

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



806

FORM APPROVED COUNTY COUNSEL
DATE: 11/27/12
BY: MARSHAL VICTOR

FROM: Department of Public Health

SUBMITTAL DATE:

November 20, 2012

SUBJECT: Ratify the Amendment No: 2 to Agreement 09-197 with the County of San Bernardino Department of Public Health and Riverside County Department of Public Health for the Regional Nutrition Network Program. (Contract No: 09-197)

RECOMMENDED MOTION: That the Board of Supervisors:

- 1) Ratify Amendment No. 2 to Agreement 09-197 with the County of San Bernardino Department of Public Health and Riverside County Department of Public Health for the Regional Nutrition Network Program for the performance period of October 1, 2012 through September 30, 2013 and increasing contract amount by \$457,614, from \$1,727,892 to \$2,185,506; and
- 2) Authorize the Purchasing Agent to sign subsequent amendments not to exceed authorized amount, including extension amendments until June 30, 2016; and
- 3) Approve and direct the Auditor Controller to adjust budget as specified in Schedule A; and
- 4) Authorize the Chairperson to sign five (5) originals of said Agreement on behalf of the County.

BACKGROUND: (On Page 2)

FISCAL PROCEDURES APPROVED
PAUL ANGULO, CPA, AUDITOR-CONTROLLER

Susan D. Harrington

GH/nw:ys

BY: *Samuel Wong 11/28/12*
SAMUEL WONG

Susan D. Harrington, Director
Department of Public Health

FINANCIAL DATA

Current F.Y. Total Cost:	\$ 453,236
Current F.Y. Net County Cost:	\$ 0
Annual Net County Cost:	\$ 0

In Current Year Budget:	NO
Budget Adjustment:	YES
For Fiscal Year:	12/13

SOURCE OF FUNDS: 100% Federal Funded

Positions To Be Deleted Per A-30	<input type="checkbox"/>
Requires 4/5 Vote	<input checked="" type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

BY: *Debra Cournoyer*
Debra Cournoyer

County Executive Office Signature

ATTACHMENTS FILED WITH THE CLERK OF THE BOARD

Dep't Recomm.: Consent Policy
Per Exec. Ofc.: Consent Policy

Departmental Concurrence

PURCHASING & FLEET SERVICES:
Robert Howays Mell, Director

Prev. Agn. Ref.: 12/13/2011, #3.7 | District: All/All | Agenda Number:

3.25

SUBJECT: Ratify the Amendment No: 2 to Agreement 09-197 with the County of San Bernardino Department of Public Health and Riverside County Department of Public Health for the Regional Nutrition Network Program. (Contract No: 09-197)

BACKGROUND: The Riverside County Department of Public Health, Nutrition Services/Health Promotion Branch received funding from San Bernardino Department of Public Health, Regional Nutrition Network (RNN) in the amount of \$1,727,892 for a four-year contract to conduct activities that support and encourage individuals to live a healthier lifestyle through better nutrition and increased daily exercise has been extended for an additional year with a period of performance until September 30, 2013 and increased by \$457,614 to \$2,185,506. The target for funding is Riverside County residents living in census tracts where over 50% of the population is living at or below the 185% Federal Poverty Level. Nutrition Services/Health Promotion will provide nutrition education and coordinate physical activity programs at multiple sites throughout Riverside County.

FINANCIAL DATA:

Department of Public Health, Nutrition Services/Health Promotion Branch is funded to provide services as indicated above, for and through the Regional Nutrition Network, lead by San Bernardino County Department of Public Health. County FY12/13 budget is currently budgeted at \$166,599 for this program. The attached Schedule A adds the additional \$286,637 bringing the total FY12/13 budget to \$453,236. The award amount of \$2,185,506 is for a period of five years and allocated over County Fiscal Years as indicated below:

County Fiscal Year Table						
	FY 08/09	FY 09/10	FY 10/11	FY 11/12	FY 12/13	FY 13/14
Months	10/01/08 – 6/30/09	7/1/09 – 6/30/10	7/1/10 – 6/30/11	7/1/11 – 6/30/12	7/1/12 – 6/30/12	7/1/12 – 9/30/13
Contract Amount	\$318,750	\$428,187	\$432,469	\$438,461	\$453,236	\$114,403

SUBJECT: : Ratify the Amendment No: 2 to Agreement 09-197 with the County of San Bernardino Department of Public Health and Riverside County Department of Public Health for the Regional Nutrition Network Program. (Contract No: 09-197)

**SCHEDULE A
 Department of Public Health
 Budget Adjustment
 Fiscal Year 2012/2013**

INCREASE IN APPROPRIATIONS:

10000-4200100000-510040	Regular Salaries	167,000
10000-4200100000-517000	Workers Comp Insurance	1,600
10000-4200100000-518100	Budgeted Benefits	79,600
10000-4200100000-520320	Telephone Services	600
10000-4200100000-520705	Food	1,000
10000-4200100000-520830	Laundry Services	525
10000-4200100000-520930	Insurance-Liability	1,000
10000-4200100000-520945	Insurance-Property	400
10000-4200100000-523620	Books/Publications	500
10000-4200100000-523700	Office Supplies	1,362
10000-4200100000-523760	Postage-Mailing	250
10000-4200100000-523800	Printing/Binding	800
10000-4200100000-524740	County Support Service	8,500
10000-4200100000-525140	Personnel Services	4,500
10000-4200100000-525300	OASIS Processing-Financials	500
10000-4200100000-525310	OASIS Processing-HRMS	800
10000-4200100000-527780	Special Program Expense	1,500
10000-4200100000-528900	Air Transportation	800
10000-4200100000-528960	Lodging	500
10000-4200100000-528980	Meals	200
10000-4200100000-528920	Car Pool Expense	9,700
10000-4200100000-529040	Private Mileage Reimbursement	4,000
10000-4200100000-529540	Utilities	1,000

TOTAL INCREASE IN APPROPRIATION: \$286,637

INCREASE IN ESTIMATED REVENUE:

10000-4200100000-781480	Program Revenue	\$286,637
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County of San Bernardino

F A S

STANDARD CONTRACT

FOR COUNTY USE ONLY

New X Change Cancel	FAS Vendor Code		Dept.	Contract Number				
	COUNTY0930D		SC	PHL	A	09-197 A-2		
	ePro Vendor Number		ePro Contract Number					
County Department			Dept.	Orgn.	Contractor's License No.			
Department of Public Health								
County Department Contract Representative			Telephone		Total Contract Amount			
Lisa Ordaz			(909) 388-0222		\$2,185,506			
Contract Type								
<input type="checkbox"/> Revenue <input checked="" type="checkbox"/> Encumbered <input type="checkbox"/> Unencumbered <input type="checkbox"/> Other:								
If not encumbered or revenue contract type, provide reason:								
Commodity Code		Contract Start Date	Contract End Date	Original Amount	Amendment Amount			
		10/01/08	09/30/13	\$1,287,792	\$457,614			
Fund	Dept.	Organization	Appr.	Obj/Rev Source	GRC/PROJ/JOB No.	Amount		
AAA	PHL	0605	200	2445	93390	\$457,614		
Project Name			Estimated Payment Total by Fiscal Year					
Regional Networks for a Healthy California			FY	Amount	I/D	FY	Amount	I/D
			12/13	343,210	I			
			13/14	114,404	I			

THIS CONTRACT is entered into in the State of California by and between the County of San Bernardino, Department of Public Health, hereinafter called the County, and

Name
 County of Riverside - Department of Public Health hereinafter called Contractor
 Address
 4065 County Circle Drive
 Riverside, CA 92503
 Telephone (951) 358-5311 Federal ID No. or Social Security No.

IT IS HEREBY AGREED AS FOLLOWS:

AMENDMENT NO. 2

It is hereby agreed to amend Contract No. 09-197 Between the County and Contractor as follows:

All references to the County of Riverside – Community Health Agency shall be replaced with County of Riverside – Department of Public Health.

Auditor-Controller/Treasurer Tax Collector Use Only

<input type="checkbox"/> Contract Database	<input type="checkbox"/> FAS
Input Date	Keyed By

SECTION V. FISCAL PROVISIONS

Paragraph A is amended to read as follows:

- A. The maximum amount of payment under this Contract shall not exceed \$2,185,506 and shall be subject to the availability of the funds to the County. The consideration to be paid to Contractor, as provided herein, shall be in full payment of all Contractor's services and expenses incurred in the performance hereof, including travel and per diem. The maximum amount is a total dollar amount; it includes the original contract amount and all subsequent amendments, and is broken down as follows:

Original Contract	\$425,000	October 1, 2008 through September 30, 2009
Original Contract	\$429,250	October 1, 2009 through September 30, 2010
Original Contract	\$433,542	October 1, 2010 through September 30, 2011
Amendment No. 1	\$440,100	October 1, 2011 through September 30, 2012
Amendment No. 2	\$457,614	October 1, 2012 through September 30, 2013

SECTION VIII. TERM

This Contract is effective as of October 1, 2008 and is being extended from its amended expiration date of September 30, 2012, to expire on September 30, 2013, but may be terminated earlier in accordance with provisions of Section IX of the Contract.

ATTACHMENT A – SCOPE OF WORK: Attachment A revised Scope of Work is added to the contract.

ATTACHMENT B – BUDGET: Attachment B1 is added to the contract.

All other terms and conditions remain in full force and effect.

FORM APPROVED COUNTY COUNSEL

BY: Marsha L. Victor 11/27/12
MARSHA L. VICTOR DATE

COUNTY OF SAN BERNARDINO

▶ Josie Gonzales
Josie Gonzales, Chair, Board of Supervisors

Dated: SEP 25 2012

SIGNED AND CERTIFIED THAT A COPY OF THIS DOCUMENT HAS BEEN DELIVERED TO THE CHAIRMAN OF THE BOARD

By: Laura H. Welch
Laura H. Welch
Clerk of the Board of Supervisors
of the County of San Bernardino.
Deputy



County of Riverside – Department of Public Health

(Print or type name of corporation, company, contractor, etc.)

