is $1,450 per FTE (50% of the light rate of $2,900) for most staff expected to travel on *Network* business. This rate is used for all staff travelling on SNAP-Ed business regardless of FTE . Staff who are on the PCRT, and programmatic managers who are expected to have a heavier travel schedule are budgeted at the state full light rate of $2,900.

Out-of-State Travel – October 1, 2010 through September 30, 2011
California Department of Public Health Staff

1. Annual meeting of Association of State Nutrition Network Administrative/Food Nutrition Services (ASSNA/FNS)

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
Winter 2011	Washington, D.C.	3 HPM II,SSMII, SSMIII, or designees	$4,964

Purpose for Attendance:
Attendance is mandatory. Staff will attend the annual meetings of the Association of State Nutrition Network Administrators of the United States Department of Agriculture (USDA). The Association of State Nutrition Network Administrators was formed to provide a means for Network states to work together and with USDA on matters of mutual concern. It consists of leading staff from all 20 states with Food Stamp Networks, as well as states that are forming a Network. The two Health Program Manager IIs and the Staff Services Manager II each serve on different working committees dealing with different policy, administrative and operational issues. Attendance is critical because each attendee needs to receive training, establish working relationships with federal program officers, and develop contacts and resources with other states in order to receive continued funding. Attending staff will meet and participate with other states on the Executive Committee, and the Committee Vice-Chairs. Staff will also meet with other state attendees on developing, implementing, and evaluating changes related to childhood obesity prevention at the state and local levels.

2. Food and Nutrition Services Program Evaluation/Policy Meeting

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
Winter 2010	Eastern state –city to be determined	2 HPM II; HPS II or designees	$3,376

Purpose for Attendance:
This conference is the premier national policy forum on agriculture, food, nutrition evaluation and policy. It is the leading forum for defining and addressing critical nutrition program evaluation policy issues of the day. This meeting will help participants to guide the *Network* staff, local contractors, and partner state agencies to better evaluate the *Network's* funded nutrition education projects, and to implement policy objectives. Travel to this meeting is in support of the Department's policy of establishing California as a leader in nutrition services and

evaluation. The HPM II is responsible for developing and promoting the Department of Public Health's nutrition policies. Attendance is necessary because the meeting will provide new information in the field of nutrition services and evaluation and allow the HPM II to share California's ideas with other states and learn from other states' experiences. Attendance by the HPS II is necessary to learn about the latest research data from nutrition and physical activity programs, health education materials and resources. As lead to other staff in the Section, the HPS II will attend presentations and workshops that are relevant to program requirements.

3. Association of State and Territorial Public Health Nutrition Directors (ASTPHND)

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
Summer 2011	Eastern State to be determined	2 HPM II, HPS II, or designee	$3,376

Purpose for Attendance:

This conference is sponsored by the Association of State and Territorial Public Health Nutrition Directiors of Health Education. This meeting will increase knowledge and skills of professional staff to improve overall implementation in addressing health disparities in the United States and to build partnerships with non-traditional organizations and address public health issues on nutrition and physical activity. This conference provides an opportunity for California to learn more from other states and programs and to share programs and activities that have proven to be effective in reducing childhood obesity, improving appropriate eating habits, and changing both individual and community behaviors. The HPM II will meet and participate with other states on the Executive Committee, and the Committee Vice-Chairs. The PHNC III supervisor will participate and meet with other state attendees on developing, implementing, and evaluating changes related to childhood obesity prevention at the state and local levels.

4. Annual Meeting of the American Public Health Association (APHA)

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
Fall 2010	Denver, CO	1 HPM II or designee	$1,962

Purpose for Attendance:
Travel to this meeting is in support of the Department's policies of maintaining California as a leader in public health, reducing the risk of preventable diseases, and eliminating health disparities.
Attendance at this meeting will:

1. Expose California's premier nutrition education programs to scientific discussion by colleagues from throughout the Nation, thereby helping to improve them

2. Allow state staff to meet and confer with experts and practitioners in their respective program areas, thereby maintaining proficiency in the specialized topics.
3. Assure that California views are represented in sessions deliberating about scientific, administrative and policy changes in these emerging public Health areas; and
4. Provide California with early notice of future funding opportunities.

5. Society of Nutrition Education (SNE) 43rd Annual Conference

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
Summer 2011	Kansas City MO	1 HPM II	$1,758

Purpose for Attendance:
The Society for Nutrition Education conference will provide attendee with strategies and tools for leading the way in the ever-changing world of nutrition and health. Attendance by nutrition education professionals and students from all arenas will contribute creative strategies and opportunities for public health education and practices. The SNE conference examines research, programs and policies in all areas of nutrition and food safety, and offers a unique forum where nutrition and health professionals gather to share nutrition education programs, products, and activities and research findings.
The HPM II will learn about the latest research data from nutrition and physical activity programs, health education materials and resources, and new information on outreach techniques. Additionally, our representative will share information about the *Network's Fruits and Vegetables* program and the Social Marketing activities. This conference will provide a good opportunity to showcase the *Network's* various programs/campaigns and learn from others about effective strategies.

6. GIS-Pro:Urban & Regional Information Association (URISA) Annual Conference for GIS Professionals

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
Fall 2011	Eastern State to be Determined	1 RS II or designee	$1,788

Purpose for Attendance:
This conference showcases research using GIS from a variety of fields. Some of the content may focus on low-income audiences, but main focus is the research methods and applications of GIS, all of which can be broadly

applied to SNAP audiences and SNAP-related data. The *Network* currently has a vast amount of SNAP-related data that could be used fro program planning, audience targeting, and establishing indicators if it could be used in formative evaluation, but staff knowledge about this is limited. Using the existing GIS data in new applications and formative research corresponds to deliverables in the USDA plan and Public Health Institute contract.

7. URISA and Public Health

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
Spring, 2011	Eastern State to be determined	1 RS II or designee	$1,788

Purpose for Attendance:
This conference will showcases research using GIS in public health. This conference is only offered every two years. Some of the content may focus on low-income audiences, but main focus is the research methods and applications of GIS, all of which can be broadly applied to SNAP audiences and SNAP-related data. The *Network* currently has a vast amount of SNAP-related data that could be used for program planning, audience targeting, and establishing indicators if it could be used in formative evaluation, but staff knowledge about this is limited. Using the existing GIS data in new applications and formative research corresponds to deliverables in the USDA plan and Public Health Institute contract.

8. University of South Florida Social Marketing in Public Health conference

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
June, 2011	Clearwater, Florida	1 HPS II or designee	$1,500

Purpose of Trip:
The HPS II will represent the *Network* at a national conference focusing on nutrition education. She will share successful nutrition education strategies and bring back evidence-based strategies and information on leading-edge research programs and policies in the areas of nutrition to improve technical assistance to SNAP-Ed programs, build new partnerships and share with others who provide SNAP-Ed services in California. This person will also learn about successful evaluation approaches others have used to evaluate nutrition education to enhance SNPA-Ed efforts in California.

9. National Association of Hispanic Publications conference

Travel Date	Travel Destination	Number of staff traveling	Total Cost of Trip
Spring, 2011	Orlando, Florida	1 HPS I or designee	$1,500

Purpose of Trip:

This national conference will focus on various techniques and insights to what is working in publications arenas during these economic times. Conference presenters will share strategies of how the industry is marketing to Latinos, the fastest growing target population. The various keynote presentations and workshops address the value proposition of print publications to target, outreach and engage Latino audiences. Strategies and techniques learned from this conference will allow *Network* staff to implement them on the various publications projects that are produced at the *Network.*

Total In-State Travel **Total Out-of-State Travel** **Total Travel Combined**	**$ 98,485** **$ 22,012** **$120,497**

6. FFY2011 BUILDING/SPACE/MAINTENANCE & OTHER STATE OPERATING COSTS

1. Building/Space/Maintenance & Communications		**987,640**
2. Other Operating Costs		**1,406,341**
Combined Total	**$**	**2,393,981**

