



Network for a Healthy California

USDA Annual Plan

Partners



Local Incentive Award Program (LIA)

- **Governmental Agencies**
 - School Districts
 - Office of Education
 - Local Health Departments
 - Indian Tribal Organizations
 - University Cooperative Extensions
 - Colleges
 - Parks and Recreation Districts
 - Cities
 - Counties

Partners



Non-profit Incentive Awards (NIA)

Large Associations

- **Food Banks (CAFB)**
- **Health Clinics (CVHN)**
- **Research Foundations**
- **Hospital Foundations**
- **Resource Service Centers (Catholic Charities)**

Terminology



- State Share: **SNAP-Ed activities funded by your agency during the contract year**
- Federal Share: **SNAP-Ed activities reimbursed by USDA during the contract year**

Network Funding Mechanism

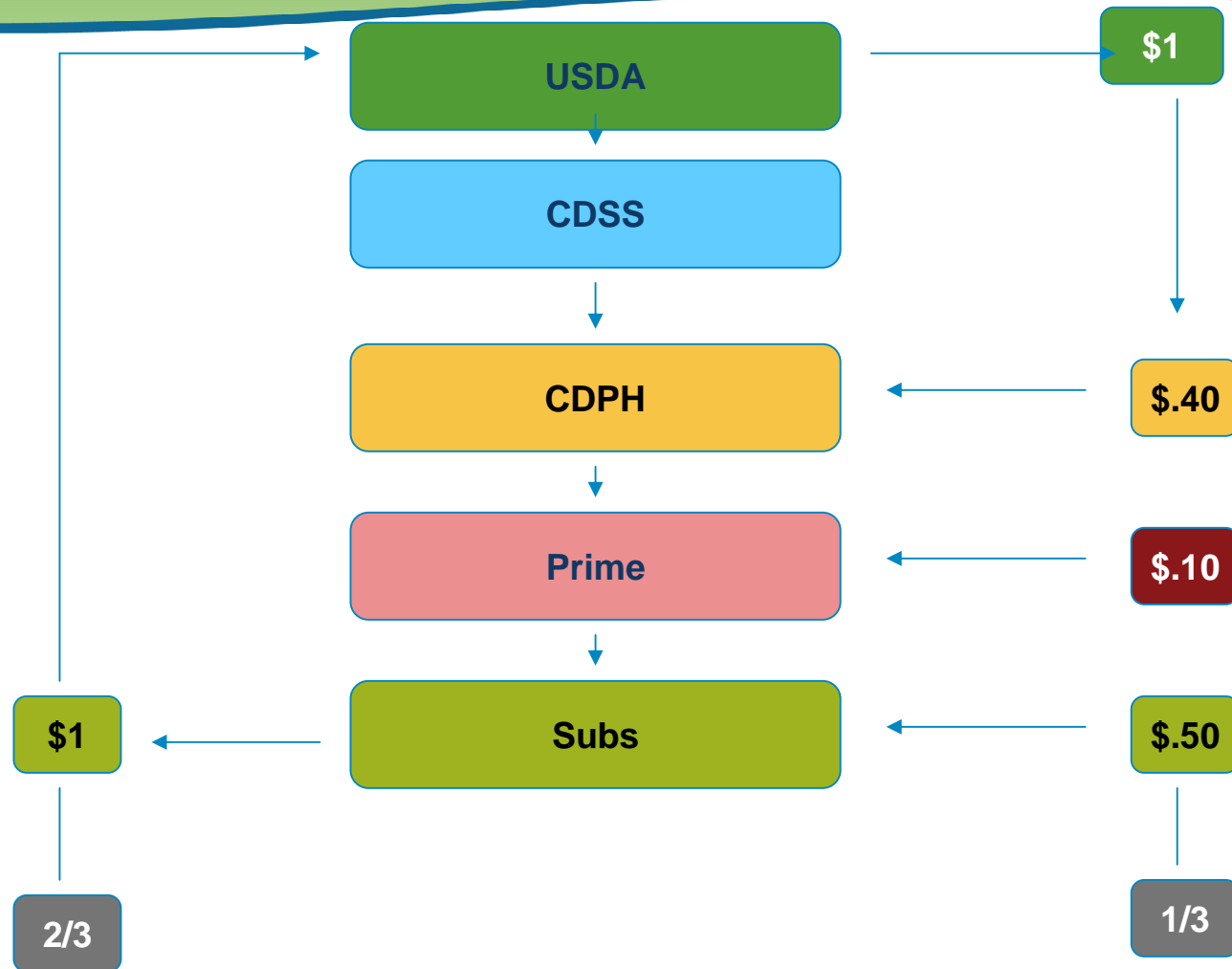


- **LIA budgets \$1 qualifying nutrition educations (State share)**
- **USDA gives the Network \$1 (Federal Share)**
- **Network gives LIA 50 cents**
- **LIA documents \$1.50 expenditures**
- **Network keeps 50 cents for Programs**