By ▶ John F. Tavaglione
(Authorized signature – sign in blue ink)

Name: John F. Tavaglione
(Print or type name of person signing contract)

Title: Chairman, Board of Supervisors
(Print or Type)

Dated: _____

Address: 4065 County Circle Drive
Riverside, CA 92503

Approved as to Legal Form
Kristina Robb
Kristina Robb, Deputy County Counsel
Date 9/12/12

Reviewed by Contract Compliance
Lory Klopfer
Lory Klopfer, HS Contracts Unit
Date 9/11/12

Presented to BOS for Signature
Trudy Raymundo
Trudy Raymundo, Director
Date 9-11-12

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>GOAL 1: Implement a comprehensive public health nutrition approach to promote the 2010 Dietary Guidelines, for Americans, increasing consumption and opportunities for consumption of fruits and vegetables, and healthy beverages consumption and physical activity among the SNAP-Et eligible population.</p> <p>Objective 1 Planning & Evaluation - Strategic Plan: By November 15, 2011 and November 15, 2012 the Regional Network will update its strategic plan, media/public relations, and campaign/program operating plans to support Regional Network campaign and program activities, including <u>Refrain Your Drink</u>, communications, media outreach, training, program operations, and evaluation efforts, and to engage Network-funded projects, including local health departments (LHD) and other partners in collaboration and coordination, as appropriate, to advance the <u>Networks Champions for Change</u> brand and the <u>Nutrition Education and Obesity Prevention Program (NEOP)</u> 3-year implementation plan, to meet Scope of Work (SOW) benchmarks and to achieve Key Deliverables</p>			
<p>1) Update the following documents:</p>	<p>By November 15, 2011 and November 15, 2012</p>	<p>PD, PD*, C, M, RE, PA, PP, LA, Subcontractor</p>	<p>Submit: Updated Strategic Plan; Internal Communications Plan; Media/PR plan and campaign and program and physical activity integration operating plans (one each per campaign and program awarded)</p>
<p>a) Strategic and Internal Communications Plans for program coordination/delivery and staff communications and coordination with local health departments and other Network-funded contractors in the region.</p>	<p>By November 15, 2011 and November 15, 2012</p>	<p>PD, PD*, C, M, RE, PA, PP, LA, AA, Subcontractor</p>	<p>Submit: Updated Strategic Plan; Internal Communications Plan</p>
<p>b) Media and PR plan and campaign and program operating plans.</p>	<p>By November 15, 2011 and November 15, 2012</p>	<p>PD, PD*, C, M, RE, PA, PP, LA, AA, Subcontractor</p>	<p>Submit: Media/PR plan and campaign and program and physical activity integration operating plans (one each per campaign and program awarded)</p>
<p>Objective 2 Planning & Evaluation - Evaluation: By September 30, 2012, the Regional Network will support up to two large-scale evaluation efforts and conduct regional evaluation activities, including one to four surveys, one two case studies, and three to six success stories, each contact year.</p>			
<p>1) Annually complete up to two formative research or evaluation projects for select campaigns and programs. Activities might include: participating in workgroups, and assessing the effectiveness of new materials and/or approaches via the Regional Network's connections with community partners and eligible low-income adults and children. Evaluation design and protocols will be provided. Activities might be implemented by: obtaining input from intermediaries via electronic or printed surveys, conducting informal consumer testing of new materials, or implementing brief consumer surveys.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed evaluation instruments, summary of participation (SOW Report Form)</p>
<p>2) Implement US Department of Agriculture's (USDA) Education and Reporting System (EARS) and other reporting requirements, as required. Activities may include, but are not limited to: review and/or pilot testing of new data collection systems, participation in teleconferences, and provision of feedback on the reporting process.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of participation (SOW Report Form)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latho Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant.</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
3) Implement a semi-annual training needs assessment survey. Activities may include participation in the survey design, dissemination, or statewide efforts to secure participation (e.g., engaging local health departments and other Network-funded projects and partners) as appropriate. Survey and assessment results should be used to drive the focus of future meetings, trainings, and information exchanges.	October 1, 2011-September 30, 2012 3	C, PD, PD*	Submit: Summary of participation (SOW Report Form) and critical analysis of results
4) Design and implement evaluation activities to assess the impact of regional activities <u>(including training and technical assistance)</u> for intermediaries serving the eligible low-income audience. Should address at minimum:	October 1, 2011-September 30, 2012 3	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Subcontractor	Submit: Training Evaluation Plan; summary of evaluation results and critical analysis of <u>evaluation</u> results; Standardized Post Evaluation; summary of evaluation results and critical analysis of <u>evaluation</u> results
a) Skills-based trainings.	October 1, 2011-September 30, 2012 3	C, PD, PD*, PA, Subcontractor	Submit: Training Evaluation Plan; summary of evaluation results and critical analysis of <u>evaluation</u> results
b) Promising Practices Exchange, Physical Activity Integration Resource Showcase, and collaborative meetings.	October 1, 2011-September 30, 2012 3	C, PD, PD*, PA, Subcontractor	Submit: Standardized Post Evaluation; summary of evaluation results and critical analysis of <u>evaluation</u> results
5) Link with Network: Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) activities to increase awareness of efforts occurring in the region.	October 1, 2011-September 30, 2012 3	PD, PD*, C, LA, PA	Submit: Summary of participation and outcomes (SOW Report Form)
6) Conduct survey of Regional Collaborative members to inform and to direct communications and efforts.	October 1, 2011-September 30, 2012 3	C, PD	Submit: Summary and critical analysis of results
7) Using the templates provided in the <i>Regional Network Guidelines Manual</i> , complete <u>update</u> required campaign and program success stories and Nutrition Education Initiative case studies, including photos and case study executive summaries, as referenced below:	By August 1, 2012-September 30, 2012 3	C, PD, PD*, Subcontractor	Submit: Completed case studies and success stories
a) Update <u>case studies</u> for <u>an two</u> existing initiatives that have been advanced and enhanced during the contract period. Develop additional case studies for any new initiatives as the opportunity arises.	By August 1, 2012 3	C, PD, PD*	Submit: Completed case studies and success stories
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
b) One <i>Children's Power Play! Campaign</i> success story focused on partner- or child-led environmental change, <u>annually</u> .	By September 30, 2012 <u>3</u>	PP, PP*, Subcontractor	Submit: Completed case studies and success stories
c) One <i>Retail Program</i> success story focused on exceptional retailer, produce industry, or food security partnerships, <u>annually</u> .	By September 30, 2012 <u>3</u>	RE	Submit: Completed case studies and success stories
d) One Physical Activity Integration Program success story focused on physical activity integration and promotion activities in the region, <u>annually</u> .	By September 30, 2012 <u>3</u>	PA, Subcontractor	Submit: Completed case studies and success stories
e) One <i>Latino Campaign</i> success story focused on consumer empowerment for an event <u>annually</u> .	By September 30, 2012 <u>3</u>	LA, LA*, Subcontractor	Submit: Completed case studies and success stories
f) One <i>Worksite Program</i> success story focused on exceptional worksite partners, <u>annually</u> .	By September 30, 2012 <u>3</u>	WO, WO*	Submit: Completed case studies and success stories
g) One <i>African American Campaign</i> success story focused on the Community Engagement Initiative <u>annually</u> .	By September 30, 2012 <u>3</u>	AA, AA*, Subcontractor	Submit: Completed case studies and success stories
h) One <i>Rethink Your Drink Campaign</i> success story focused on <u>community engagement or environmental change</u> .	By September 30, 2013	C, PD	Submit: Completed success story
8) As applicable, collect <u>evaluative information such as, but not limited to</u> , employee absenteeism and productivity data from worksite management and completed surveys from a sample of employees at participating <i>Worksite Program</i> sites.	October 1, 2011- September 30, 2012 <u>3</u>	WO, WO*	Submit: data on absenteeism, productivity, and completed employee surveys
9) Implement planning activities and actual large-scale evaluation studies of up to three targeted campaigns and programs, which may include studies for the <i>Children's Power Play! Campaign</i> and <i>Latino Campaign</i> in FFY 2012 and planning for an <i>African American Campaign</i> study scheduled for FFY-2013. <u>Retail Interventions</u> conducted in FFY 2012. Potential impacts on regional achievement of Scope of Work objectives will be considered during study planning and addressed as needed.	October 1, 2011- September 30, 2012 <u>3</u>	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Summary of participation (SOW Report Form)
10) Assess the impact of changes to USDA target audience and intervention site qualification criteria, including changes to the number of qualifying census tracts using American Community Survey (ACS) data. Activities may include, but are not limited to: Quantify the number of previous partners, intervention sites, and low-income consumers in previously qualifying census tracts that became ineligible in FFY 2012 as well as additional qualifying census tracts that may become eligible as new ACS data is <u>are</u> released. Information will be considered in State analysis of mid-year and final progress reports.	October 1, 2011- September 30, 2012 <u>3</u>	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Deliverable: <u>Submit:</u> Summary of analysis in progress report narrative

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, ~~WO- Worksite~~, (*)- assistant

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 3 Regional Coordination & Training: From October 1, 2011 through September 30, 2012, serve as the regional resource on nutrition and physical activity for Network-funded projects including local health departments, and other partners serving the eligible low-income population. Assess the learning needs of local health departments and provide training and technical assistance as needed. Assist with up to three Network training opportunities and offering two at least three region-sponsored skills-based training and resource sharing events, per year.</p> <p>1) Assess regional training needs and desires annually. Prioritize needs of all local health departments and other Network-funded projects in the region and Regional Collaborative partners.</p> <p>2) Promote, publicize, and provide logistics for Network trainings within the region. Engage Network-funded projects, including local health departments, and other partners serving the eligible low-income audience. Regional Networks can anticipate a maximum of three Network trainings each contract year. Activities include:</p> <p>a) Planning: Determine preferred dates, secure appropriate facilities and arrangements, as needed.</p> <p>b) Promotion: Using template flyers and alerts, notify prospective attendees including all Network-funded projects, Regional Collaborative partners, local health departments and others serving the eligible low-income target audience. Provide personalized outreach to all Network-funded contractors, including local health departments, in the region.</p> <p>3) Implement skills-based trainings (one to two in FFY 2012 and at least three in FFY 2013). Trainings should meet identified regional needs from Activity 1 above. Regional Network staff will recruit appropriate expert speakers and coordinate logistics.</p> <p>4) Annually host one Promising Practices Exchange with Network-funded projects and partners (including, but not limited to, business, community leaders, and other potential partners, such as American Cancer Society, California Dietetic Association, California School Nutrition Association, WIC, County Office of Education, organizations serving children pre-school through grade twelve including youth engagement projects, service organizations, CalFresh offices, food pantries, sports teams, and others) to local health departments, targeted campaigns and programs, and collaborative partners to exchange ideas and resource to for support of population-based approaches to implementing nutrition and healthy beverage education and physical activity promotion, and to maximize interventions, reduce duplication and address key nutrition (including healthy beverages), food security and physical activity issues in the region. Network-funded contractors, including local health department staff should figure prominently in attendance and organization of the exchange, which is anticipated to last a minimum of three hours. May be offered in conjunction with Collaborative Meetings, but not with the Physical Activity Regional Showcase.</p>	<p>October 1, 2011-September 30, 2012-3</p> <p>October 1, 2011-September 30, 2012-3</p> <p>October 1, 2011-September 30, 2012-3</p> <p>October 1, 2011-September 30, 2012-3</p> <p>October 1, 2011-September 30, 2012-3</p> <p>By September 30, 2012-3</p>	<p>PD, PD*, C</p> <p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p> <p>PD, PD*, C, Ad Asst, CM</p> <p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p> <p>C, PD, PD*, Subcontractor</p> <p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of responses and recommendations, and related next steps.</p> <p>Submit: Summary of participation (SOW Report Form)</p> <p>Submit: Summary of participation (SOW Report Form)</p> <p>Submit: Summary of participation (SOW Report Form)</p> <p>Submit: Training Evaluation Plan and components, completed electronic Activity Tracking Form (ATF), agendas, materials, summary and critical analysis of evaluation results</p> <p>Submit: Agenda, sample marketing and promotional materials, sample handouts, summary and critical analysis of evaluations</p>