1. Building/Space/Maintenance (Facilities Operations and Communications)

Position	FTE	Annual Rate	Number of Months	Total
ACCOUNTANT I (1)	0.95	11,200	12	10,640
AGPA (16)	16	11,200	12	179,200
AGPA (1)	0.6	11,200	12	10,720
AHPA (6)	6	11,200	12	67,200
AISA (4)	4	11,200	12	44,800
AMA (1)	0.95	11,200	12	10,640
DPM II (1)	1	11,200	12	11,200
HEC III (2)	2	11,200	12	22,400
HPA IV (1)	1	11,200	12	11,200
HPM I (1)	1	11,200	12	11,200
HPM II (1)	0.6	11,200	12	6,720
HPM II (1)	0.95	11,200	12	10,640
HPS I (2)	2	11,200	12	22,400
HPS I (1)	0.45	11,200	12	10,540
HPS II (3)	3	11,200	12	33,600
HPS II (1)	0.5	11,200	12	10,600
MST (1)	0.75	11,200	12	10,900
MST (1)	1	11,200	12	11,200
OSS II (1)	1	11,200	12	11,200
OT (10)	10	11,200	12	112,000
PT II (2)	2	11,200	12	22,400
PHNC II (1)	0.6	11,200	12	10,720
PHNC III (9)	9	11,200	12	100,800
PHNC III SUPERVISOR (2)	2	11,200	12	22,400
RS II (1)	1	11,200	12	11,200
RS II (1)	0.6	11,200	12	10,720
SSA (4)	4	11,200	12	44,800
SSM I (4)	4	11,200	12	44,800
SSM II (1)	1	11,200	12	11,200
SSM III (1)	1	11,200	12	11,200
SSS II (4)	4	11,200	12	44,800
CA Project LEAN Staff (3 Contract Staff)	N/A	11,200	12	33,600
TOTAL BUILDING/SPACE/MAINTENANCE	**82.95**			**$987,640**

The Building/Space/Maintenance line is for projected costs in the areas of Space/Rent, Building Maintenance and Communications. For FFY2011, the Department's allocation for facilities operations (rent and maintenance) is $10,000 per FTE and Communications is $1,200. Those employees working part-time but funded solely by FSNE funds are budgeted for the full allowance of the facilities operations as the space they occupy is not shared by anyone else. Communications is pro-rated according to FTE. For those employees whose funding is split between FSNE and some other funding source, the percentage of their time funded by FSNE is applied to the allowance to arrive at the budgeted amount.

2. Other State Operating Costs

Section D Budget Summary -California Department of Public Health
FFY2011 Building/Space-Maintenance and Other Costs

Position	FTE	Annual Rate	Number of Months	Total
ACCOUNTANT I (1)	0.95	2,300	12	12,146
AGPA (16)	16	2,300	12	266,329
AGPA (1)	0.6	2,300	12	11,543
AHPA (6)	6	2,300	12	105,269
AISA (4)	4	2,300	12	67,512
AMA (1)	0.95	2,300	12	18,530
DPM II (1)	1	2,300	12	20,360
HEC III (2)`	2	2,300	12	40,426
HPA IV (1)	1	2,300	12	20,296
HPM I (1)	1	2,300	12	20,176
HPM II (1)	0.95	2,300	12	20,388
HPM II (1)	0.6	2,300	12	13,956
HPS I (3)	2.45	2,300	12	46,260
HPS II (3)	3	2,300	12	61,355
HPS II (1)	0.5	2,300	12	8,171
MST (1)	0.75	2,300	12	9,723
MST (1)	1	2,300	12	12,421
OSS II (1)	1	2,300	12	11,966
OT (10)	10	2,300	12	110,845
PT II (2)	2	2,300	12	22,083
PHNC II (1)	0.6	2,300	12	10,638
PHNC III (9)	9	2,300	12	167,840
PHNC III SUPERVISOR (2)	2	2,300	12	38,465
RS II (1)	1	2,300	12	17,790
RS II (1)	0.6	2,300	12	13,387
SSA (4)	4	2,300	12	55,278
SSM I (4)	4	2,300	12	77,348
SSM II (1)	1	2,300	12	20,474
SSM III (1)	1	2,300	12	23,593
SSS II (4)	4	2,300	12	77,873
CA Project LEAN Staff *	0	2,300	12	3,900
TOTAL OTHER STATE OPERATING COSTS	82.95			**1,406,341**

This allocation is for routine printing and duplication, consolidated data center, allocated legal and program overhead costs, and training. The California Department of Public Health's approved allocation per FTE for printing is $1,700. For the Consolidated Data Center, it is $300 and Training is allocated at $300 per FTE. Program Overhead has been budgeted at 17.75% of Salaries & Benefits combined. A review of Program Overhead in FFY2009 indicates that these costs are at approximately 17.75% of personal services costs. This is due partly to rising costs but also to the fact that the *Network* is now largely responsible for distributed costs in the Cancer Control Branch since it represents most of the staff that makes up the Cancer Control Branch.

*In this budget area, CA Project LEAN budgeted only for the Consolidated Data Center costs at 300 per FTE and allocated $3,000 of its Network budget to Program overhead

2011 Nutrition Education Plan Budget Summary

2. BUDGET INFORMATION BY PROJECT

Public Health Institute

			(a) Non-Federal Public Funds		(b) Non-Federal, Non-Public Funds	(c) Total Non-Federal Funds (a+b)	(d) Federal Funds	Total Funds (d) + (c)
		Expenses*	Cash	In-Kind Donations	Cash			
1		**Salary/Benefits**						
	a	Regional Network					247,004	
	b	FV&PA Campaigns Unit					1,403,106	
	c	Communications					258,807	
	d	Research					1,140,633	
	e	Community Development					1,562,374	
	f	Training/Special Projects					317,737	
	g	Materials					338,209	
2		**Contracts/Grants/Agreements****						
	a	Regional Network					50,000	
	b	FV&PA Campaigns Unit					1,573,329	
	C	Communications					447,840	
	D	Research					686,487	
	e	Community Development					274,458	
	f	Training/Special Projects					1,673,813	
	g	Materials					791,552	
3		**Non-Capital Equipment/Supplies**						
	a	Regional Network					9,900	
	b	FV&PA Campaigns Unit					57,605	
	c	Communications					9,900	
	d	Research					39,785	
	e	Community Development					64,700	
	f	Training/Special Projects					12,375	
	g	Materials					13,200	

4	**Materials**							
	a	Regional Network					0	
	b	FV&PA Campaigns Unit					0	
	c	Communications					80,000	
	d	Research					0	
	e	Community Development					0	
	f	Training/Special Projects					0	
	g	Materials					1,537,172	
5	**Travel**							
	a	Regional Network					13,100	
	b	FV&PA Campaigns Unit					61,865	
	c	Communications					13,100	
	d	Research					48,490	
	e	Community Development					29,000	
	f	Training/Special Projects					14,175	
	g	Materials					8,700	
6	**Administrative**							
	a	Regional Network					0	
	b	FV&PA Campaigns Unit					55,000	
	c	Communications					0	
	d	Research					103,500	
	e	Community Development					266,200	
	f	Training/Special Projects					132,500	
	g	Materials					0	
7	**Building/Space**							
	a	Regional Network					30,000	
	b	FV&PA Campaigns Unit					168,500	
	c	Communications					30,000	
	d	Research					118,500	
	e	Community Development					190,000	
	f	Training/Special Projects					40,000	
	g	Materials					40,000	
8	**Maintenance**							

9	**Equipment & Other Capital Expenditures**							
	a	Regional Network					19,000	
	b	FV&PA Campaigns Unit					58,975	
	c	Communications					10,500	
	d	Research					40,075	
	e	Community Development					190,477	
	f	Training/Special Projects					13,125	
	g	Materials					14,000	
10	**Total Direct Costs**							
	a	Regional Network					369,004	
	b	FV&PA Campaigns Unit					3,378,380	
	c	Communications					850,147	
	d	Research					2,177,470	
	e	Community Development					2,577,209	
	f	Training/Special Projects					2,203,725	
	g	Materials					2,742,833	
11	**Indirect Cost*** **							
	a	Regional Network					52,636	
	b	FV&PA Campaigns Unit					428,183	
	c	Communications					80,818	
	d	Research					303,348	
	e	Community Development					416,188	
	f	Training/Special Projects					233,085	
	g	Materials					432,767	
12	**Total Costs**						**$16,245,793**	

***Indirect costs = total direct costs minus subcontracts, grants and equipment

Note: This section contains budget justifications for the complete amounts budgeted under Non-capitol/Supplies, Travel and Building/Space and Other State Standard Costs. These amounts are spread throughout the Plan in the various Project Summaries.

