



# Network for a Healthy California

## Local Food and Nutrition Education Terminology

Acknowledgement Statement	This statement acknowledges USDA and the <i>Network</i> as a funding source. Newly printed/revised materials must have the USDA/ <i>Network</i> Acknowledgement Statement and <i>Network</i> logo.
Allowable	Reasonable and necessary Supplemental Nutrition Assistance Program – Education (SNAP-Ed) activity expenses that may be legally reimbursed under USDA guidelines.
Attribution Statement	Interchangeable with Acknowledgement Statement.
Budget Adjustment Request (BAR)	A Budget Adjustment Request (BAR) is required to revise any line items in a State or Federal Share Budget. The total contract agreement amount does not increase or decrease. BARs must be submitted to and approved by the assigned Contract Manager and Program Manager.
Channel	Channel refers to the various message delivery systems where services are offered. The <i>Network</i> works with a variety of channels, including school districts, county offices of education, local health departments, city governments, parks and recreations, Indian tribal organizations, public colleges and universities, cooperative extension agencies, and non-profit organizations.
Collaboratives	The collaboratives are facilitated by the <i>Regional Networks</i> in each of the eleven regions and comprised of both <i>Network</i> and non- <i>Network</i> funded partners. Due to a variety of funding sources, collaboratives can work on some SNAP-Ed unallowable activities. Participation in the collaborative is part of the Infrastructure Objective in the SOW.
Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX <sup>3</sup> )	CX <sup>3</sup> is a program planning framework that is being implemented through <i>Network</i> -funded local health departments.
Continuing Contractors	Contractors who are not negotiating a new contract for the upcoming fiscal year. These contractors are continuing their work with a contract that is already in place. Updated Budget Justification and Project Synopsis forms are due each year for continuing contractors.
Contract Manager (CM)	State <i>Network</i> staff person assigned to a contract to assist with fiscal management of the contract including invoicing and reimbursement actions.



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Contract Negotiation	The review of all contract documents (including the Budget Justification, Project Synopsis, Scope of Work, MOUs) for accuracy, completeness, and allowability so that a final contract can be executed.
Direct Education	Direct Education is defined as interventions where a participant is actively engaged in the learning process with an educator and/or interactive media. For an activity to qualify as direct education, information on the number of individuals, Food Stamp Program participation status, age, gender, and race/ethnicity must be collected.
Duplicated Counts	When reporting a duplicated count, an individual is counted every time he/she participates. For example, if Sue attends 6 nutrition education sessions, it would be counted as 6 duplicated counts.
Education and Administrative Reporting System (EARS)	EARS is an annual data and collection process completed by Food Stamp Program State agencies for USDA. It collects uniform demographic characteristics of participants receiving nutrition education benefits, nutrition education intervention topics, education delivery sites, strategies, and resource allocation for the prior fiscal year. To be implemented in FFY 2010.
Federal Fiscal Year (FFY)	Each Federal Fiscal Year (FFY) begins October 1 and ends the following September 30 <sup>th</sup> . FFY 2009 covers October 1, 2008 through September 30, 2009.
Federal Share	<p>Federal Share is the funding a public or non-profit organization (LIA or NIA) receives from the <i>Network</i> to expand local nutrition education and physical activity promotion interventions for the target audience.</p> <p>Up to fifty cents of each State Share dollar is returned to participating agencies. The balance of the federal share pays for all other components of the <i>Network</i> including the <i>Regional Networks</i>, statewide media, campaigns and programs, faith-based projects, Local Food and Nutrition Education projects, and program administration.</p>
Supplemental Nutrition Assistance Program – Education (SNAP-Ed)	Supplemental Nutrition Assistance Program – Education (NSAP-Ed) is a component of USDA's SNAP and provides funding to the <i>Network</i> through a federal cost reimbursement program. States can use their discretion to rename FSNE and California has yet to decide on a new name.