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 4: Regional Coordination & Training- Communication: From October 1, 2011 through September 30, 2012-3, serve as the regional resource for nutrition and healthy beverage education, physical activity promotion, and food security for <u>Network-funded projects, including local health departments and other partners serving the eligible low-income population by functioning as the regional liaison, implementing and maintaining a rapid communications system, sharing promising practices, implementing up to four channel-specific meetings and implementing and maintaining a regional website.</u></p> <p>1) Serve as regional communicator to help inform, engage, and update <u>Network-funded projects and partners</u> (e.g., provide expertise, technical assistance (TA), Youth Engagement Project presentations, information on resources such as <u>Network materials like Communications Resource Library materials, Harvest of the Month, Rethink Your Drink, and nutrition basics</u>) regarding nutrition and <u>healthy beverage education, physical activity promotion, environmental opportunities, and food security nutrition assistance</u> issues that affect the eligible low-income population and the communities where they live. To support this role:</p> <p>a) Develop and implement a rapid communications system that will inform <u>Network-funded projects, including local health departments and other partners of critical Network and regional information and opportunities, as well as late-breaking news.</u> The system should include various communications methods, including: emails, electronic and web-based communications, social media, teleconferences, etc.</p> <p>b) Serve as regional communicator on issues as informed by monthly conference calls; provide updates on relevant issues; and use monthly conference calls as a tool to inform on relevant regional issues and emerging opportunities.</p> <p>c) As appropriate, share and disseminate information and resources received through participation in the <u>Network Statewide Collaborative, Sub-Committees/Action Teams, the Network Operations Subcommittee, and CAN-Act</u> (as applicable) with local projects, partners, <u>local health departments, and Regional Collaborative members.</u></p> <p>d) Educate service clubs, community leaders, neighborhood associations, <u>local health departments and decision makers on nutrition, healthy beverage, physical activity, and food security issues affecting the eligible low-income population at a minimum of three occasions per contract year.</u></p> <p>e) At least once, educate and <u>train all local public health departments in the region on Network priorities, campaigns and programs (including Rethink Your Drink), materials, websites, data resources, and key activities etc.</u> Provide ongoing technical assistance to these departments throughout the term of the contract <u>working to maximize Network resources and avoid duplication of effort in any potentially overlapping scope of work areas.</u></p> <p>f) Include mechanisms for identification and dissemination of promising practices (electronic and web-based methods preferred).</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PD* C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit Critical Analysis of TA Log On File: TA log</p> <p>On File: Summary description of communications system, sample alerts, etc. *Put assigned Program Manager and Leads on email distribution list</p> <p>On file: Agendas</p> <p>On File: Sample communications</p> <p>Submit: Summary of activities (SOW Report Form)</p> <p>Submit: Agenda, materials, list of local health departments trained, summary and critical analysis of evaluations to include a discussion of outcomes On File: Technical assistance log</p> <p>Submit: Sample materials</p>
<p>a) Develop and implement a rapid communications system that will inform <u>Network-funded projects, including local health departments and other partners of critical Network and regional information and opportunities, as well as late-breaking news.</u> The system should include various communications methods, including: emails, electronic and web-based communications, social media, teleconferences, etc.</p> <p>b) Serve as regional communicator on issues as informed by monthly conference calls; provide updates on relevant issues; and use monthly conference calls as a tool to inform on relevant regional issues and emerging opportunities.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PD* C, M, Ad Asst, CM</p>	<p>On File: Summary description of communications system, sample alerts, etc. *Put assigned Program Manager and Leads on email distribution list</p>
<p>c) As appropriate, share and disseminate information and resources received through participation in the <u>Network Statewide Collaborative, Sub-Committees/Action Teams, the Network Operations Subcommittee, and CAN-Act</u> (as applicable) with local projects, partners, <u>local health departments, and Regional Collaborative members.</u></p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PD* C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>On file: Agendas</p>
<p>d) Educate service clubs, community leaders, neighborhood associations, <u>local health departments and decision makers on nutrition, healthy beverage, physical activity, and food security issues affecting the eligible low-income population at a minimum of three occasions per contract year.</u></p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PD* C, Subcontractor</p>	<p>On File: Sample communications</p>
<p>e) At least once, educate and <u>train all local public health departments in the region on Network priorities, campaigns and programs (including Rethink Your Drink), materials, websites, data resources, and key activities etc.</u> Provide ongoing technical assistance to these departments throughout the term of the contract <u>working to maximize Network resources and avoid duplication of effort in any potentially overlapping scope of work areas.</u></p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PD* C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of activities (SOW Report Form)</p> <p>Submit: Agenda, materials, list of local health departments trained, summary and critical analysis of evaluations to include a discussion of outcomes On File: Technical assistance log</p>
<p>f) Include mechanisms for identification and dissemination of promising practices (electronic and web-based methods preferred).</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, C, M, PA, AA, LC, AA*</p>	<p>Submit: Sample materials</p>

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)-assistant

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>2) Implement up to two <u>four</u> channel- or topic-specific discussions twice during the contract period, to bring together Network-funded projects to promote strategy discussions and programmatic brainstorming per contract year (one focused on sustainability, once focused on coordination with and among local health departments, and at minimum two Rethink Your Drink train-the-trainer's)</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Meeting agenda, materials & <u>and summary & and critical analysis of</u> evaluations</p>
<p>3) Transition, host, support, and update <i>Regional Network</i> website(s) developed under previous contract. Website must comply with Champions for Change branding guidelines (see <i>Regional Network Guidelines Manual</i>) and <i>Regional Network Website Guidelines</i> (see <i>Regional Network Guidelines Manual</i>). Content and site design subject to review and approval prior to activation. The site and material may not be copyrighted and should be designed to be transitioned following the completion of the contract. At minimum provide:</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M, Ad Asst, CM</p>	<p>Submit: Website URL, website usage report (e.g., hits), summary of revisions/updates (SOW Report Form)</p>
<p>a) Twice monthly updates including but not limited to: Collaborative and/or regional calendar of events, highlights of regional and Collaborative activities, and recent relevant media and policy developments relating to nutrition and physical activity concerns of the eligible low-income population.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of revisions/updates (SOW Report Form)</p>
<p>b) Links to State <i>Network</i> campaigns and programs. <i>Network</i> Statewide Collaborative and Subcommittees, <i>Network</i> Project Directory, <i>Harvest of the Month</i>, Champions for Change consumer website, <u>Rethink Your Drink website</u>, Produce for Better Health, and USDA SNAP-Ed Connection, USDA Team Nutrition, Centers for Disease Control and Prevention, and other federal nutrition, education resources.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Website URL (SOW Report Form)</p>
<p>c) Web-based regional calendar of events, which includes State <i>Network</i> meetings and trainings, <i>Regional Network</i> trainings and activities, and other trainings and activities as relevant to nutrition and health beverage education and physical activity promotion among eligible low-income audiences. Include link to <i>Network</i> Calendar and ensure that all regional trainings are submitted for inclusion on the statewide <i>Network</i> Calendar.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Website URL (SOW Report Form)</p>
<p>d) Collaborative website or pages, as described in the <i>Regional Network Guidelines Manual</i>.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M</p>	<p>Submit: Website URL, website usage report (e.g., hits), summary of revisions/updates (SOW Report Form)</p>
<p>e) Listings and links for partner agencies and organizations, and local health departments; including <u>WIC agencies, CalFresh offices, and emergency food distribution sites within the region.</u></p>	<p>October 1, 2011-September 30, 2013</p>	<p>PD, PD*, C, M</p>	<p>Submit: Website URL (SOW Report Form)</p>

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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
e) <u>I</u> Optional features include:	October 1, 2011-September 30, 2012-3	RS	Submit: Website URL, website usage report (e.g., hits), summary of revisions/updates (SOW Report Form)
i) Listings and links for partner agencies and organizations, including WIC agencies, CalFresh offices, and emergency food distribution sites within the region.	October 1, 2011-September 30, 2012-2	PD, PD*, C, M	Submit: Website URL (SOW Report Form)
ii) Web-based communications, resources, and tips.	October 1, 2011-September 30, 2012-3	PD, PD*, C, M	Submit: Website URL (SOW Report Form)
iii) Downloadable and/or web-based forms relating to support and execution of targeted campaigns and programs, for completion by intermediaries and partners, e.g., Teacher Participation Report, Toolkit Usage Form.	October 1, 2011-September 30, 2012-3	PD, PD*, C, M	Submit: Website URL, website usage report (e.g., hits)
4) Present and/or exhibit campaigns and programs materials and/or activities one to two times per year at statewide/state-level professional, trade, and other association conferences and meetings as appropriate. This may include: California Foundation for Agriculture in the Classroom conference or California School-Age Care conference (<i>Children's Power Play! Campaign</i>), National Association of Latino Elected and Appointed Officials conference or Latino Coalition for a Healthy California conference (<i>Latino Campaign</i>), the California Black Health Network or Black Chamber of Commerce Leadership conference (<i>African American Campaign</i>), Produce Marketing Association or Fresh Produce and Floral Council (<i>Retail Program</i>), the California Active Communities' Physical Activity Conference (Physical Activity Integration), School Nutrition Association(s), California Conference of Local Health Department Nutritionists, California Conference of Local Health Officers, and others as appropriate.	October 1, 2011-September 30, 2012-3	PA, M, AA, C, LA, PP, PD, PD*, RE, Subcontractor	Submit: Summary of participation, number of people reached (SOW Report Form); presentation outline, handouts, materials On file: Complete presentation
Objective 5 Regional Coordination & Training, Food Security/Nutrition Education Partnership Development: By September 30, 2012-3, and as appropriate across county lines, facilitate established and strengthen working relationships among USDA-funded programs and regional partners to maximize efforts to provide nutrition, healthy beverage education and physical activity promotion to eligible low-income consumers, including updating and implementing the existing plan to provide nutrition education in CalFresh offices and other emergency food outlets at least six times per year.			
1) Establish and increase <u>Facilitate</u> working relationships among local USDA-funded programs across county lines (CalFresh, WIC, National School Breakfast, Lunch, Snack, Summer Programs, UC-FSNAP, Child and Adult Care Food Program Sponsors, <u>Farm to School</u> , etc.) and link with <u>local health departments and other</u> regional partners to maximize efforts to provide nutrition education, <u>healthy beverage education</u> , and physical activity promotion to the eligible low-income audience. <u>Participate in County Nutrition Action Plan (CNAP) processes, as appropriate.</u>	October 1, 2011-September 30, 2012-3	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Summary of partnership activities and tangible outcomes (SOW Report Form)

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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>2) Working with <u>Network-funded projects, including local health departments, CalFresh outreach partners, anti-hunger, healthy beverages, food security advocates, local CalFresh offices, food pantries and closets, and others serving the eligible low-income population, update the existing Nutrition Education Plan annually to offer or strengthen the quality of nutrition education at CalFresh offices and emergency food distribution sites. The plan should include measurable short-term and long-term goals addressing the type of education offered (self-guided, individual, class-based, etc.) and the number of education events for each location, a minimum of six times per year. The plan should also reflect engagement in County Nutrition Action Plan (CNAP) processes as appropriate.</u></p>	<p>November 15, 2011 -September 30, 2012-3</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Nutrition Education Plan, progress updates and a <u>summary of CNAP processes.</u></p>
<p>Objective 6: Regional Coordination & Training -Physical Activity Training and Technical Assistance for Network Partners. Annually from October 1, 2011 through September 30, 2012</p> <p>3) Improve the quality and quantity of physical activity integrated with nutrition and healthy beverage education by planning, promoting, conducting, and evaluating 2 skill-based trainings, conducting 10 regional support mini trainings and presentations, conducting one Physical Activity Integration Resource Showcase and providing technical assistance to 100 percent of the Network-funded projects including local health departments in the region.</p>			
<p>1) <u>Annually plan, promote, conduct, and evaluate interactive skill-based trainings for Network-funded projects and/or partners serving the eligible low-income target audience on existing physical activity resources, events, activities, and proven public health approaches to enhance their abilities to integrate high-quality physical activity into existing nutrition and healthy beverage education programs. These skill-based trainings are anticipated to last two hours to a minimum of 15 participants. Training content should focus on Network resources such as the current Regional Nutrition and Physical Activity Resource Directory, Shape of Yoga or Power Up In 10, as well as highlighting the Fruit, Vegetable, and Physical Activity Toolbox for Community Educators, Power Up for Learning, Rethink Your Drink materials, and other resources as they become available. Trainings may also address other effective approved non-Network physical activity resources based on results of the Needs Assessment.</u></p>	<p>October 1, 2011-September 30, 2012-3</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Agenda, materials, <u>link to current Resource Directory, Training Plan including Evaluation Plan, summary and critical analysis of evaluations; completed electronic ATF (# of trainings, # of attendees, evaluation results, etc.)</u></p>
<p>2) <u>Conduct mini trainings and presentations annually providing physical activity technical assistance to Network-funded programs, including local health departments, and/or other partners that serve the eligible low-income target audience. The mini-trainings are anticipated to last less than 2 hours and must include a minimum of 5 participants. Training topics should be based on the identified needs from meetings with Network-funded projects, including local health departments as well as other partners and should focus on sharing physical activity resources/ideas and evidence-based public health approaches and interventions.</u></p>	<p>October 1, 2011-September 30, 2012-3</p>	<p>PA, Subcontractor</p>	<p>Submit: Completed electronic ATF (# and type of trainings, # of attendees, etc.) with detailed notes section</p>