In-State Travel – October 1, 2010 through September 30, 2011
Public Health Institute

Position	FTE	Monthly Rate	Annual Rate	Number of Months	Total
Accounting Assistant III	2	241.67	0	12	0
Administrative Assistant III	3	241.67	0	12	0
Administrative Assistant III (Comm Dev)	0	0.00	0	12	0
Administrative Assistant III (REU)	0	0.00	0	12	0
Administrative Assistant IV	1	241.67	2,900	12	2,900
Contracts Administrator I	1	241.67	2,900	12	2,900
Contracts Administrator II	1	241.67	0	12	0
Contracts Administrator II	2	241.67	2,900	12	5,800
Development Specialist I	1	241.67	2,900	12	2,900
Development Specialist II	2	241.67	2,900	12	5,800
Development Specialist III	1	241.67	2,900	12	2,900
Evaluation Specialist II	1	241.67	2,900	12	2,900
Health Educator III	4	241.67	2,900	12	11,600
Health Educator III	1	608.33	7,300	12	7,300
Health Educator IV (FSO)	0	0.00	0	12	0
Health Educator IV	4	241.67	2,900	12	11,600
Health Educator IV (GIS)	1	241.67	2,900	12	2,900
Information Specialist II	1	0.00	0	12	0
Marketing Manager I	2	241.67	2,900	12	5,800
Marketing Manager I	0.95	229.58	2,755	12	2,755
Marketing Manager II	1	241.67	2,900	12	2,900
Marketing Specialist III	0.9	217.50	2,610	12	2,610
Marketing Specialist III	7	241.67	2,900	12	20,300
Marketing Specialist III	0	0.00	0	12	0
Marketing Specialist IV	3	241.67	2,900	12	8,700
Marketing Specialist IV	1	608.33	7,300	12	7,300
Office Administrator	1	241.67	2,900	12	2,900
Outreach Education Specialist I/II	1	241.67	2,900	12	2,900
Program Administrator I	1	241.67	0	12	0
Program Administrator II	1	241.67	0	12	0
Program Administrator II	2	241.67	2,900	12	5,800
Program Administrator III	1	241.67	0	12	0
Program Administrator III	1	608.33	7,300	12	7,300
Program Director I	0.75	456.25	5,475	12	5,475
Program Director III	1	241.67	2,900	12	2,900
Research Associate II	1	241.67	2,900	12	2,900
Research Associate III	1	241.67	2,900	12	2,900
Research Associate IV	2	241.67	2,900	12	5,800
Research Scientist I	2	241.67	2,900	12	5,800
Research Scientist I	0.85	205.42	2,465	12	2,465
Research Scientist I	0.6	145.00	1,740	12	1,740
Research Scientist I	0	0.00	0	12	0
Research Scientist II	1	608.33	7,300	12	7,300
Research Scientist III	1	241.67	2,900	12	2,900
TOTAL TRAVEL: IN-STATE	61.05				**168,945**

Travel estimates are based on the calculated standard costs for the funding year 2010-2011 approved by the California Department of Public Health (CDPH). The line item -- travel -- has three levels (light, medium, and heavy) approved by CDPH. The approved cost per staff person at the heavy travel rate is $12,700, medium travel rate per staff person is $7,300 and the light travel rate is $2,900. All PHI staff that are not 100% have been pro-rated.

Note that one HE IV is 0% to SNAP-Ed and 100% to Food Stamp Outreach; one RS I is 85% to SNAP-Ed and 15% to Food Stamp Outreach; one MM I is 95% to SNAP-Ed and 5% to Food Stamp Outreach; and one MS III is 90% to SNAP-Ed and 10% to Food Stamp Outreach.

Out-of-State Travel – October 1, 2010 through September 30, 2011

All PHI staff that are not 100% have been pro-rated.

1 **2010 American Evaluation Association Annual Conference, Presidential Theme: Evaluation Quality**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
November 8-13, 2010	San Antonio, Texas	1; RSI,	$1,861

Purpose for Attendance:

Investigate innovative high quality evaluations for complex multi-faceted SNAP-Ed interventions to support the development of an effective evaluation approach for HOTM, the Power Play! Campaign, Retail Program, Local Food Nutrition Education, and Nonprofit Incentive Awardees; Examine effective mixed method modes for state surveillance and formative, outcome and impact evaluations; the conference examines the evaluation from the vantage point of a particular methodology, context, or issue of interest and will highlight the theme of evaluation quality.

2 **American Evaluation Association, CDC Summer Evaluator's Institute**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
June, 2011	Atlanta, GA	1; RS II	$1,400

Purpose for Attendance:

Attend keynote addresses, three sets of three-hour training workshops and two rotations of 90-minute breakout sessions from some of the most well-known authors and leaders in the field of evaluation of public programs and non-profits. Among the many highly relevant topics covered in this year's conference--key challenges that face those who are trying to design and implement cost-effective measurement systems and identify strategies for strengthening these efforts; improving survey quality, reliability, and validity, logic models; evaluation in real-world settings; accountability for health promotion programs—practical strategies and lessons learned; performance measurement for public & nonprofit organizations: strategies for improving the quality of performance data; and evaluation strategies for communicating and reporting (findings). These and more are the types of topics that will be covered in FFY 2011.

3 **American Public Health Association**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
November 6-10, 2010	Denver, CO	2; RSI, RA IV	$3,924

Purpose for Attendance:

The APHA Annual Meeting & Exposition is the oldest and largest gathering of public health professionals in the world, attracting more than 13,000 national and international physicians, administrators, nurses, educators, researchers, epidemiologists, and related health specialists. APHA's meeting program addresses current and emerging health science, policy, and practice issues in an effort to prevent disease and promote health. This venue allows the *Network* to showcase data from our statewide surveys and other innovative projects and to obtain strategies and tools for public health related to nutrition education and to bring back information on leading-edge research, programs and policies to improve technical assistance to SNAP-Ed programs, build new partnerships and share with others providing FSNE services in California.

4 **Art and Science of Health Promotion**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
March 21-25, 2011	Colorado Springs, CO	1;PAII	$2,000

Purpose for Attendance:

Within the past few years there has been a rapid growth in the size and the demand of health promotion programs. This conference offers a good opportunity for *Network* Worksite Staff to learn more about best practices of health promotion, particularly pertaining to the worksite environment or targeting the low-income adult population. By learning the best practices of health promotion, *Network* Worksite Staff would be able to better serve our target audience of SNAP-Ed eligible adults that are at or below 185% of federal poverty level. Attendance and the application of tactics learned at this conference would also help Network Worksite Staff to reach the SOW goal of 296 worksites in the State of California in 2010.

5 **Behavioral Risk Factor Surveillance Survey Conference**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
Spring 2011	East Coast	1; RSI	$2,000

Purpose for Attendance:

Attend and present at the 2011 Behavioral Risk Factor Surveillance System conference to facilitate national scientific collaboration among interested researchers sharing SNAP-Ed funded questions and results relating to diet, physical activity, food security, and diet-related chronic diseases. Participate at the conference to discuss future survey development, such as the newly developed fruit and vegetable module that will shape the national monitoring of SNAP-Ed-related variables and interventions among the SNAP-ED eligible population. Network will be submitting an abstract comparing the performance of the new CDC designed Fruit and Vegetable module with our traditional measure in low income California populations.

6 **Multicultural Marketing & Diversity Conference**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
November 7 - 9, 2010	Miami, FL	1; MMI	$2,000

Purpose for Attendance:

The Multicultural Marketing & Diversity conference recognizes the intersection of multicultural marketing and diversity management in driving strong program growth. The conference is designed to offer best practices in multicultural marketing, marketing trends and a variety of other issues. Network staff will gain stronger insight and expertise to apply and enhance our targeted campaigns.