FSO and NIA Reimbursement Diagram

State Share

Federal Share



What Network federal share dollars purchase



- **56% LIA NIA reimbursement**
- **15% PHI Master contract**
- **10% Regional Networks (11)**
- **9% Media and Public Relations**
- **7% Administration**
- **3% Special Projects (Local Food Nutrition Education)**

Public Health Institute Contract



- **Staff & Services on:**
 - **- Research and Evaluation**
 - **-FVPA Campaigns**
 - **-Retail, Worksites & PA Programs**
 - **-Website, Technology & GIS**
 - **-Leadership Projects**
 - **-AA Faith-Based Projects**
 - **-Training**
 - **-Administration**
 - **-Warehouse**
 - **-Program Compliance**
 - **-NECs**
 - **-Community Development**
 - **-Communications**
 - **-Design, Photography & Translation**

Request for Application



- **Gather documentation necessary from partners to complete the plan**

Timeline:

- **Feb. 4, 2010 Release**
- **Feb. 26, 2010 Letter of Qualification and Intent**
- **April 5, 2010 Applications due from LIA/NIA partners**
- **April 5 – June 1 Negotiations**
- **June 15, 2010 Letter of Intent to Award**
- **July 15, 2010 – Plan submitted to CDSS**
- **August 15, 2010 – Plan submitted to WRO**
- **September 30, 2010 – Plan approved**
- **October 1, 2010 – Contracts Awarded**

RFA Required Documents for LIA/NIA



- **Cover Sheet**
- **Contractor Information Sheet**
- **Budget Forms (state and federal share)**
- **Project Synopsis**
- **Memo of Understanding**
- **Time Study Methodology**

Contract Processing Steps



1. Primes recruit Subs to participate in *Network* activities
2. Sub submits application to Prime
3. Prime reviews, negotiates, & prepares overall budget
4. Prime submits one budget to *Network*
5. *Network* & Prime negotiate overall contract
6. *Network* packages contract
7. Prime signs contract
8. *Network* processes contract for full execution
 - ✓ *Network*/CMU approval: 2-4 weeks
 - ✓ DGS approval: 2-4 weeks
9. Prime sends program & finance binders to Subs

Source Documentation Reviews



Two Main Types:

- Desk reviews: **Remote fiscal & administrative evaluation, which will be conducted by *Network* of Prime & Prime of Subs**
- Site visits: **In-person fiscal, administrative, & program evaluation, which will be conducted by USDA, *Network*, and/or prime**

Resource Links



- **IMPORTANT LFNE LINKS:**
- **Network Website:**
- <http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx>
- **USDA SNAP-Ed Guidance:**
- <http://www.cdph.ca.gov/programs/cpns/Documents/Network-SNAP-EdGuidance-2009-01.pdf>
- **LIA GUIDELINES Manual**
- <http://www.cdph.ca.gov/programs/cpns/Pages/GuidelinesManual.aspx>
- **Network Program Training**
- <http://www.cdph.ca.gov/programs/cpns/Pages/ProgramTraining.aspx>

Regional Networks





How California FSNE Puts It All Together

National Initiatives & Materials

~ via ~

USDA • National Fruit and Vegetable Alliance (Formerly National 5 A Day) • CDC • Non-Profits



CDSS Food Stamp Program, CDPH Network, UC—FSNEP

~ providing ~

Community Services & Campaigns • Media & Retail Support • Research & Evaluation • Public/Private Partnerships
Leadership & Administrative Operations • Technical Assistance



11 Regional Networks

FVPA Campaigns and Programs • Regional Collaboratives • Infrastructure Support



Over 150 Network Funded Projects

Local Incentive Awardees • Special Projects • County, Youth & Adult FSNEP

Regional Networks (cont.)



- **What makes a region?**
 - **Based on media markets**
 - **Geographic identity**
 - **History of working together (or should be...)**



**Regional funding via
Federal Share**

**Receives second
largest slice of pie**

**Service & delivery
oriented**

3 objectives



1. **Maximize impact**
2. **Grow the Movement through Collaboratives**
3. **Reach consumers the social marketing way**

Maximize impact!



Maximize impact



1. Maintain strong infrastructure

- Connect, coordinate among diverse funded projects
- Trainings, communications systems, technical assistance
- Media coordination!

Growing the movement



Regional Collaboratives



2. Regional Collaboratives

- **Stakeholders— funded & non-funded**
 - SNAP-Ed intermediaries, CBOs, WIC, agriculture, worksites, advocates, etc.
 - Majority of members, non-funded
- **Address issues and challenges facing low-income populations**
- **Develop region-wide nutrition education initiatives**

Examples of regional initiatives



Northcoast: Food insecurity – Community gardens/garden-based nutrition education

Bay Area: Rethink Your Drink & Soda Free Summer

San Diego & Imperial; Central Coast: EBT in Farmers Markets in underserved areas

Rethink Your Drink – now in 7 of 11 regions!