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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>3) Annually plan, promote, conduct, and evaluate one interactive Physical Activity Integration Resource Showcases featuring public health approaches to facilitate the integration of physical activity into existing nutrition and healthy beverage education programs and events targeting the eligible low-income population. The Showcase's topics and presentations should address identified training and informational needs. Network-funded projects, including local health departments and other regional partners should figure prominently in attendance. The event is anticipated to last a minimum of three hours and may not be offered in conjunction with the required Promising Practices Exchange, but may be part of a partners' community nutrition meeting/conference. As appropriate, invite stakeholders funded through the Community Transformation Grants (CTG) and other relevant entities.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Action steps as part of annual operating plan, agendas, sample marketing and promotional materials, sample handouts, summary and critical analysis of evaluations</p>
<p>4) Meet with Network-funded projects, including local health departments within the region to offer counsel on the integration of physical activity into existing nutrition and healthy beverage education efforts, provide updates on the latest physical activity research and guidance, offer resource recommendations to enhance use of reviewed physical activity resources and Network materials, and determine training needs that could be met by the Physical Activity Specialist. For school-based Network-funded projects, plan the meeting in partnership with the Regional Nutrition Education Consultant to develop specific steps for providing assistance. Provide written assessment of current activities and recommendations to enhance services.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PA, Subcontractor</p>	<p>Submit: Completed electronic ATF (specific technical assistance given); summary of meetings and follow up</p>
<p>Objective 7 Regional Coordination & Training -Physical Activity Trainings and Support for Regional Staff. From October 1, 2011 through September 30, 2012-3, provide physical activity expertise, training, and support to Regional Network and local health department staff</p>			
<p>1) Provide training to Regional Network, and local health department staff to ensure their familiarity with Network and non-Network physical activity resources, a basic foundation in proper form and methods for leading physical activity demonstrations, and the responsibilities of the region's Physical Activity Specialist so that they can make appropriate referrals to partners.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PA, Subcontractor</p>	<p>Submit: Summary of training (SOW Report Form)</p>
<p>2) Work with campaign and program managers to help recruit advisory committee representatives focused on physical activity public health approaches and to develop and support the physical activity related objectives for the Advisory Committee as well as seek guidance on how to better integrate physical activity into the individual campaigns and programs and increase opportunities for physical activity in the region.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PA, PP, LA, AA, Subcontractor</p>	<p>Submit: Summary of counsel and assistance (SOW Report Form)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>3) Meet with each campaign and program manager individually to determine specific technical assistance needs and to support effective integration of physical activity into the campaign/program interventions, trainings, and any regionally-developed materials. May include assisting with the development of physical activity portions of intermediary trainings for teachers, youth leaders, health educators, local health departments, and others trained by the campaigns/programs, as well as designing appropriate physical activity demonstrations and educational activities for consumers at festivals, farmers'/flea markets, churches, workites, and retail locations, as applicable to the region. Ensure that campaign and program managers are properly trained to implement the trainings, demonstrations, and activities. The Physical Activity Specialist will not be responsible for ongoing, repeated trainings/demonstrations but will provide follow-up support as needed</p>	<p>October 1, 2011- September 30, 2012 ³</p>	<p>PA, PP, AA, LA, RE, Subcontractor</p>	<p>Submit: Summary of assistance (SOW Report Form), completed electronic ATF with detailed notes section</p>
<p>4) Provide physical activity training to the region's Community Health Leaders and local health departments to ensure safe, high-quality, and appropriate physical activity integration into festival, farmers'/flea market, and retail food demonstration interventions, as applicable to the region. Training should include appropriate activities for each venue, proper form and safety tips, physical activity recommendations and messages, and other topics determined through collaboration with campaign/program managers. <u>As appropriate, write and complement work of stakeholders funded through Community Transformation Grants (CTG) and other relevant entities.</u></p>	<p>October 1, 2011- September 30, 2012 ³</p>	<p>PA, Subcontractor</p>	<p>Submit: Summary of training (SOW Report Form), completed electronic ATF with detailed notes section</p>
<p>5) Ensure physical activity expertise and support for public relations activities, with an emphasis on those incorporating strong physical activity messages, such as the <i>Children's Power Play! Campaign's Power Up Your Summer</i> promotion.</p>	<p>October 1, 2011- September 30, 2012 ³</p>	<p>PA, M, PP, Subcontractor</p>	<p>Submit: Summary of support (SOW Report Form), completed electronic ATF with detailed notes section</p>

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Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 8 Community Collaboration & Engagement - Regional Collaborative: From October 1, 2011 through September 30, 2012 <u>3</u>, maintain and facilitate a proactive Regional Collaborative to promote resource sharing among nutrition, food security, and physical activity professionals serving the eligible low-income population, enhance efficiencies and coordination of services, <u>pursue efforts to increase opportunities for healthy eating and active living</u>, and identify and address regional nutrition and physical activity issues affecting the eligible low-income population.</p>			
<p>1) Maintain and update collaborative operating principles (By-Laws).</p>	<p>By November 15, 2011</p>	<p>C, PD, PD*</p>	<p>On file: Operating principles</p>
<p>2) Determine Chair(s) and Leadership Council of the Regional Collaborative through an open election process.</p>	<p>By November 15, 2011 and <u>November 15, 2012</u></p>	<p>C, PD, PD*</p>	<p>Submit: Leadership Council Roster, Chairs and term</p>
<p>3) Actively recruit and orient new members, and implement strategies to retain and recognize seasoned members. <u>All Network-funded projects other funded through SNAP-ED, all and partners, local health departments, and others working through Community Transformation Grants (CTG) and other relevant entities, as appropriate, serving the eligible low-income population should figure prominently in membership.</u></p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Member services strategies and samples of collaborative orientation materials</p>
<p>4) Provide support and coordination for logistics and promotion of at least three Collaborative meetings <u>per year</u> and routine subcommittee meetings and/or teleconferences as determined by Collaborative leadership. <u>Regional Network</u> campaign, program, and physical activity integration staff should participate and offer leadership where pertinent to Collaborative objectives. Collaborative meetings should include, among other topics:</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Sub-contractor</p>	<p>Submit: Agenda, meeting materials, evaluation, summary and critical analysis of evaluations</p>
<p>a) Guided discussions focused on the sustainability of member programs and Regional Collaborative activities to help preserve nutrition and <u>healthy beverage</u> education, physical activity promotion, and CalFresh promotion services targeting eligible low-income audiences at least once a year. Regional foundation, business, non-profit, and other public sector funding opportunities, as well as other entities offering similar resources, should be highlighted.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>C, PD, PD*</p>	<p>Submit: Agendas and recommended action steps</p>
<p>b) Showcase of all <u>Network-funded</u> contractors in the region at least once, promoting partnership opportunities, key activities, and sharing of best practices.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>C, PD, PD*</p>	<p>Submit: Agendas, summary of outcomes (SOW Report Form)</p>