7 **Society for Nutrition Education Annual Conference**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
July 23 -26, 2011	Kansas City, MO	1; RSII	$1,700

Purpose for Attendance:

Represent the *Network for a Healthy California* Research and Evaluation Unit at a national conference focusing on nutrition education to share successful nutrition education strategies and to bring back evidence base, strategies, and learn about successful evaluation approaches others have used to evaluate nutrition education to enhance SNAP-Ed efforts in California. Hope's Narrative: To obtain strategies and tools for nutrition education and to bring back information on leading-edge research programs and policies in the areas of nutrition to improve technical assistance to SNAP-Ed programs, build new partnerships and share with others provide SNAP-Ed services in California. In addition, represent the *Network* and to bring back up-to-date information to the Network Nutrition Standards and Guidelines Team.

8 **Social Media Strategies Conference 2011**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
January 2011	Bay Area, California	1; MMI	$1,000

Purpose for Attendance:

The *African American Campaign* manager will attend the Social Media Strategies Conference in order to learn about a communication medium that could greatly improve the *Campaign's* ability to reach its target audience. According to a recently rleased study from the Pew Internet and American LIfe Project, African-Americans are more likely than any racial or gender group to use Twitter or another status update service. Pew found that 26% of African Americans online use Twitter or other similiar servies. The same study concluded that African Amerucans and Latinos are also much more liekly than whites to say it is "very important" for government agenices to post information and alerts on sites such as Facebook and Twitter. Based on these users' expressed attituddes, these tools may offer the ability for gtovernment agencies to reach underserved populations in a way that is not curretnly occurring with other online offerenings. T*he African American Campagin* is occasionally challenged to find its target audience. Social media/networking sites could significantly improve the *Campaign's*

9 **Summer Institue for Social Marketing and Health Communications**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
July 2011	Boston, MA	1; MSIII	$3,000

The Summer Institute for Social Marketing and Health Communication is an opportunity for a staff person from the Fruit, Vegetable, and Physical Activity Campaigns Unit (FVPA Unit) to work with public health professionals, marketers, and academics from various disciplines to learn how to use consumer research to develop strategies to target hard to reach populations such as the SNAP-Ed audience. The Institute also offers the opportunity to work with creative professionals such as filmmakers, art directors, and photo journalists to gain insights on how we can better target our *Network* materials and messages to affect behavior change in the communities we serve. The participating FVPA Unit staff person will share this information with other FVPA Unit Campaigns/Programs staff to improve the quality of targeted materials for the SNAP-Ed audience and develop new strategies to expand our reach.

10 **Ypulse Youth Marketing Mashup**

Travel Date	Travel Destination	Number of Staff Traveling	Total Cost of Trip
May 24-25, 2011	San Francisco	1; MMI	$ 600

Purpose for Attendance:

Attending the YPulse Youth Marketing Mashup to stay current in the latest youth marketing trends to better inform the direction of the *Children's Power Play! Campaign.* The Mashup brings together youth marketing experts to share best practices, research and the latest strategies to connect with youth. The conference is tailored to include social marketers and non-profit organizations.

National Travel - TOTAL	**$19,485**

In-State Travel	**$168,945**
Out-of-State Travel	**$19,485**
Total	**$188,430**
Indirect @ 16.5%	**$31,091**
TOTAL TRAVEL	**$219,521**

Public Health Institute FFY 2011 Non-Capital Equipment/Supplies

Position	FTE	Number of Months	Total
Accounting Assistant III	2	12	6,600
Administrative Assistant III	3	12	9,900
Administrative Assistant III (Comm Dev)	0	12	0
Administrative Assistant III (REU)	0	12	0
Administrative Assistant IV	1	12	3,300
Contracts Administrator I	1	12	3,300
Contracts Administrator II	3	12	9,900
Development Specialist I	1	12	3,300
Development Specialist II	2	12	6,600
Development Specialist III	1	12	3,300
Evaluation Specialist II	1	12	3,300
Health Educator III	5	12	16,500
Health Educator IV (FSO)	0	12	0
Health Educator IV	3	12	9,900
Health Educator IV *	1		5,300
Health Educator IV (GIS)	1	12	3,300
Information Specialist II	1	12	3,300
Marketing Manager I	2	12	6,600
Marketing Manager I	0.95	12	3,135
Marketing Manager II	1	12	3,300
Marketing Specialist III	0.9	12	2,970
Marketing Specialist III	7	12	23,100
Marketing Specialist III	0	12	0
Marketing Specialist IV	4	12	13,200
Office Administrator	1	12	3,300
Outreach Education Specialist I/II	1	12	3,300
Program Administrator I	1	12	3,300
Program Administrator II	3	12	9,900
Program Administrator III	2	12	6,600
Program Director III *	1	12	5,300
Program Director I	0.75	12	2,475
Research Associate II	1	12	3,300
Research Associate III	1	12	3,300
Research Associate IV	2	12	6,600
Research Scientist I	2	12	6,600
Research Scientist I	0.85	12	2,805
Research Scientist I	0.6	12	1,980
Research Scientist I	0	12	0
Research Scientist II	1	12	3,300
Research Scientist III *	1	12	5,300
TOTAL Capital Equipment/Supplies	61.05		**207,465**

Each line item is calculated per individual factoring in FTE. The line item--general expenses--covers supplies; the standard approved cost per staff person approved for the California Department of Public Health (CDPH) for 2010-2011 is $3,000 plus an office automation allowance of $2,000 for computer workstation and staff budgeted for office automation are indicated by an asterisk.

Note that one HE IV is 0% to SNAP-Ed and 100% to Food Stamp Outreach; one RS I is 85% to SNAP-Ed and 15% to Food Stamp Outreach; one MM I is 95% to SNAP-ED and 5% to Food Stamp Outreach; and one MS III is 90% to SNAP-Ed and 10% to Food Stamp Outreach

Section D Budget Summary
Public Health Institute

BUILDING/SPACE/MAINTENANCE & OTHER STATE OPERATING COSTS: FFY 2011

1. Building/Space/Maintenance **$718,805**

2. Other State Operating Costs **$248,931**

1. **Building/Space/Maintenance (Facilities Operations and Communications)**

Position	FTE	Number of Months	Annual Rate
Accounting Assistant III	2	12	20,000
Administrative Assistant III	3	12	30,000
Administrative Assistant III (Comm Dev)	0	12	0
Administrative Assistant III (REU)	0	12	0
Administrative Assistant IV	1	12	10,000
Contracts Administrator I	1	12	10,000
Contracts Administrator II	3	12	30,000
Development Specialist I	1	12	10,000
Development Specialist II	2	12	20,000
Development Specialist III	1	12	10,000
Evaluation Specialist II	1	12	10,000
Health Educator III	5	12	50,000
Health Educator IV (FSO)	0	12	0
Health Educator IV	3	12	30,000
Health Educator IV	1	12	10,000
Health Educator IV (GIS)	1	12	10,000
Information Specialist II	1	12	10,000
Marketing Manager I	2	12	20,000
Marketing Manager I	0.95	12	9,500
Marketing Manager II	1	12	10,000
Marketing Specialist III	0.9	12	9,000
Marketing Specialist III	7	12	70,000
Marketing Specialist III	0	12	0
Marketing Specialist IV	4	12	40,000
Office Administrator	1	12	10,000
Outreach Education Specialist I/II	1	12	10,000
Program Administrator I	1	12	10,000
Program Administrator II	3	12	30,000
Program Administrator III	2	12	20,000
Program Director III	1	12	10,000
Program Director I	1	12	10,000
Research Associate II	1	12	10,000
Research Associate III	1	12	10,000
Research Associate IV	2	12	20,000
Research Scientist I	3	12	30,000
Research Scientist I	0.85	12	8,500
Research Scientist I	0	12	0
Research Scientist II	1	12	10,000

Position	FTE	Number of Months	Annual Rate
Research Scientist III	1	12	10,000
Total Building/Space/Maintenance			**617,000**
Indirect @ 16.5%			101,805
TOTAL			**$718,805**

The annual rate for facilites opertions per staff person is $10,000.00 based on the calculated standard costs for the funding year 2010-2011 approved by the California Department of Public Health (CDPH). This line item is calculated per individual at the monthly rate of $833.33, unless partially funded under Foot Stamp Outreach.