Regional Collaboratives



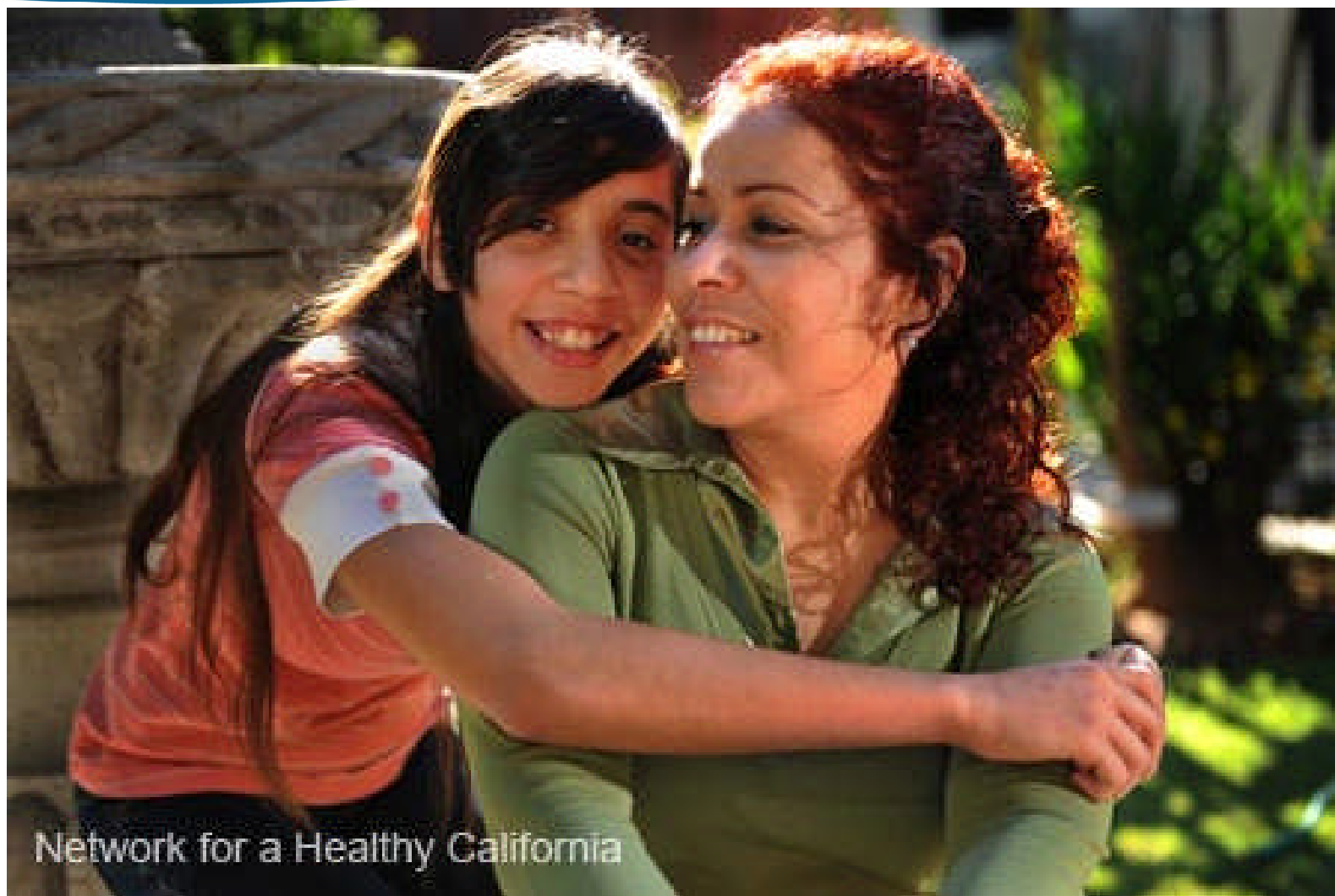
- **Why Collaboratives?**
 - **Make more happen with other partners**
 - **Maximize power, extend reach, advance regional priorities**
 - **Go beyond funding restrictions/limits**
 - **Advance policy and environmental change!**

“None of us could accomplish individually what we are able to accomplish by working together.”

*Chris Moss, Nutrition and Fitness
Collaborative of the Central Coast*



Reaching Consumers



Network for a Healthy California

Reaching consumers



3. Regionally delivered social marketing Campaigns & Programs

- **Children's Power Play Campaign (9 – 11)**
- **Latino Campaign**
- **African American Campaign**
- **Retail Program**
- **Worksite Program**

Lessons learned



- **Integration!!!**
 - Layers of intervention~ touch points
 - FVPA Campaigns & Programs
 - More complex SoW, but important
- **Media! Strategic & Proactive**

Thank you!

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