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
c) Showcase of mini-grantees in the region at least once, promoting partnership opportunities, key activities, and sharing of best practices.	October 1, 2011-September 30, 2012	C, PD, PD*	Submit: Agendas, summary of outcomes (SOW Report Form)
5) Develop Collaborative subgroups which may include: mini-grant subcommittees <u>(in FFY 2012 only)</u> , initiative steering committee(s), and targeted campaign/program advisory committees. <u>Network-funded projects, local health departments</u> and partners are strongly encouraged to participate in these committees as they are able.	October 1, 2011-September 30, 2012 <u>3</u>	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Collaborative structure/chart
6) Conduct a needs assessment and satisfaction survey of Regional Collaborative members <u>annually</u> .	October 1, 2011-September 30, 2012 <u>3</u>	PD, PD*, C	Submit: Summary and critical analysis of evaluations
7) Using the <i>Network</i> template, maintain an updated roster of Regional Collaborative participants.	October 1, 2011-September 30, 2012 <u>3</u>	PD, PD*, C	Submit: Electronic roster
8) Develop, maintain, and evaluate a Collaborative communications system that notifies members of the following: upcoming events, training opportunities, general and committee meeting dates, promising practices, funding opportunities, and current media coverage relevant to the state of nutrition, <u>healthy beverage</u> , and physical activity services to the eligible low-income target audience.	October 1, 2011-September 30, 2012 <u>3</u>	PD, PD*, C, M	On File: Summary and critical analysis of evaluation
9) Promote the Regional Collaborative as a leading force for healthy change and reducing disparities in the community. Efforts could include the development of fact sheets, educational briefs, trainings, spokesperson opportunities, and newsletters.	October 1, 2011-September 30, 2012 <u>3</u>	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Sample of produced and/or revised materials, summary of activities (Narrative)
10) Fund Regional Collaborative partner representation (at minimum, one member) at up to one <i>Network</i> Statewide Collaborative meeting (lead agency attendance, by the Project Director or other lead staff, is also expected).	October 1, 2011-September 30, 2012	PD	Submit: Summary of participation (SOW Report Form) On file: Agendas
Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 9 Community Collaboration & Engagement Campaign/Program Advisory Committees: From October 1, 2011 through September 30, 2012 3, maintain and support Advisory Committees for each targeted campaign and program (with the exception of the <i>Retail Program</i> and <i>Physical Activity Integration Program</i>) to provide guidance and direction in achieving each campaign's/program's objectives, including the integration of <i>Champions for Change</i> and <i>ReThink Your Drink</i> messaging consistently.</p>			
<p>1) Maintain an Advisory Committee for each campaign/program (except the <i>Retail Program</i> and <i>Physical Activity Integration Program</i>) to provide guidance and direction to the campaign/program; enhance Nutrition Education Initiatives & assist with recruitment of organizations to participate in the campaign or program, including <i>ReThink Your Drink</i> (e.g., Chambers of Commerce, CalFresh outreach partners, and advocacy groups); participate in the development of community engagement objectives and strategies and assist with implementing these activities; expand local efforts to address the multiple levels of influence described by the Social Ecological Model; act as spokesperson for the campaign or program; and coordinate with the appropriate <i>Network Statewide Collaborative Subcommittees</i>. Advisory Committees may be formed as Collaborative subcommittees, if desired.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>AA, LA, PP, PD, PD*, C, Subcontractor</p>	<p>Submit: List of each committee's members (as part of ATF or completed formal or informal mission and operating procedures</p>
<p>2) Conduct a minimum of three meetings annually for each Advisory Committee, maintain between-meeting communications, and evaluate each committee.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>AA, LA, PP, PD, PD*, C, Subcontractor</p>	<p>Submit: Summary and critical analysis of membership and committee evaluation On file: meeting agendas and minutes/notes, record and copies of between-meeting communications, meeting evaluations</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 10 Community Collaboration & Engagement-Nutrition Education Initiatives: From October 1, 2011 through September 30, 2012 3 through the Collaborative, the Regional Network will engage the eligible low-income population in promoting community and environmental improvements to support access to healthy food <u>and beverage</u> and active living through the execution of at least one Nutrition Education Initiative <u>per year</u>.</p>			
<p>1) Building upon the strategic planning process and existing efforts, Regional Collaborative members will, in consultation with eligible low-income representatives/consumers, implement at least one strategic Nutrition Education Initiative (NEI) <u>per year</u> as defined and described in the <i>Regional Network Guidelines Manual</i>. The Initiative must be supported by a Communications Plan to assist in promoting advancement and realization. Regional Nutrition Education Initiatives may build upon and/or enhance <u>Network</u> campaign and program advisory committee activities, existing <u>Network</u>-funded projects, <u>local health departments</u> and/or campaign and program activities as well as Champion Moms, Let's Move!, and End Hunger by 2015. New initiatives may be pursued as opportunities arise.</p>	<p>October 1, 2011 - September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of Nutrition Education Initiatives, Communications Plan</p>
<p>2) Coordinate all logistics involved with the NEI(s). These may include, but are not limited to: creating an Initiative Communications Plan and timeline; determining evaluation measures, collecting data, planning a community discussion, writing an issue brief, and creating media opportunities. Ensure accuracy and allowability of Case Study, evaluation plans, and all other materials that include research and statistics.</p>	<p>October 1, 2011 - September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Communications Plan and Case Study</p>
<p>3) <u>Each year</u>, execute regional Nutrition Education Initiative(s) and <u>build</u> report results using the <u>Network</u> Case Study template.</p>	<p>By August 1, 2012- <u>April 1, 2013</u></p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed Nutrition Education Initiative Case Study</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>4) Share outcomes <u>and recommendations</u> of Nutrition Education Initiative(s) with partners, local media, social media outlets, Regional Collaborative, and Network via information exchange activities, articles, website entries, etc.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of activities (SOW Report Form) On file: media coverage clippings and weblinks</p>
<p>Objective 11: Community Collaboration & Engagement -Mini-Grants: From October 1, 2011 through September 30, 2012, the Regional Network will administer a mini-grants program to support opportunities for appropriate community agencies and organizations to execute activities in support of the Collaboratives Nutrition Education Initiatives and/or consumer empowerment forums</p>			
<p>1) Establish, promote, and revise once during the contract period mini-grant program procedures, applications, and awards that provide less than or equal to \$5,000 for agencies and organizations responding to nutrition education and physical activity promotion needs of eligible low-income residents within the region. Mini-grants must support Network priorities, Regional Collaborative Nutrition Education Initiatives, and consumer empowerment forums and adhere to USDA guidelines. Submit mini-grant application for review and approval prior to release. Post mini-grant application on-line.</p>	<p>January 1 - April 30 2012</p>	<p>PD, PD*, C</p>	<p>Submit: Mini-grant application URL</p>
<p>2) Establish a mini-grant review team consisting of Regional Collaborative members and campaign and program staff. Ensure absence of conflict of interest (i.e., members of agencies applying for funds may not participate in the review committee).</p>	<p>January 1 - April 30 2012</p>	<p>PD, PD* C, PA, LA, AA, RE, PP, M, Subcontractor</p>	<p>On File: Review team roster and signed certifications ensuring no conflict of interest</p>
<p>3) Provide a mini-grant summary and budget funding matrix using the Network template and provide to the Network Program Manager to ensure allowability prior to finalizing mini-grant awards.</p>	<p>May 2012</p>	<p>PD, PD*</p>	<p>Submit: Mini-grant summaries; funding matrix</p>
<p>4) It is recommended that the Regional Network request representation from mini-grant awardees at Regional Collaborative meetings and continue to engage them after completion of their projects.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PD, PD*, C, Subcontractor</p>	<p>Submit: Agendas</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
5) Document and report mini-grantee produced impressions and other applicable data using <i>Network</i> developed tools and processes.	October 1, 2011-September 30, 2012	PD, PD*, C, Subcontractor	Submit: Completed electronic ATF (# of people reached, # of contacts, etc.)
Objective 12 Community Collaboration & Engagement -Business Connections: From October 1, 2011 through September 30, 2012, enhance connections between schools and community youth organizations participating in the <i>Children's Power Play Campaign</i> and the community by recruiting a minimum of 15 partners <u>annually</u> from the business community to provide in-kind support to participating schools and community youth organizations			
1) Facilitate connections between participating schools, community youth organizations, and area businesses (excluding grocery stores and produce industry businesses such as growers, shippers, and packers--work with the <i>Retail Program Manager</i> for produce donations). Secure agreements from businesses to provide donations (goods and/or services), conduct tours, offer guest speakers, adopt a school, etc. Inform school and community youth organization staff of the opportunities secured and facilitate connections to ensure follow through. Priority should be given to connecting official Power Partner schools and Power Partner community youth organizations with local business and, secondarily, to recruiting businesses in communities with a large number of participating schools and/or youth organizations. Collaborate with other <i>Regional Network</i> staff, as possible. Connect with businesses involved in the <i>Worksite Program</i> , if applicable. Recognize and thank business partners with thank you notes and/or appropriate acknowledgement.	October 1, 2011-September 30, 2012	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Completed electronic ATF On file: <u>Thank you</u> note/acknowledgement emails
Objective 13 Community Collaboration & Engagement -Physical Activity Partnerships: Annually, From October 1, 2011 through September 30, 2012, develop and maintain physical activity partnerships with 4 public and private entities within the region support <i>Network</i> partnerships to advance physical activity integration and promotion efforts region-wide, and build awareness of regional physical activity resources and opportunities to low-income residents, by contributing submissions to existing physical activity resource online databases			
1) Develop and maintain physical activity partnerships with public and private entities in the region (e.g., local park and recreation facilities, non-profit physical activity organizations, sports teams, health and fitness gyms, and university internship departments) to provide physical activity education, resources, and expertise to the region <u>in order</u> to advance the integration of physical activity promotion into nutrition and <u>healthy beverage</u> education serving the eligible low-income audience.	October 1, 2011-September 30, 2012 <u>3</u>	PA, PP, AA, LA, Subcontractor	Submit: Listing of partners and summary of partnership activities (ATF and SOW Report Form)
Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M-Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
2) Advance <i>Network</i> physical activity partnerships (e.g., Governor's Council on Physical Fitness and Sports, Professional Athlete's Council, California Active Communities) on a regional level. Example duties may include: promoting partnership activities in region, service on advisory committees, materials review, and/or meeting and event attendance and/or coordination.	October 1, 2011-September 30, 2012 ³	PD, PD*, PA, PA*, Subcontractor	Submit: Summary of activities (SOW Report Form)
3) Participate in two California Active Communities training teleconferences <u>annually</u> .	October 1, 2011-September 30, 2012 ³	PA, Subcontractor	Submit: List of participating staff and dates (SOW Report Form)
4) Collaborate with regional physical activity partners to submit physical activity-related events, playspaces, locations, etc. that are appropriate to the eligible low-income target audience to existing physical activity online databases for <u>eligible low-income target audience</u> , including sites referenced on the Let's Move federal website (e.g., National Wildlife Federation, Kaboom.org), the Governor's Council on Physical Fitness and Sports Governor's Challenge website. Promote the availability of the online databases as part of the region's consumer educational activities and intermediary trainings.	October 1, 2011-September 30, 2012	PA, Subcontractor	Submit: Summary of submissions to online databases, including total number submitted and posted; summary of promotional efforts (SOW Report Form) On File: List of specific submissions