Note that one HE IV is 0% to SNAP-Ed and 100% to Food Stamp Outreach; one RS I is 85% to SNAP-Ed and 15% to Food Stamp Outreach; one MM I is 95% to SNAP-ED and 5% to Food Stamp Outreach; and one MS III is 90% to SNAP-Ed and 10% to Food Stamp Outreach

2. Other State Operating Costs

Position	FTE	Number of Months	Annual Rate
Accounting Assistant III	2	12	7,000
Administrative Assistant III	3	12	10,500
Administrative Assistant III (Comm Dev)	0	12	0
Administrative Assistant III (REU)	0	12	0
Administrative Assistant IV	1	12	3,500
Contracts Administrator I	1	12	3,500
Contracts Administrator II	3	12	10,500
Development Specialist I	1	12	3,500
Development Specialist II	2	12	7,000
Development Specialist III	1	12	3,500
Evaluation Specialist II	1	12	3,500
Health Educator III	5	12	17,500
Health Educator IV (FSO)	0	12	0
Health Educator IV	3	12	10,500
Health Educator IV	1	12	3,500
Health Educator IV (GIS)	1	12	3,500
Information Specialist II	1	12	3,500
Marketing Manager I	2	12	7,000
Marketing Manager I	0.95	12	3,325
Marketing Manager II	1	12	3,500
Marketing Specialist III	0.9	12	3,150
Marketing Specialist III	7	12	24,500
Marketing Specialist III	0	12	0
Marketing Specialist IV	4	12	14,000
Office Administrator	1	12	3,500
Outreach Education Specialist I/II	1	12	3,500
Program Administrator I	1	12	3,500
Program Administrator II	3	12	10,500
Program Administrator III	2	12	7,000
Program Director III	1	12	3,500

Position	FTE	Number of Months	Annual Rate
Program Director I	0.75	12	2,625
Research Associate II	1	12	3,500
Research Associate III	1	12	3,500
Research Associate IV	2	12	7,000
Research Scientist I	2	12	7,000
Research Scientist I	0.85	12	2,975
Research Scientist I	0.6	12	2,100
Research Scientist I	0	12	0
Research Scientist II	1	12	3,500
Research Scientist III	1	12	3,500
Total Other State Operating Costs			**213,675**
Indirect @ 16.5%			35,256
TOTAL			**$248,931**

This budget subcategory includes routine printing, communications, and staff training line items based on the calculated standard costs for the funding year 2010-2011 approved by the California Department of Public Health (CDPH). Each line item is calculated per individual staff factoring in FTE. The line item--general expenses in the calculated standard costs--covers supplies and is listed separtely inthis Budget Justification under supplies.

The line item -- printing -- includes routine duplication and printing expenses and the standard approved cost per staff person is $1,700. The line item -- communications -- includes routine mailing, postage, courier expenses, and data center costs. The standard approved cost per staff person is $1,500. The standard approved cost for training per staff person is $300. The annual standard approved cost per staff person is $3,500 (Monthly cost is $291.67), unless partially funded under the Food Stamp Outreach.

Note that one HE IV is 0% to SNAP-Ed and 100% to Food Stamp Outreach; one RS I is 85% to SNAP-Ed and 15% to Food Stamp Outreach; one MM I is 95% to SNAP-ED and 5% to Food Stamp Outreach; and one MS III is 90% to SNAP-Ed and 10% to Food Stamp Outreach

CA 2011 SNAP-Ed – Plan
Out of State Travel
Summary Form for Network/Local Projects/UC-FSNEP

1. 2010 American Evaluation Association Annual Conf., Presidential Theme: Evaluation Quality
    - Attendance: *Network*, 2; UC-FSNEP 1
2. 2011 American Evaluation Association CDC Summer Evaluator's Institute
    - Attendance: *Network*, 1
3. Alliance for a Healthier Generation Annual Forum
    - Attendance: *Network*, 1 (Alhambra USD)
4. American Public Health Association
    - Attendance: *Network*, 3; UC-FSNEP 1
5. Art & Science of Health Promotion
    - Attendance: *Network*, 1
6. Association of State Nutrition Network Administrator/Food Nutrition Service (ASNNA/FNS)
    - Attendance: *Network*, 3; UC-FSNEP 1
7. ASTPHND Annual Meeting
    - Attendance: *Network*, 2
8. Behavioral Risk Factor Surveillance System Conference
    - Attendance: *Network*, 1
9. Food and Nutrition Services Program Policy Meeting
    - Attendance: *Network*, 2
10. Food Nutrition Service (FNS)
    - Attendance: *Network*, 2
11. FRAC – Food Research and Action Center
    - Attendance: *Network*, 2
12. GIS-PRO: ESRI Annual Conference for GIS Professionals
    - Attendance: *Network, 1*
13. Marketing to African Americans with Excellence Summit
    - Attendance: *Network*, 1
14. Multicultural Marketing & Diversity
    - Attendance: *Network*, 4
15. National Association of Hispanic Publications Conference
    - Attendance: *Network*, 3
16. Society of Nutrition Education Conference
    - Attendance: *Network*, 3; UC-FSNEP 1
17. Social Media Strategies Conference 2011
    - Attendance: *Network*, 1
18. Summer Institute for Social Marketing and Health Communication
    - Attendance: *Network*, 1
19. University of South Florida Social Marketing in Public Health Conference
    - Attendance: *Network*, 1
20. GIS Public Health GIS Conference
    - Attendance: *Network, 2*
21. YPulse Youth Marketing Mashup
    - Attendance: *Network*, 2

Out-of-State Trips are listed on the following Network Travel Forms:

(1) Out-of-State Travel Form for California Department of Public Health Staff (pages 5-9, includes 10 OST Requests);
(2) PHI Out-of-State Travel Form (Pages 2-4, includes 10 OST Requests)

UC-FSNEP has reviewed the list and have added their trips to this list.

Section E. Assurances

2011 Nutrition Education Plan Assurances

To assure compliance with policies described in this guidance, the Food Stamp Nutrition Education plan must include the following assurances. Mark your response to the right.	**Yes**	**No**
1. The State food stamp agency is accountable for the content of the State nutrition education plan and provides oversight to any sub-grantees. The State food stamp agency is fiscally responsible for nutrition education activities funded with Food Stamp Program funds and is liable for repayment of unallowable costs.	X	
2. Efforts have been made to target FSNE to FSP participants and eligibles.	X	
3. In cases where Food Stamp Nutrition Education projects may inadvertently benefit persons that are ineligible for the Food Stamp Program because it is not practical or possible to meet the exclusivity requirement, the State has submitted approved waivers for each project. To be approved, the waiver request(s) shall (7CFR 272.3) clearly demonstrate how the proposed project provides a good means of reaching food stamp eligibles and documents that at least 50 percent of those reached will have gross incomes at or below 185 percent of the poverty thresholds or guidelines.	X	
4. Only expanded or additional coverage of those activities funded under the Expanded Food and Nutrition Education Program (EFNEP) may be claimed under the FSNE grant. Approved activities are those designed to expand the State's current EFNEP coverage in order to serve additional food stamp eligibles or to provide additional education services to EFNEP clients who are eligible for the Food Stamp Program. Activities funded under the EFNEP grant are not included in the budget for FSNE.	X	
5. Cash or in-kind donations from other non-Federal sources to Food Stamp Nutrition Education have not been claimed or used as a match or reimbursement under any other Federal program.	X	
6. Costs incurred by other State and/or local agencies for goods and services for Food Stamp Nutrition Education and which are then donated to the food stamp State agency make up the public in-kind contributions that are included in the State share of costs that are eligible for Federal reimbursement. They may not be used as a match under any other Federally funded project.	X	
7. Documentation of State costs, payments, and donations for approved Food Stamp Nutrition Education activities are maintained by the State and will be available for USDA review and audit.	X	
8. Contracts are procured through competitive bid procedures governed by State procurement regulations.	X	
9. Program activities are conducted in compliance with all applicable Federal laws, rules, regulations including Civil Rights and OMB circulars governing cost issues.	X	
10. Program activities do not supplant existing nutrition education programs, and where operating in conjunction with existing programs, enhance and supplement them.	X	

To assure compliance with policies described in this guidance, the Food Stamp Nutrition Education plan must include the following assurances. Mark your response to the right.	Yes	No
11. Program activities are reasonable and necessary to accomplish Food Stamp Nutrition Education objectives and goals.	X	
12. All materials developed or printed with Food Stamp Nutrition Education funds include the appropriate USDA non-discrimination statement, credit to the Food Stamp Program as a funding source, and a brief message about how the Food Stamp Program can help provide a healthy diet and how to apply for benefits.	X	
13. Messages of nutrition education are consistent with the Dietary Guidelines for Americans and stress the importance of variety, balance, and moderation, and do not disparage any specific food, beverage or commodity.	X	

FFY 2011 SNAP-Ed NUTRITION EDUCATON (FSNE) WAIVER REQUEST

1. **Waiver serial number:**

2. **Type of request:** Initial

3. **Primary regulation citation:** 7 CFR 272.2 (d) (2) (iii)

4. **Secondary regulation citation:** Not applicable

5. **State:** California

6. **Region:** Western Region

7. **Regulatory requirements:** 7 CFR 272.2 (d) (2) (iii) requires that federal matching funds be used for programs conducted exclusively for the benefit of food stamp applicants and recipients.