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Food Stamp Outreach	Food Stamp Outreach is supported by a separate USDA funding stream. Most <i>Network</i> projects are not allowed to conduct Food Stamp Outreach except to provide a <u>very brief</u> outreach message.
Food Stamp Promotion	Food Stamp Promotion is SNAP-Ed allowable; however, food stamp promotion activities can not stand alone. They must be part of and integrated within a larger educational program and must occur in the context of nutrition education. The USDA asks that all nutrition education efforts include a brief promotional SNAP outreach message within the context of nutrition education.
SNAP-Ed Eligible	SNAP-Ed eligible participants are eligible for the SNAP-Ed Program. ( $\leq$ 185 percent of the Federal Poverty Level).
SNAP-Ed Plan Guidance	The SNAP-Ed Plan Guidance is released annually by the USDA and provides policy guidance for states regarding the operation of SNAP-Ed. It is also used by State agencies to guide the development of the annual Plan submitted to USDA.
Request for Application Packet (RFA)	RFA documents are submitted annually and form the basis of the USDA Plan. The required forms differ for continuing and renewing contractors, but at the minimum include the Project Synopsis and Budget Justification.
Geographic Information System (GIS)	The online GIS system is primarily used to identify qualifying census tracts or to determine the income eligibility of a specific site. Tutorials are available on the GIS website.
Indirect Education	Indirect Education is defined as the distribution of information and resources, including any mass communications, public events and materials distribution that do not meet the USDA definitions of Direct Education or Social Marketing Campaigns.
Infrastructure Objective	The Infrastructure Objective is a required objective of each Scope of Work. The activities within the objective include the submission of all contract paperwork, attendance at <i>Network</i> sponsored meetings, trainings, and channel specific activities, and participation in specific <i>Network</i> projects as appropriate (e.g. Impact Evaluation and CX <sup>3</sup> ).
Local Food and Nutrition Education (LFNE)	The Local Food and Nutrition Education (LFNE) channel consists of community-based projects, mostly operated by non-profits that provide innovative nutrition education interventions and promote access to healthy food to SNAP-Ed eligible Californian residents. LFNE projects receive direct grants from USDA SNAP-Ed funding.



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Local Incentive Awardee (LIA)	LIAs are public agencies that have non-federal funds to provide nutrition education and physical activity promotion programs to the <i>Network</i> audience (State Share). The <i>Network</i> reimburses up to 50 percent of an agency's State Share to be used for new or additional qualifying nutrition education activities (Federal Share). Federal Share activities must be in addition to an agency's existing activities.
Low-Income Persons	People participating in or applying for the Supplemental Nutrition Assistance Program (SNAP), as well as people with low financial resources defined as gross household incomes $\leq$ 185 percent of Federal Poverty Level. Data sources that can be used to identify low-income populations include: National School Lunch Program data on number of children enrolled for Free and Reduced Price Meals; or census data identifying areas where low-income persons reside.
Memorandum of Understanding (MOU)	Written agreements required for collaborations or partnerships that are critical to the completion of a Scope of Work or for those collaborating organizations that are supplying State Share. The collaborations may involve financial or budget management issues such as cost sharing, in-kind contributions, space in a building, etc. An MOU template is available on the <i>Network</i> website.
<i>Network</i>	Abbreviation for <i>Network for a Healthy California</i>
<i>Network</i> Statewide Collaborative (NSC)	The purpose of the <i>Network</i> Statewide Collaborative (NSC) is to provide necessary ongoing support, program coordination and collaboration, and best practice sharing for funded SNAP-Ed projects and partners throughout the State. There are approximately three meetings per year, all held in Sacramento.
Non-Profit Incentive Awardee (NIA)	NIAs are non-profit agencies that have non-federal funds to provide nutrition education and physical activity promotion programs to the <i>Network</i> audience (State Share). The <i>Network</i> reimburses up to 50 percent of the agency's State Share to be used for new or additional qualifying nutrition education activities (Federal Share). Federal Share activities must be in addition to an agency's existing activities.
Nutrition Education Consultant (NEC)	Regionally located State <i>Network</i> staff person providing consultation to school-based contractors or those partnering with schools. NECs provide technical assistance and guidance in the identification, utilization, and/or evaluation of skill-based nutrition education strategies, resources and professional development materials.