Objective 14 Community Collaboration & Engagement- <i>Children's Power Play! Campaign Photovoice Project</i> . From October 1, 2011 through September 30, 2012 ³ , conduct at least one Photovoice project as part of the <i>Children's Power Play! Campaign</i> . Using youth engagement principles to improve eligible low-income 9- to 11-year-old children's awareness, knowledge, and attitudes about nutrition, healthy beverage and physical activity related environmental factors and to empower children to advocate for healthy changes			
1) <u>Annually</u> conduct one Photovoice project with a group of 9- to 11-year-old children, based on guidance from the <i>Children's Power Play! Campaign</i> and using the <i>Photovoice Project Kit</i> . Will include: identifying a group of children to participate (including photo and video components); providing training to adult leaders, and <u>local health departments</u> for the implementation of the <i>Children's Power Play! Campaign's Photovoice Project Kit</i> , recruiting community partners to support the Photovoice project; providing training to adult leaders and <u>local health departments</u> ; securing a prominent community location to display photos; and generating media coverage (may include social media) for the project.	October 1, 2011-September 30, 2012 ³	PD, M, PP, PP*, Subcontractor	Submit: Electronic copies of children's photos and corresponding narratives, short video documenting the project processes, electronic copies of resulting media coverage, and a short summary description of the project, including exhibit/gallery event.
Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>2) Work with the <u>Children's Power Play! Campaign Advisory Committee</u>, Regional Collaborative, <u>local health departments</u>, <u>Youth Engagement Initiatives</u>, or a special workgroup to assist Photovoice participants (children and adult leaders) in following through to address a minimum of one youth-identified environmental issue <u>per year</u>; <u>focused around healthy food, beverages or physical activity with using</u> community resources to support an environmental issue. <u>Topics could include such as access to healthy foods and beverages and physical activity</u>, brought to light by the children through the Photovoice project. Inform and connect to the Regional Nutrition Education Initiatives and Network-funded Youth Engagement projects, <u>and local health departments</u>, as appropriate. Submit and present projects to <u>at Network</u> and non-Network conferences, workshops, and community forums, as appropriate.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>PD, PD*, C, PP, PP*, Subcontractor</p>	<p>Submit: Summary of results (SOW Report Form); copies of resulting media coverage</p>
<p>Objective 15 Community Collaboration & Engagement - Latino Health Awareness Month: By September 30, 2012 <u>3</u> engage eligible low-income Latino residents, consumer groups, partners, <u>local health departments</u> and community leaders to identify and promote solutions to increase the availability of healthy foods, beverages and opportunities for physical activity in eligible low-income Latino communities by conducting an annual Latino Health Awareness Month (LHAM) consumer empowerment forum as part of the Latino Campaign. LHAM is a month-long statewide effort during September that also aligns with National Hispanic Heritage Month. All Network-funded projects, <u>including local health departments</u> are encouraged to participate where applicable. Social marketing events and promotions will take place in low-income communities across the state featuring fun and educational activities to encourage consumers to make healthy, active living a priority. As a complement to LHAM, and where available, regions will partner with Binational Health Week events to reach even more eligible low-income Latinos in California.</p>			
<p>1) <u>Each year</u>, work with the <u>Latino Campaign Advisory Committee</u> and consumer groups to identify strategies and to develop a community-driven plan for creating healthier communities for eligible low-income Latino families.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>PD, LA, LA*, Subcontractor</p>	<p>Submit: Summary of strategies and plan for empowering Latino families (SOW Report Form and/or Narrative)</p>
<p>2) <u>Annually</u> educate community residents, <u>local health departments</u> and leaders on the identified community issues and garner support for promoting and implementing the strategies <u>to improve the availability of and access to healthy food, beverages, and opportunities for physical activity.</u></p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>LA, LA*, Subcontractor</p>	<p>Submit: Completed electronic Activity Tracking Form (ATF)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>3) Annually host a Latino Health Awareness Month forum focused on at least one of the issues identified by the <i>Latino Campaign</i> Advisory Committee and consumer groups. Conduct public relations activities to build awareness of the <i>Latino Campaign</i>, Latino Health Awareness Month, and the identified issues.</p>	<p>October 1, 2011- September 30, 2012-<u>3</u></p>	<p>LA, LA*, M, PD, PD*, Subcontractor</p>	<p>Submit: Event photographs and summary of outcomes including a list of supporters and donors, media coverage, and next steps On file: Copies of event agenda and flyers</p>
<p>4) Each year, monitor the success of Latino Health Awareness Month and report outcomes through success stories, survey data, and presentations.</p>	<p>October 1, 2011- September 30, 2012-<u>3</u></p>	<p>LA, LA*, M, PD, PD*, Subcontractor</p>	<p>Submit: Latino Health Awareness Month success stories</p>
<p>5) Infuse nutrition and healthy beverage education, physical activity, and CalFresh promotion into community engagement forum outcomes (e.g., farmers' markets, community gardens, produce stands, produce subscription services, etc.). and Provide support as appropriate and allowable to ensure sustainability of the forum outcomes and see as to promote healthy behavior change among eligible low-income Latino families.</p>	<p>October 1, 2011- September 30, 2012-<u>3</u></p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed electronic ATF and photographs</p>
<p>Objective 16: Community Collaboration & Engagement-African American Campaign Community Engagement Initiative: During FFY 2012-2, engage eligible low-income African American residents, consumer groups, partners, and community leaders to increase the availability of healthy foods and beverages and opportunities for physical activity in eligible low-income African American communities by contributing to the development and implementation of a Community Engagement Initiative as part of the <i>African American Campaign</i>. African American Campaign Beauty Salon Supply Store Events. During FFY 2013, engage eligible low-income African American residents, consumer groups, partners, and community leaders and local health departments to contribute to the development and culmination of 1 to 2 Beauty Salon Supply Store Events to improve fruit and vegetable and physical activity-related knowledge, opinions, skills, and behaviors among low-income African American women reaching a minimum of 100 eligible adults.</p>			
<p>1) Work with the <i>African American Campaign</i> Advisory Committee and consumer groups to identify strategies and to develop a community-driven plan for creating healthier communities for eligible low-income African American families.</p>	<p>October 1, 2011- September 30, 2012-<u>3</u></p>	<p>AA, AA*, Subcontractor</p>	<p>Submit: Summary of strategies and plan for empowering African American families</p>
<p>2) Educate community residents and leaders on the identified community issues and gather support for implementing the strategies.</p>	<p>October 1, 2011- September 30, 2012-<u>3</u></p>	<p>AA, AA*, Subcontractor</p>	<p>Submit: Completed electronic ATF</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
3) Host an annual African American Community Engagement Initiative forum <u>Event</u> focused on at least one of the issues identified by the <i>African American Campaign Advisory Committee</i> and consumer groups.	January 1, 2012- September 30, 2012 <u>3</u>	AA, AA*, PD, Subcontractor	Submit: Event photographs and summary of outcomes including a list of supporters and donors, media coverage, and next steps
4) <u>Each year</u> monitor the success of the Community Engagement Initiative efforts and report outcomes through a success story, survey data, and presentations.	January 1, 2012- September 30, 2012 <u>3</u>	AA, AA*, PD, PD*, Subcontractor	Submit: African American community engagement forum success story
5) Infuse nutrition education, <u>healthy beverage education</u> , and physical activity and CalFresh promotion into Community Engagement Initiative forum outcomes (e.g., farmers' markets, community gardens, produce stands, produce subscription services, etc.). and Provide support as appropriate and allowable to ensure sustainability of the forum outcomes and to promote healthy behavior change among eligible low-income African American families.	January 1, 2012- September 30, 2012 <u>3</u>	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Completed electronic ATF and photographs
6) Identify <u>Champion Stylists or Beauty Supply Store staff to host community events featuring food demonstrations and physical activity demonstrations.</u>	<u>October 1, 2012- September 30, 2013</u>	AA, AA*, PD	<u>Submit: Summary of strategies and plan for identifying champion stylists and/or supply stores.</u>
7) Host 1 to 2 <u>Beauty Salon Supply Store Events with salons and/or supply stores to educate low-income African American women on the health and beauty benefits of eating fruits and vegetables and the value of increasing physical activity: utilize lessons from the Fruit, Vegetable and Physical Activity Toolbox for Community Educators such as How Many Cups Do I Need? and How Many Cups Should I Get?</u>	<u>October 1, 2012- September 30, 2013</u>	AA, AA*, PD	<u>Submit: Completed electronic ATF: event photographs and summary of outcomes including a list of supporters and donors, media coverage, and next steps</u> <u>On file: Copies of event agenda and fliers</u>
8) <u>Assess the effectiveness of new materials and/or approaches by assisting with a materials re-testing project of developed Beauty Salon Supply Store intervention published materials. Materials re-testing design, timeline and protocols will be provided.</u>	<u>October 1, 2012- September 30, 2013</u>	AA, AA*, PD	<u>Submit: Materials re-testing surveys and/or feedback tools</u>
Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 17 Media & Public Relations -Media/Public Relations Plan: From October 1, 2011 through September 30, 2012, the Regional Network will provide ongoing leadership and coordination of region-wide media activities through the creation and maintenance of a regional Media/Public Relations Plan to help maximize support and public exposure of issues affecting nutrition, healthy beverages, and physical activity promotion, and food security among eligible low-income residents.</p>			
<p>1) Update and implement media/public relations plan to guide regional media and public relations (PR) activities including but not limited to: support and promotion of Regional Collaborative activities and initiatives, campaign and program activities (including, but not limited to: Fruit and Veggie Fest, Black History Month/Juneenth, Latino Health Awareness Month, Power Up Your Summer!, etc.), community forums, Network media/PR activities, and Network-funded projects and activities in the region.</p>	<p>By November 15, 2011 and November 15, 2012</p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Media/PR Plan</p>
<p>2) Foster relationships with print, TV, and radio media within the region in order to:</p>	<p>October 1, 2011-September 30, 2012-3</p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed electronic ATF On file: Media contacts list, media coverage clippings and weblinks</p>
<p>a) Coordinate and leverage media, including social media where possible, for Regional Collaborative and targeted campaign and program events and activities to maximize local exposure, establish credibility, and build media partnerships for nutrition and healthy beverage education, physical activity promotion, food security, and chronic disease prevention efforts in the region.</p>	<p>October 1, 2011-September 30, 2012-3</p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed electronic ATF On file: Media contacts list, media coverage clippings and weblinks</p>
<p>b) Leverage media for other Network-funded projects including <u>Rethink Your Drink</u>, <u>local health department activities</u>, and <u>other activities</u> in the Region.</p>	<p>October 1, 2011-September 30, 2012-3</p>	<p>M with PD, PD*</p>	<p>Submit: Completed electronic ATF On file: Media contacts list, media coverage clippings and weblinks</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>c) Establish relationships and coordinate efforts with <u>Public Information/Communications personnel in Local Health Departments (LHDs) to advance Network-related efforts.</u></p>	<p><u>October 1, 2012-September 30, 2013</u></p>	<p><u>PD, PD*, M</u></p>	<p><u>Submit: Listings of Local Health Departments, Public Health Information /Communications contacts and summary of coordination efforts</u></p>
<p>Objective 18: Media & Public Relations - Liaison: From October 1, 2011 through September 30, 2012, the <i>Regional Network</i> will serve as the primary liaison with the <i>Network</i> and <i>Network</i>-funded partners in the region, promoting communication and collaboration for regional media and public relations events, activities, and opportunities.</p>			