8. **Proposed alternative procedures:**

   For Social Marketing— FSNE activities by the California Department of Public Health's *Network for a Healthy California* (*Network)* will be targeted to food stamp eligibles and aligned as closely as possible with food stamp recipient demographics. The Network designs and implements FSNE programs and interventions using scientific, data driven approaches that maximize the number of recipients reached who are eligible or likely to be eligible for the Food Stamp Program. Using the data methods described in Section F. (*Network* Tab), *Network's* Waiver for Targeting – FY2011, targeting methods are meticulously reviewed to assure FSNE is provided to persons who are food stamp eligible as defined by the USDA Guidance definitions.

   For Direct Education--FSNE activities by the University of California at Davis' Food Stamp Nutrition Education Program (UC-FSNEP) will be targeted to food stamp eligibles and aligned as closely as possible with food stamp recipient demographics. For UC-FSNEP Adult program audiences, staff will recruit clients at eligible community locations, including: low-income housing and community centers, Head Start Centers, emergency food banks and food shelters, public health clinics serving low-income families, department of social services waiting rooms, as well as other locations where food stamp clients have previously been enrolled. In addition, the UC-FSNEP program has a referral system through which clinics and community agencies request staff to teach classes. The UC-FSNEP Youth program will recruit teachers at eligible schools ($\geq$50% of students receive free or reduced-price meals) to be trained to deliver the nutrition education lessons in their classrooms. Despite these targeting methods it is possible that some (less than 50%) low-income families (at or below 185% poverty level) may attend and benefit from the classes.

9. **Justification for request:**

   For Social Marketing— See Appendix, Section B, A. Local Project Summaries for income targeting data sources for each local project and Section F. Waiver Attachment Binder, for intervention site income targeting data, Fruit, Vegetable and Physical Activity Campaign targeting data, Regional Nutrition Network impression data and media targeting data.

For Direct Education—When FSNE activities are offered in public locations (such as a low-income housing center) it is not possible to limit participation or appropriate to try to separate out food stamp eligibles so that they can be taught separately. See Section B. Part 2 b for UC-FSNEP's Waiver Justification.

10. **Anticipated impact on households and State agency operations:** Approval of this waiver will expand the potential venues and social marketing channels for reaching and providing FSNE services to food stamp eligibles. Denial will preclude the use of venues and social marketing channels that have proven to be effective, thereby reducing the number of participants served.

11. **Caseload information, including percent, characteristics and quality control error rate for affected portion:** All activities are designed to reach food stamp eligibles. The size of the caseload varies with the specific design of the educational program and the location. The quality control error rate does not apply.

12. **Anticipated implementation date and time period for which waiver is needed:** Federal Fiscal Year 2011--October 1, 2010 to September 30, 2011.

13. **Proposed quality control review procedures:** Not applicable.

14. **Signature and title of requesting official:**

_____

Christine Webb-Curtis, Chief
Food Stamp Program Branch

15. **Date of request: August 15, 2010**

SECTION F: *NETWORK'S* PROPOSED WAIVER FOR TARGETING – FFY 2011

The *Network* designs and implements SNAP-Ed programs and interventions using scientific, data driven approaches that maximize the number of recipients reached who are eligible or likely to be eligible for the SNAP program. Using the data services below, targeting site specific income information is meticulously reviewed to assure SNAP-Ed is provided to persons that are certified eligibles or likely eligibles by the USDA SNAP Education Plan Guidance definitions.

As identified by USDA in the SNAP-Ed Plan Guidance, it is often not possible or practical to separate out SNAP eligibles and/or identify program eligibility[1]. Many low-income people that are eligible for SNAP do not apply, have not gone through the formal SNAP certification process, and are not easy to identify. Targeted interventions that are designed to meet the needs of SNAP eligibles may inadvertently reach other low-income populations who may not be eligible for the SNAP when it is not possible to ascertain SNAP eligibility. In order to address this issue, and deliver interventions efficiently at minimum financial cost a waiver is requested to allow services to be provided in community venues and sites that serve low-income populations at or below 185 percent of the Federal Poverty Level. All SNAP-Ed interventions and programs developed by the *Network* delivered to this audience will be designed to meet the needs of SNAP eligibles.

The following are lists of criteria that are required for *Network* projects to employ when identifying individuals and communities they serve and targeting their interventions. It is important to note that the criteria for services and selection of projects are based on the agencies' ability to serve SNAP eligible populations, those with household incomes at or below 185 percent of the Federal Poverty Level, and schools that have 50 percent or greater free and reduced-price meal participation.

Community-based Interventions

Nutrition education programs and interventions held in community settings are conducted and targeted in locations and at events where there are greater than 50 percent of SNAP eligible adults and children. Geographically, programs target low-income areas or work with other programs that serve SNAP eligible individuals using census data or other data sets, which provide more specific information. Various criteria are used to assist projects in assuring they are appropriately targeting households with incomes at or below 185 percent of the Federal Poverty Level. Data sources for targeting may include the following:

- Census Data from Census 2000, Census 2010 (when available), and the American Community Survey
- California Department of Education – Dataquest http://data1.cde.ca.gov/dataquest/ can locate schools with at least 50 percent rates for free and reduced-price meal enrollment and provides a demographic profile of schools' participation
- SNAP recipients
- Location based proxy sites such as public housing sites, food banks, food pantries, soup kitchens, shelters/temporary housing, WIC, TANF/Job Readiness programs, Head Start
- Percentage of SNAP eligibles and likely eligibles within a region/census tract/census block (e.g., at least 50 percent of resident in a census tract or block are at or below 185 percent of the Federal Poverty Level)
- County Department of Social Service Data (Welfare CalWorks)
- SSI data: even though California cashes out our SSI/SSP population, we consider the assistance we give them in cash to be in lieu of SNAP benefits.

[1] USDA. *Food Stamp Nutrition Education Plan Guidance, Federal Fiscal Year 2009*. USDA Food and Nutrition Service. February 2006.

- Health Department, community and rural health clinic data, such as
  LA County Epidemiology Unit http://lapublichealth.org/epi/index.htm
  LA County Health Assessment Unit http://lapublichealth.org/ha/index.htm

- Other public assistance program data
  1. School grants/subsidies/financial assistance
  2. Health program requirements - goes up to 250% FPL;
  3. Agency specific data goes up to 200% FPL ;
  4. Community Development Block Grants

In addition to these data sources, there are methods that can be used to validate the targeting approach. For example, *Network* projects like the *Latino Campaign* and *African American Campaign* administer consumer surveys to a sample of adults who participate in selected community interventions. The survey captures annual household income, family size, use of social services, and other variables. As such, the findings of the survey verify that the interventions reached SNAP-Ed eligible adults. The *Children's Power Play! Campaign* also verifies participant eligibility using data provided by community youth organizations, which the organizations collect from families to determine fees in a sliding-scale fee structure.

Geographic Information System (GIS)

The *Network's* GIS was developed by the California Department of Public Health to identify potential intervention sites and ensure effective targeting of SNAP-Ed interventions to eligible populations. GIS systems have been used for decades to manage and analyze geographic spatial data. GIS allows users to identify the demographic characteristics of low-income populations and map them with other indicators by plotting this information on a map. It can be plotted for the entire state to the level of a specific census block. The system allows users to apply data layers of geographic, demographic, and community data to create a map containing many sources of data. The data layers may include demographic indicators such as, the percentage of SNAP recipients within a defined geographic area, schools with greater than 50 percent free and reduced price school meal participation, race/ethnic and income breakdowns of specific areas and census tracts that are SNAP-Ed eligible. This may be plotted against SNAP offices, schools, health clinics, WIC agencies, farmers markets, and food retailers etc. GIS provides users with the ability to target their programs to locations that best meet the profile of the targeted groups.