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Program Compliance and Review Team (PCR Team)	The Program Compliance and Review Team conduct reviews of local contractors to assist them in meeting USDA guidelines and <i>Network</i> objectives. They conduct in-depth reviews of fiscal records and systems for one quarter of a fiscal year and provide recommendations for program improvement.
Program Manager (PM)	State <i>Network</i> Staff assigned to a contract to help with programmatic issues including the Scope of Work, income targeting, nutrition education materials, and State/Federal share documents.
Proxy Locations	Participants in proxy locations automatically qualify for SNAP-Ed activities based on similar income requirements for these programs or services. These include: Food Banks, Food Pantries, Food Stamp Offices, Public Housing, Shelters/Temporary Housing, Soup Kitchens, the TANF Job Readiness Program, and WIC Offices.
<i>Regional Networks for a Healthy California (Regional Networks)</i>	The <i>Regional Networks</i> are funded in 11 regions to provide local coordination and support to <i>Network</i> -funded projects and to administer statewide social marketing functions.
Renewing Contractors	Contractors who are negotiating a new contract for the upcoming fiscal year. RFA documents are submitted and contract negotiations are held with the contract's CM, PM, and NEC, if appropriate, to finalize all documents.
Scope of Work (SOW)	The SOW is a contract document that outlines Federal Share activities, and consists of goals, objectives, activities, and evaluation measures.
Shaping Health as Partners in Education California (SHAPE)	The SHAPE initiative was launched by the California Department of Education to promote comprehensive nutrition services that support the health and academic success of California children. Implementing the SHAPE California approach is required in the SOWs of school district and County Office of Education (COE) LIAs and recommended for other LIAs working with schools.
Social Ecological Model (SEM)	The <i>Network</i> uses the SEM as its theoretical framework. There are five spheres of influence in the SEM: individual, interpersonal, institutional/organizational, community, and social structure/public policy.



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Social Marketing	Social Marketing is defined as a consumer-focused, research-based process to plan, implement and evaluate interventions that are designed to influence the voluntary behavior of a large number of people in the target audience. For an activity to qualify as a social marketing campaign under the USDA, the initiative reported must have identified a specific segment of the food stamp/low income population to target; identified the specific nutrition needs of the target audience, associated target behavior(s), and the target audience's reasons for and against changing behavior; and interacted with the target audience to see if the message, materials, and delivery channel are understood and meaningful.
State Share	State Share consists of state, local, or non-federal dollars that a public or non-profit organization pledges to spend out of their existing budget to provide nutrition education and physical activity promotion programs and promote participation in the USDA Food Stamp Program.
Supplantation	FSNE program activities must not supplant (displace or replace) existing nutrition education programs and efforts, and where operating in conjunction with existing programs, must enhance and supplement them. This applies to all activities and costs under both Federal and State budget shares.
Supplemental Nutrition Assistance Program Education (SNAP-Ed)	A component of USDA's Food Stamp Program that provides funding to the <i>Network</i> through a federal cost reimbursement program. Effective 10/1/08, FSNE was renamed to Supplemental Nutrition Assistance Program Education (SNAP-Ed) at the Federal level. States can use their discretion to rename FSNE and California has yet to decide on a new name.
Target Audience	Persons participating in, or are eligible for the Supplemental Nutrition Assistance Program ( $\leq$ 185 percent of the Federal Poverty Level).
Targeting Data	Census tract data, Free and Reduced Price Meal data, or other data sources that provide an estimate of the percent of the target audience that is $\leq$ 185 percent of the Federal Poverty Level.
Technical Assistance (TA)	Technical Assistance includes advice, mentoring, materials, and training to support the provision of accurate and appropriate nutrition education and physical activity promotion to SNAP-Ed eligible individuals and to increase the level of expertise applied by <i>Network</i> -funded projects and partners.
Unallowable	Activities, items and expenses which may <u>not</u> be reimbursed by SNAP-Ed under USDA guidelines.



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Unduplicated Counts	The number of different individuals who receive any SNAP-Ed direct education. Each individual counts as one participant, regardless of the number of times he/she participates in direct education activities. For example, if David attends a 6-session nutrition education class series, he would be counted as one unduplicated count.
United State Department of Agriculture (USDA)	The United State Department of Agriculture is the primary source of funding for the <i>Network for a Healthy California</i> . The program is administered through the California Department of Public Health, but the funding is from federal funds.
USDA Plan	The USDA State Plan is submitted annually by the <i>Network</i> to USDA to secure funding for <i>Network</i> activities. The Plan is submitted to the California Department of Social Service (CDSS), California's Food Stamp Program administrator, in July to secure funding by October 1.
USDA Western Regional Office (USDA WRO)	The USDA Food & Nutrition Services Western Regional Office is located in San Francisco. WRO covers California, Hawaii, Alaska, Washington, Oregon, Idaho, Nevada, and Arizona.