<p>1) Enhance media and public relations efforts by pursuing local media attention/coverage and linking <i>Network</i> activities to current news. Pursue opportunities to tie national or statewide news to the Regional Collaboratives activities and expertise to include linking the Collaboratives efforts and/or consumer empowerment forums to at least one story emanating from statewide or national media stories, three times <u>per year</u>.</p>	<p>October 1, 2011-September 30, 2012 <u>3</u></p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed electronic ATF On File: media coverage clippings and weblinks</p>
<p>2) Create regional Champion profiles and fact sheets to support media outreach efforts:</p>	<p>October 1, 2011-September 30, 2012 <u>3</u></p>	<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Champion Profiles and <u>fact sheets</u></p>
<p>a) Using the <i>Network</i> template(s) provided, complete 5 to 7 Champion profiles of individuals and/or organizations in the region that have demonstrated an exemplary commitment to improving the health landscape of their community and to promoting <u>healthy eating, drinking</u> and active living among community members. Examples may include: Moms, Dads, Caregivers, Teachers, Worksites, Community Leaders, Chefs, Businesses, CalFresh participants, CalFresh offices, Youth Engagement Organizations, etc.</p>	<p>October 1, 2011-September 30, 2012 <u>3</u></p>	<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Champion Profiles</p>
<p>b) Maintain and foster on-going relationships with identified Champions and facilitate the participation of selected Champions at <i>Network</i> events.</p>	<p>October 1, 2011-September 30, 2012 <u>3</u></p>	<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of Champion participation in events (SOW Report Form)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>c) Develop <u>one to three</u> region-specific issue fact sheets providing background, statistics, and other pertinent information for each issue relevant to the health landscapes in the region; <u>in order</u> to help educate media and other opinion leaders in the region <u>work with local health departments to access local data.</u></p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Fact Sheets</p>
<p>3) Supply information about regional activities (such as newsletters, social media activities, Champions for Change website, etc.) a minimum of three times during the <u>each</u> contract year. Such information might be in the form of articles, fact sheets, responses to consumer inquiries, or other as needed.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Articles or other content submitted On File: Technical assistance log</p>
<p>4) Serve as liaison: activities may include coordination of regional events, spokesperson trainings, media and public relations training opportunities, and social marketing activities promoting fruit and <u>vegetable and healthy beverage</u> consumption among the eligible low-income target audience (e.g., consumer targeted website, radio/television/print ad development, community forums).</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of support provided (SOW Report Form) On File: media coverage clippings and weblinks</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 19: Media & Public Relations - Spokespersons Group: From October 1, 2011 through September 30, 2012, the Regional Network will establish and maintain an active spokespersons group.</p>			
<p>1) Establish, train (using Network train-the-trainer materials), and maintain a functional spokesperson group for Network and local events (make contact and provide support/updates two to three times each contract year). Spokespeople should have a variety of expertise in content, language, and culturally-specific knowledge related to food security, nutrition, <u>healthy beverages</u> and physical activity-related issues and <u>opportunities</u> affecting the eligible low-income population. Spokespersons should be able to address relevant general and ethnic media and be well-versed in Network priorities, strategies, and speaking points; provide updates to group as needed. Spokesperson groups should consist of both funded and non-Network funded partners, including participating Youth Engagement Project adults <u>allies</u> (and youth where possible), and must include two representatives for each campaign and program, including the Regional Campaign/Program Managers and Physical Activity Specialist. Ensure that spokespersons are representative of the targeted fruit and vegetable campaigns and programs <u>including Rethink Your Drink</u>, and are cross-trained to increase the pool of spokespersons on a variety of Network-related topics.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>M, PD, PD* with AA, LA, PP, PA, RE, C, Subcontractor</p>	<p>Submit: Spokesperson bios/profiles On File: Technical assistance log</p>
<p>2) A minimum of eight to ten potential spokespersons, including the Project Director, Campaign and Program Managers, Physical Activity Specialists, Regional Champions (Moms, educators, etc.), <u>local health departments</u>, and partners, will participate in Network spokesperson training <u>annually</u>.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>M or AA, LA, PP, RE, Subcontractor</p>	<p>Submit: Summary of training attendance and webinar participation (SOW Report Form)</p>
<p>a) Staff, Regional Champions, and funded partners who will engage in interviews (print, radio, and/or television) on behalf of the Region must attend relevant in-person trainings, as available. Each Region should plan for a minimum of two people to participate in each of the following tentatively scheduled <u>annual</u> trainings as relevant to the region: one basic media training session, one advanced media training session, and one in-person training each for the <u>Retail Program Fruit & Veggie Fest</u>, <u>Rethink Your Drink</u>, <u>Children's Power Play! Campaign</u> Power Up Your Summer, <u>African American Campaign</u> Black History Month/June/teenth, and <u>Latino Campaign</u> Latino Health Awareness Month.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>M or AA, LA, PP, RE, Subcontractor</p>	<p>Submit: Summary of training attendance and webinar participation (SOW Report Form)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>b) All <i>Regional Network</i> staff spokespersons, the media coordinator, and additional staff who will work directly with the media will participate in a minimum of four media webinars, <u>as offered per year.</u></p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>M or PD, PD*, PA, PP, LA, AA, RE, Subcontractor</p>	<p>Submit: Summary of training attendance and webinar participation (SOW Report Form)</p>
<p>3) Train regional spokespersons. These might include: the Project Director, Campaign and Program Managers, Physical Activity Specialists, Collaborative members, Regional Champions (Moms, etc.), <u>local health department staff, school partners,</u> and/or non-funded partners.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>M, PD with PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Summary of participation (SOW Report Form) On File: <u>Media coverage</u> clippings and weblinks</p>
<p>Objective 20: Media & Public Relations - Public Relations: From October 1, 2011 through September 30, 2012 <u>3</u> the <i>Regional Network</i> will provide ongoing leadership and coordination of region-wide public relations for events and other program-related activities to help maximize support and public exposure to issues affecting nutrition and healthy beverage education, physical activity promotion, and food security among eligible low-income residents, resulting in a minimum of 2,000,000 to 3,000,000 regional media impressions <u>per year.</u></p>			
<p>1) Publicize relevant regional activities, promotional events, and key messages through press releases, media advisories, pitch meetings, social media outlets, and calendar notices on a quarterly basis in support of the <i>Regional Network</i> (such as campaigns and programs, collaborative initiatives), other <i>Network</i>-funded partners in the region, and as appropriate, non-funded partners in the region. Media outreach should include general market media, ethnic media, trade press, parent-specific publications, and child-targeted media.</p>	<p>Monthly October 1, 2011- September 30, 2012 <u>3</u></p>	<p>M with PD, PD* C, PA, PP, LA, AA, RE, Subcontractor</p>	<p>Submit: Completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks</p>
<p>2) In addition to the above public relations activities, conduct enhanced activities four to six times <u>per year.</u> This may include organizing media events, conducting a spokesperson media tour, and/or developing media partnerships. Engage other <i>Network</i>-funded projects within the region in the planning and implementation of events and activities. While there may be additional events and activities, the region must promote, at minimum:</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>M with PD, PD*, C</p>	<p>Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks</p>
<p>Legend: AA- African American Campaign Coordinator; Ad Asst- Administrative Assistant; CM- Contract Manager; C- Collaborative Coordinator; CHL- Community Health Leader; LA- Latino Campaign Coordinator; M- Media Coordinator; PP- Power Play Campaign Coordinator; PA- Physical Activity Specialist; PD- Project Director; RE- Retail Program Specialist; (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
a) National Fruits and Veggies—More Matters™ Month (September);	September 1-30, 2012	M with RE, PD, PD*, C	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks
b) Release of significant research and evaluation data from the Network, USDA, or other relevant partners;	October 1, 2011-September 30, 2012 3	M, C, PD	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks
c) Retail Program Fruit and Veggie Fest (May);	May 1-31, 2012 and <u>May 1-31, 2013</u>	M with RE, PD, PD*, C, PA, AA	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks
d) Children's Power Play! Campaign Power Up Your Summer! Challenge (June);	June 1-30, 2012 and <u>June 1-30, 2013</u>	M, PP, PP*, PA	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks
e) Optional, relevant events with collaborative partners such as but not limited to: <u>ReThink</u> Your Drink special events and activities (throughout the year); National Canned Food Month (February); National School Breakfast Week (March); National Nutrition Month (March); Public Health Week (April); National Farmers' Market Week (August); Hunger Awareness Month (September); <u>Food Day (October)</u> ; National School Lunch Week (October); Governors Council on Physical Fitness and Sports Governor's Challenge; <u>California Taskforce on Youth and Workplace Wellness Fit Business Awards.</u>	October 1, 2011-September 30, 2012 3	M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks
Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>f) <u>Latino Campaign Consumer Empowerment Forum-Event during Latino Health Awareness Month (September) or Binational Health Month (September and October); annually.</u></p>	<p>October 1-31, 2011-September 30, 2012 <u>3</u></p>	<p>M with LA, LA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks</p>
<p>g) <u>African American Campaign Community Engagement Initiative Forum Event during Black History Month (February) or Juneteenth (June). To host an initiative event during other months, please submit a request in writing.</u></p>	<p>February 1-28 2012 June 1-30, 2012 and February 1-28, 2013 and June 1-30, 2013</p>	<p>M with AA, AA* PD, PD*, C, Subcontractor</p>	<p>Submit: Summary of activities (Narrative), completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks</p>
<p>3) Link regional public relations (and media buys as applicable and appropriate) to <u>Network</u> media buys, promoting media plans to regional partners, securing public service placements, and by promoting training opportunities to local partners.</p>	<p>October 1, 2011-September 30, 2012 <u>3</u></p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Progress Report Narrative, completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks</p>
<p>4) Participate in value-added media and public relations opportunities, one to two times per year. These might include live remotes or other special community events.</p>	<p>October 1, 2011-September 30, 2012 <u>3</u></p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Progress Report Narrative, completed electronic ATF On File: <u>Media coverage</u> clippings and weblinks</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 21 Media & Public Relations -Community-Based Marketing and Public Relations to Children: Annually from October 1, 2011 through September 30, 2012 3, reach 44,130 of the region's eligible low-income elementary-aged children with Children's Power Play! Campaign messages in community settings.</p>			
<p>1) Expand awareness of the Children's Power Play! Campaign and its messages among eligible low-income elementary-age children, with an emphasis on 9- to 11-year-old children, by conducting a variety of community-based marketing and public relations activities. Marketing and public relations activities may include promotional contests, posting of signage in kid-friendly community venues (e.g., libraries, malls, community bulletin boards), participation in community events, and placement of messages through kid-targeted media. Coordinate marketing and public relations activities with promotions conducted in schools and community youth organizations when possible.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PP, PP*, M, Subcontractor</p>	<p>Submit: Completed electronic Media and Power Play! ATFs On File: Media coverage clippings and weblinks</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