***Network* Projects**

Network for a Healthy California* Fruit, Vegetable, and Physical Activity Campaigns & *Regional Networks for a Healthy California

As part of the *Regional Networks*, the fruit, vegetable and physical activity campaigns rely on the GIS and other data sources described above to ensure proper targeting of SNAP-Ed eligible families at community interventions. Moreover, the *Retail Program* will target authorized retailers located outside the SNAP-Ed eligible census tracts, but having average monthly FSP redemptions of $50,000 or more (see SNAP-Ed Plan Guidance Category 3). Per FSP Administrative Notice 08-19 (5/8/08), the *Network* has coordinated with CDSS to receive a list of SNAP eligible retailers meeting this redemption threshold. There are a variety of intervention channels that are used by the *Network* projects to reach SNAP-Ed eligible adults and children. The fruit, vegetable and physical activity campaigns represent five targeted initiatives including the *Children's Power Play! Campaign, Latino Campaign, African American Campaign, Retail Program,* and *Worksite Program*. The campaigns and programs reach SNAP-Ed eligible families through schools; community youth organizations; supermarkets, small chain, and independent grocery stores;

farmers' markets and flea markets; direct health service provider organizations and community clinics; churches; low-wage worksites; community events like festivals and health fairs; and the media. These channels work together to surround SNAP-Ed eligible families with nutrition education experiences that drive fruit and vegetable consumption and physical activity. The campaigns and programs are carried out in large part by the 11 *Regional Networks*, which coordinate regional campaigns, initiatives and activities designed for the benefit of SNAP eligible populations.

Local Incentive Awardees

All incentive awardees are required to target their activities and intervention sites to SNAP eligibles per the annual USDA Guidance. The intervention sites where nutrition education programs conducted directly and indirectly to SNAP eligibles vary by project and target audience. The locations are selected based on an agency's ability to best serve the SNAP eligible audience. By using the income data sources listed above, the programs are able to serve consumers the majority of which are SNAP eligible. See Section A, Attachment #5, California SNAP-Ed Schools, 50% Free/Reduced Price Meals, by County, and Section B, A. Local Project Summaries for Intervention Site Targeting Data on each contractor. Intervention sites for direct contacts can include: community centers, county SNAP offices, community based organizations, community health centers/ clinics, domestic violence centers, faith organizations, grocery stores, homeless/transition homes, housing projects, job training sites, parks, schools, and other locations where significant numbers of SNAP eligible or low-income people congregate. Activities are selected on past success, best practices from the field, and local and cultural appropriateness.

The specific "channels" for incentive awardees include:
Children and Families Commissions, city governments, public colleges/universities, county offices of education, Indian tribal organizations, local health departments, nonprofits (health clinics, food banks), parks and recreation, school districts, state level programs, and UC-FSNEP.

SNAP eligibles are also reached and influenced by interventions targeting intermediaries of this population. These activities are necessary to build the capacity and infrastructure of the agencies to deliver SNAP-Ed directly to SNAP eligibles. Such interventions include: train-the-trainers, peer education, promotoras, workshops for allied health professionals, etc. Such activities improve the institutional systems that support the SNAP eligible population in accessing food, improving their diet, increasing regular physical activity and fruit and vegetable consumption.

Nonprofit Incentive Awardees

The projects are California Association of Food Banks, operating in 19 member food banks, soup kitchens, food pantries and 9 other non-profit agencies; Central Valley Health Network operating in 13 community-based health centers in 18 counties; and CSU Chico Research Foundation, comprised of 36 community and school partners in six north state counties and the San Francisco General Hospital Foundation, the Network for a Healthy California Chinese Project which partners with over 20 agencies in the San Francisco Bay area.

California Association of Food Banks includes 18 subcontracting food banks and 10 community based organizations serving 19 California counties: Alameda, Calaveras, Contra Costa, Fresno, Humboldt, Imperial, Los Angeles, Nevada, Orange, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Ventura, and Yolo. Food banks are desirable SNAP-Ed venues, serving 130% of the Federal Poverty Level and leveraging only qualifying nutrition education activities.

Central Valley Health Network (CVHN) includes 12 participating health centers that provide general nutrition education at 83 clinic locations to 150,000 patients in 19 counties. As USDA expressed concerns

about contracting with healthcare organizations, please note that CVHN is leveraging only SNAP-Ed allowable nutrition education activities and funds. In addition, 1) CVHN does not use in-kind contributions to meet state share costs; 2) Neither the *Network* nor CVHN are aware of any applicable procurement regulations in California; 3) Seventy-seven percent of CVHN's patients have incomes at or below 100 percent of the Federal Poverty Level and CVHN is careful to only conduct primary prevention activities and to adhere to the SNAP-Ed guidelines; and 4) CVHN's SNAP-Ed state share comes from non-Federal sources including foundation grants, patient fees, and state funds. Health centers and clinics are located in the following California counties: Alameda, Butte, Colusa, Fresno, Glenn, Kern, Kings, Inyo, Merced, San Bernardino, San Joaquin, Solano, Stanislaus, Sutter, Tehama, Tulare, Yolo, and Yuba.

CSU, Chico's Sierra Cascade Nutrition and Activity Consortium (SCNAC) is comprised of 43 community and school partners in seven north state counties. SCNAC's programs emphasize strategies for increasing fruit and vegetable consumption and daily physical activity and provide both the funding resources and training for rural communities to better meet the dietary needs of their residents. Examples of SCNAC activities include the HOTM program, the school library based 'Smart Bodies - Smart Minds' program integrating nutrition education related children's books with the Harvest of the Month program; the 'Lunch Leagues' program whereby university students provide lunchtime nutrition education in the cafeteria and promote physical activity afterwards on the playground; peer-mediated teaching with high school students providing nutrition education to K-6 students; 'Treats for Trade' holiday candy exchange for healthy classroom nutrition activities; promotion of school and community vegetable gardens; school and community based nutrition education programs by county departments of public health; support for four County Office of Education programs targeting the afterschool and preschool target audience; and providing culturally appropriate nutrition education and activity promotion services for Sierra Cascade Region Hispanic,Native American and Hmong families. Their most recent activity includes the implementation of the Farmer of the Month Video Project (FOTM) that was recently developed by SCNAC staff in partnership with CSU Chico students.

San Francisco General Hospital *Network for a Healthy California* - Chinese Project is the first and sole project funded to serve primarily the SNAP eligible Chinese population in San Francisco, most of whom are immigrant families. To outreach to these primarily monolingual Chinese-speaking households, the *Network for a Healthy California*-Chinese Project continues to develop partnerships with over 20 community agency partners, to modify a strategic plan and implement project activities that meet the cultural and linguistic needs of the SNAP eligible populations in San Francisco County, including but not limited to the Chinese speaking communities.

Project activities include: community outreach via channels identified by the coalition, classes, trainings, participation in State media promotional campaigns or statewide initiatives, development of culturally and linguistically specific materials, media interviews and press releases to promote *Network* messages for nutrition education and physical activity. In addition, the project provides resources, along with technical assistance for partnering agencies to promote nutrition and physical activity for planning of summer camp activities. Project staff will also participate in regional trainings and meetings such as the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and annual *Network* Conference. Project will also identify "Champions for Change" in the Chinese community in accordance with the established *Network* guidelines and feature them in success stories for sharing in the community.

The California Department of Public Health assures that for California Association of Food Banks, Central Valley Health Network, CSU Chico Research Foundation and the San Francisco General Hospital Foundation that: 1) no endorsements of donors or product will be given in connection with nutrition education activities, 2) no funds will revert back to donor or benefit the donor, 3) funds are donated without restriction on use for specific persons, institutions or facilities, and 4) funds will be under the State's administrative control.

Local Food and Nutrition Education Projects

The same criteria used to qualify projects in the Local Incentive Awardee process are used for Local Food and Nutrition Education (LFNE) projects. The LFNE projects however, are selected through a Request for Application (RFA) competitive process and do not provide State Share. The LFNE projects are awarded funding based on the following criteria: they must be non-profit, community-based organizations that demonstrate knowledge and capacity to provide SNAP eligible individuals and families with nutrition education interventions; promote access to healthy food; and promote participation in SNAP. In addition, the LFNE projects collaborate with other *Network*-funded projects to increase expertise and resource sharing, and provide examples of promising practices via the Local Food and Nutrition Education Action Committee meetings, and other *Network*-sponsored trainings and meetings. They provide both direct and indirect nutrition education services to SNAP eligible populations and their intermediaries.

Food Banks

Most food bank clients are food stamp eligible and under the 130% of Federal Poverty Level. California Association of Food Banks coordinates food banks in the following counties: Alameda, Calaveras, Contra Costa and Solano, Fresno, Humboldt, Lake, Los Angeles, Nevada, Orange, Santa Clara and San Mateo, Santa Cruz and San Benito, Sonoma, Stockton and San Joaquin, and Ventura.

Community Health Care Providers and MediCal Managed Health Plans

As allowed by USDA in the SNAP-Ed Plan Guidance, the *Network* targets health care providers serving low-income communities to provide general briefings on SNAP-Ed services in the community. Health care providers will not provide medical nutrition therapy and are not paid for their services. The adult eligibility for MediCal is 130 percent of the Federal Poverty Level. Beyond this group, the *Network* will ensure effective targeting by identifying physicians with a majority of patients at 130 to 185 percent of the Federal Poverty Level or less using the following criteria: 1) using GIS to identify physicians in census tracts where at least 50 percent of the population are at 185 percent of the Federal Poverty Level; and 2) using DHCS MediCal data to measure counts of eligible low-income patients served by health care providers and those providers with a high volume of low-income patients participating in MediCal Health plans. In addition, as necessary, participating medical providers will complete documentation confirming that at least 50 percent of their patients meet the necessary SNAP-Ed income eligibility.

Media

Media placement will be targeted primarily to California women with children, living in households ≤185% FPL. Using the results from Scarborough Research that was used for the 2010 media plan, as well as the *Network's* Geographic Information System (GIS), a media plan was formulated for 2011 that ensures over 50% of impressions generated in each market will be received by individuals living in ≤185% households.

Scarborough Research is the leading national provider of local market TV and radio audience data. Detailed data in the report include TV and radio impressions delivery by market, by station and by time of day, for adults living in households ≤185% FPL. Scarborough was able to correlate its audience database to the ≤185% FPL eligibility grid for families of one to six persons, thus rendering an accurate reflection of the *Network*'s target and assuring compliance with USDA's requirements.

Modeling TV and Radio Impressions

Using the *Network's* purchased TV and radio schedules as a model, impressions for the ≤185% FPL audience were derived using the Scarborough data and expressed as a percentage of total impressions. These factors were then used to formulate the TV and radio portion of the 2010 media plan that ensures over 50% impressions delivery to ≤185% FPL households. For an example of a TV and radio model worksheet, refer to the Communications Project Summary in Section Bb of the Plan. The *Network* continues to buy TV and radio stations that reach our target audience.

Modeling Outdoor Impressions

Using the *Network*'s purchased outdoor buy as a model, the physical location of each outdoor board was plotted on the *Network*'s GIS system to determine the census tract and correlating percent of households ≤185% FPL. Census tract percentages by market were then averaged, rendering factors for application to the 2011 media plan. For an example of an outdoor model worksheet, refer to the Communications Project Summary in Section Bb of the Plan; this Section also contains the 2011 proposed Media Plan. Overall, 54.7% of total impressions will be received by individuals living in ≤185% FPL households.

Note: Prior approval from USDA WRO will be required for any local contractor requesting to change targeting sites approved by USDA WRO in the annual plan. Requests for targeting site changes from local contractors will be submitted on a monthly basis to DSS / USDA WRO using the same forms submitted with the annual plan. Prior to these submissions, the UC-FSNEP / *Network* Master School List will be reviewed to ensure that there is no overlap between UC-FSNEP and the *Network* for school sites. If an overlap exists, a justification is included that ensures that state share and activities are not duplicated. Interventions will not begin in the new/changed targeting sites until USDA WRO approval is provided.

APPENDIX I: Targeting for Waiver Request Information

General: This waiver assures that FSNEP in California will be conducted exclusively for the benefit of Food Stamp eligibles.

In California, we use the FSNEP enrollment form for all Adult Enrollees in the FSNEP Community Nutrition Program. This form collects data on Food Stamp participation. Only Food Stamp eligibles are enrolled in FSNEP in California. This enrollment form (Attachment IA) documents that all participants enrolled in FSNEP are either receiving food stamps currently, have received food stamps in the current year, have applied for food stamps, or are eligible for Food Stamps.

The targeting plans provided for each county program extender contains the list of organizations and sites for Adult FSNEP and the list of eligible schools for Youth FSNEP.

We are collecting documents from all agency sites and letters of agreements from all school districts. We have instructions and forms in order to comply with the required MOU's. Below are the instructions (on our website) for all the requirements and a copy of each of the 5 forms listed. FSNEP Federal, State and local share activities/funds will not be used to supplant or duplicate any existing nutrition education efforts or be counted by another nutrition education program, e.g. Network project, EFNEP, WIC, HeadStart.

(A) Instructions for Youth FSNEP Agreement Letter
Instructions for the letter and Memorandum of Understanding with Youth FSNEP:

The reason for the agreement between schools, UC-FSNEP, and USDA is due to a USDA requirement.

1. The Memorandum of Understanding with Youth FSNEP letter is to be used either at a district, principal, or teacher level. Because of the "hold harmless" clause (indemnity language), the district might be the easiest site for signature. This will vary by county and school district.
2. The County Director is the county person who will sign for Cooperative Extension.
3. For letters signed by teachers or principals, please be sure to put the name of the school on the letter.
4. If a letter is signed by the school district it must allow FSNEP to work at any agreed upon school within the district. Please be sure to put the name of the school district on the letter.

(B) Instructions for Adult FSNEP Documentation Form
The FSNEP documentation form for the Adult Program is not an "agreement letter". This is a form that provides documentation that the program site is allowable under USDA Guidelines. The agency/organization/site person signs the letter only to certify that they keep records of program eligibility. Thus, this is not an agreement and does not need any "hold harmless" clause.

(C) Instructions for State Share Letter and Other Share Form
The FSNEP "sample" letter is used to provide documentation that an outside agency/organization/site is providing state share for FSNEP. This letter will need to be signed by authorizing persons in both the county/campus/agency site. Please be sure to find out locally

who can sign this letter. In most cases, the letter can be signed by the project PI and the agency director which indications they are willing to provide documentation for using the state share.

Section H: EARS DATA SUBMISSION PLAN

Component of EARS Directions: Enter the date (month and year) that you expect to start **submitting data to FNS** for each of the components of EARS. All States should begin **submitting** the expenditure information for items 9 and 10 no later than 10/08; however, States may begin submitting this data as early as 10/07. If an item is not applicable to your State, please indicate that it is "Not Applicable" (NA). For example, if implementing agencies in your State do not have a social marketing campaign, you would indicate "NA".	**Target Date for Submission** ***Please indicate both the month and the year you expect to submit the data.***
Direct Education Contacts	
1a.. **FSNE Participants** by Age and FSP Status	12/31/10
1b. **FSNE Contacts** by Age and FSP Status	12/31/10
2a. **FSNE Participants** by Gender	12/31/10
2b. **FSNE Contacts** by Gender	12/31/10
3. **Race and Ethnicity (check process to be used in reporting)** ____ Actual Counts of unduplicated participants ____ Estimated Counts of participants	12/31/10
4. **Number of FSNE Delivery Sites by Type of Setting**	12/31/10
5. **Direct Education Programming Format**	12/31/10
6. **Primary Content of Direct Education**	12/31/10
Social Marketing	
7. Description of Social Marketing Campaigns	12/31/10
Indirect Education 8a. Types of Material Distributed	12/31/10
8b. Estimated Size of Audience Reached Through Communication and Events	12/31/10
Summary of Expenditures	
9. Expenditures by Source of Funding	**12/31/08**
10. Expenditures by Category of Spending	**12/31/08**