EXHIBIT A
Scope of Work

Retail

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 22 Retail - Merchandising: By September 30, 2012, increase fruit, vegetable, and healthy beverage-related awareness, knowledge, and demand among eligible low-income families by partnering annually with a minimum of 50 qualifying supermarkets, grocery stores, and/or independent stores to display Retail Program merchandising materials for a minimum of two, five-month cycles. Ensure that a minimum of 30 stores per year target a high proportion of Latino shoppers and a minimum of 20 stores per year target a high proportion of African American shoppers</p>			
<p>1) In accordance with the <i>Retail Program Regional Manager's Guide</i>, identify and develop a list of qualifying supermarkets, grocery stores, and/or independent/corner stores that cater to eligible low-income families, including stores that participated in the <i>Retail Program</i> in the prior fiscal year. Collaborate with other <i>Regional Network</i> staff, <i>Network-funded projects</i>, <i>local health departments</i> and WIC's Local Vendor Liaison Initiative to prioritize qualifying stores to target for participation. Form an advisory group of campaign, program, <i>Local Incentive Awardees (LIAs)</i>, and other <i>Network-funded projects</i>, (where applicable) to identify prioritized retailers with <u>significant reach to eligible</u>.</p>	<p>By November 15, 2011 and November 15, 2012</p>	<p>RE & PD coordinate with AA, AA*, LA, LA*, Subcontractor</p>	<p>Submit: Prioritized list of identified prospective qualifying retail partner sites as part of <i>Retail Program</i> operating plan</p>
<p>2) Establish formal partnerships with the managers/owners of the selected qualifying grocery store locations. Maintain the partnerships through the remainder of the contract. Collaborate as appropriate with campaign and program staff, <i>Local Incentive Awardees (LIAs)</i> and other <i>Network-funded projects</i>, <i>local health departments</i> and WIC Local Vendor Liaisons. Any partnerships that are ended <u>terminated</u> before the end of the contract should be replaced by September of the fiscal year. <u>that the partnership was terminated.</u></p>	<p>By January 31, 2012- and ongoing through September 30, 2012 3.</p>	<p>RE coordinate with AA, AA*, LA, LA*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of partners, locations, etc.) On file: Signed partnership agreement or partnership summary found in the <i>Retail Program Regional Managers Guide</i></p>
<p>3) Select, install, and maintain the appropriate merchandising option for the size of the retail location (according to the guidelines outlined in the <i>Retail Program Regional Manager's Guide</i>). Merchandising materials must be displayed for at least two, five-month cycles.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>RE coordinate with AA, AA*, LA, LA*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of stores merchandised, # of days, items displayed, etc.)</p>
<p>4) Visit each store once every month and make regular calls to confirm the placement and upkeep of the materials.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>RE coordinate with AA, AA*, LA, LA*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of visits and calls)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 23 Retail Promotions: From October 1, 2011 through September 30, 2012 3) maintain store partnerships through collaborations with <u>Retailer Network</u> campaigns and programs including <u>Rethink Your Drink</u> and other <u>Network</u>-funded project staff (where applicable) to achieve 22,800 direct contacts through promotional activities (e.g., food demonstrations, store tours) for eligible low-income 9- to 11-year-old children, <u>Fruit & Veggie Fest</u> as outlined in the <u>Retail Program Regional Manager's Guide</u>. Ensure that <u>food and beverage demonstrations</u> reach a minimum of 3,520 eligible low-income Latinos and 2,460 eligible low-income African Americans <u>annually</u>.</p>			
<p>1) Identify qualifying retail locations in which to conduct food demonstrations <u>reach a significant number of shoppers and as outlined in the Retail Program Regional Manager's Guide</u>. Ensure that each retail site that is displaying merchandising materials is offered the opportunity to host a minimum of one food <u>or beverage demonstration per contract year</u>. Collaborate with campaign and program staff and other <u>Network-funded projects and local health departments</u> to select locations near their intervention sites as appropriate. Coordinate with other <u>Network-funded projects</u> that conduct food and beverage demonstrations as part of their scopes of work. <u>Coordinate efforts with those local health departments that are conducting interventions as part of CX³ activity.</u></p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>RE coordinate with AA, AA*, LA, LA*, Subcontractor</p>	<p>Submit: <u>A plan for promotional activities to be planned, promoted, and conducted as part of Retail Program annual operating plan;</u> completed electronic ATF (# and location of demonstration sites, etc.)</p>
<p>2) Coordinate with retail sites to schedule food <u>and beverage</u> demonstrations and secure retailer donations of food <u>and beverage</u> demonstration supplies.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>RE coordinate with AA, AA*, LA, LA*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of demonstration, etc.)</p>
<p>3) Provide training to Community Health Leaders, and local health department staff on the successful implementation of in-store food and beverage demonstrations using the <u>Food Demonstration Training Kit</u>. Manage Community Health Leaders to ensure appropriate staffing of each scheduled food <u>and beverage</u> demonstration and to monitor quality of interventions.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>RE coordinate with AA, AA*, LA, LA*, Subcontractor</p>	<p>Submit: Training agenda and summary of evaluations</p>
<p>4) Promote upcoming food <u>and beverage</u> demonstrations to increase participation and provide added value to participating retailers.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>AA, AA, LA, LA*, RE</p>	<p>Submit: Regionally-developed promotional materials</p>
<p>5) Conduct fruit and vegetable food <u>and healthy beverage</u> demonstrations according to direction provided in the <u>Food Demonstration Training Kit</u>.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>RE coordinate with AA, AA*, LA, LA*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of demonstration, featured recipes, # of people reached, etc.)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>6) In coordination with the <u>Children's Power Play!</u> Campaign Manager, plan and conduct store tours (in stores participating in the <u>Retail Program</u>) that will annually reach minimum of 80 eligible low-income 9- to 11-year-old children who are participating in the <u>Children's Power Play!</u> Campaign. Store tours may be conducted by either <u>Retail Program</u> or <u>Children's Power Play!</u> Campaign staff. <u>Coordinate with local health departments that are conducting Power Play!</u></p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>RE coordinate with PP, PP*, Subcontractor</p>	<p><u>Submit: Completed electronic ATF (# of attendees, etc.)</u> On file: <u>A plan</u> for promotional activities to be planned and conducted as part of <u>Retail Program</u> and <u>Children's Power Play!</u> Campaign operating plans.</p>
<p>7) In May, work with <u>Regional Network</u> staff, <u>local health departments</u> and partners (retailers, produce industry and/or food security organizations) to coordinate either a Fruit and Veggie Fest Kick-off where the Region will receive significant media coverage or a Fruit and Veggie Fest supporting event. A list of possible activities for a supporting event is found within the <u>Retail Program Regional Manager's Guide</u> (planning begins in December; while led by the <u>Retail Program</u>, should include participation in the planning and implementation from the <u>Latino Campaign</u>, <u>African American Campaign</u>, <u>Faith Projects</u>, <u>Physical Activity Integration Program</u>, <u>Worksite Program</u>, <u>Children's Power Play!</u> Campaign, <u>Rethink Your Drink</u>, local Cal-Fresh offices, other <u>Network-funded</u> projects, and/or WIC's Local Vendor Liaisons, where appropriate).</p> <p>Fruit and Veggie Fest is a month-long series of events and promotions in low-income communities across the state featuring fun and educational activities to encourage consumers to make healthy, active living a priority.</p>	<p>May 2012 <u>and</u> <u>May</u> <u>2013</u></p>	<p>RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, Subcontractor</p>	<p>Submit: <u>Annual plan</u> to include partnerships and event layout for approval</p>
<p>a) Coordinate a kick-off event.</p> <p>Duties include but are not limited to: participating in planning teleconferences, identifying and securing location and resources for the event in your area, generating community participation, identifying and securing a media spokesperson for the event, identifying and contacting local decision makers to support the event, and obtaining fruit and vegetable, <u>healthy beverage</u> and physical activity equipment donations to be awarded to participants during the event.</p>	<p>May 2012 <u>and</u> <u>May</u> <u>2013</u></p>	<p>RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of attendees, # of news stories, etc.) and Event Summary On file: Event photographs, record of media contacts, number of participants, media journal, record of decision-maker involvement and outcomes, list of donors and supporters, and agenda</p>

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
b) If the Region is not conducting a kick-off event, it must coordinate at least one Fruit and Veggie Festival-themed promotional activity/supporting event at a qualifying retail location.	May 2012 and <u>May 2013</u>	RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP* PA, Subcontractor	Submit: Completed electronic ATF (# of attendees, etc.) On file: Event photographs, record of media contacts, number of participants, media journal, list of donors and supporters
8) <i>Fruits and Veggies—More Matters™</i> Month: Support <i>Fruits and Veggies—More Matters™</i> promotions conducted throughout the month of September by securing donations for events conducted by <i>Network-funded</i> projects.	September 2012	RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP* PA, Subcontractor	On file: Event photographs, record of secured retailer contributions, and event summary
9) <u>Annually</u> work with <i>Regional Network</i> staff and partners (retailers and food security organizations) to coordinate a <i>CalFresh</i> Eat Healthy brand recognition event where the Region will receive significant media coverage. Planning begins 6 months in advance; while led by the Retail Program, should include participation in the planning and implementation from the <i>Latino Campaign</i> , <i>African American Campaign</i> , Faith Projects, Physical Activity Integration Program, <i>Worksite Program</i> , <i>Children's Power Play Campaign</i> , <u><i>Rethink Your Drink</i></u> , other <i>Network-funded</i> projects, local <i>CalFresh</i> outreach offices, and/or WIC's Local Vendor Liaisons, where appropriate). A <i>CalFresh</i> Eat Healthy brand recognition event held at a qualifying retailer featuring educational ways to eat "Better Food for Better Living." The event is to show eligible and current <i>CalFresh</i> shoppers that healthy changes start at the home and with what is put in the grocery cart. It will feature the ability for low-income families to purchase a variety of foods with an emphasis on fruits, vegetables and <u>beverages</u> .	October 1, 2011- September 30, 2012- <u>3</u>	RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP* PA, Subcontractor	Submit: Plan to include partnerships and event layout for approval. Completed electronic ATF (# of attendees, # of news stories, etc.) and Event Summary On file: Event photographs, record of media contacts, number of participants, media journal, record of decision-maker involvement and outcomes, list of donors and supporters, and agenda
Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 24 Retail-Corporate Social Responsibility Partnerships: By September 30, 2012-3, annually form agreements with at least 6 produce industry partners (growers, shippers, packers, distributors, wholesale, mobile markets, etc.) and at least 8 retail partners resulting in donations (produce, water, coupons, nutrition/physical education reinforcement items that must meet all State and Network guidelines) to support Network partners with their interventions, including taste tests of Harvest of the Month produce items and food and beverage demonstrations at community-based organizations (e.g., churches, local health departments, community health clinics, schools, community youth organizations (CYOs), Workites). Each donation must reach at least 200 participants. Coordinate with local health departments that are conducting retail interventions through CX.</p>			
<p>1) Secure agreements for donations and coordinate details of the donation type and amount and the process for obtaining donations.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>RE</p>	<p>Submit: Completed electronic ATF (# of agreements, donation amounts, etc.)</p>
<p>2) Coordinate with donation recipients and manage the delivery of donated materials by confirming donation amounts, scheduling delivery times and dates, and confirming donations were received.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>RE coordinate with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of donations, etc.)</p>
<p>Objective 25 Retail-Training & Technical Assistance to Staff & Partners: By September 30, 2012-3, provide training materials and technical assistance to Regional Network staff, local health departments and other Network-funded project staff, and retail partners to ensure consistent, high-quality and culturally appropriate activities including merchandising, food and beverage demonstration, store tours, and how to solicit donations at retail locations.</p>			
<p>1) To ensure clear and effective programming, facilitate introductions of retail partners and Regional Network staff performing promotional activities. Follow up with retail partners after promotional activities to gather feedback on the success of promotional activities.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, CHL, Subcontractor</p>	<p>On file: Introduction method description and Food Demonstration Activity Evaluation forms found in the Food Demonstration Training Kit</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>2) Where applicable, connect representatives of qualifying retail locations with regional campaign and program Advisory Committees or the Regional Collaborative to identify projects, events, and initiatives (including <u>ReThink Your Drink</u>) that will create additional partnership opportunities. Provide the retail representatives with agenda items in advance of the meetings to confirm the topics are relevant to the retailer's interests. As necessary, present retail partnership successes and highlights at Regional Collaborative meetings.</p>	<p>October 1, 2011- September 30, 2012 ³</p>	<p>RE & PD coordinate with PD*, C, AA, AA*, LA, LA*, PP, PP* PA, Subcontractor</p>	<p>Submit: Completed electronic ATF</p>
<p>3) Educate highly interested <u>independent retailer managers/owners</u> and those involved with <u>Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³) independent-retailer-managers/owners</u> on proper fruit and vegetable storage and display protocol to help improve the quality and quantity of fruits and vegetables available to local eligible low-income residents through information found in the <u>Retailer Fruit & Vegetable Marketing Guide</u>.</p>	<p>October 1, 2011- September 30, 2012 ³</p>	<p>RE & PD</p>	<p>Submit: Completed electronic ATF</p>
<p>a) As appropriate, and with local social services agencies, educate retailers and local health departments on the benefits of accepting both electronic benefits transfer (EBT) and WIC coupons and connect retailers with their local CalFresh office or WIC project. <u>Provide assistance to local health departments and other partners, to post CalFresh signage at stores.</u></p>	<p>October 1, 2011- September 30, 2012 ³</p>	<p>RE</p>	<p>Submit: Completed electronic ATF</p>
<p>4) Partner with food security organizations such as food banks, CalFresh offices, and WIC clinics with the goal of increasing fruit and vegetable and healthy beverage-related awareness, knowledge, skills, and purchasing habits among eligible low-income families.</p>	<p>October 1, 2011- September 30, 2012 ³</p>	<p>RE & PD</p>	<p>Submit: Completed electronic ATF</p>
<p>a) Food Banks: Per the <u>Retail Program Regional Manager's Guide</u>, provide technical assistance and materials to coordinators at 1 county food banks who will in turn provide assistance and materials to promote the consumption of fruits and vegetables, and <u>healthy beverages</u> at multiple food pantries in the Region.</p>	<p>By September 2012 and 2013</p>	<p>RE with PD</p>	<p>Submit: Completed electronic ATF</p>

Legend: AA- African American Campaign Coordinator, Ad Assl- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>b) CalFresh Offices: Per the <i>Retail Program Regional Manager's Guide</i>, collaborate with CalFresh offices and other food security organizations to provide their promotional materials for Regional-Network staff to distribute while conducting food and beverage demonstrations, store tours, and other activities at retail locations.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>RE with PD</p>	<p>Submit: Completed electronic ATF</p>
<p>c) WIC offices: Per the <i>Retail Program Regional Manager's Guide</i>, inform WIC clinics of <i>Retail Program</i> resources.</p>	<p>October 1, 2011- September 30, . 2012 <u>3</u></p>	<p>RE with PD</p>	<p>Submit: Completed electronic ATF</p>

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant

Objective 26 Worksite - Recruitment and Implementation: From October 1, 2011- September 30, 2012 3. Increase fruit, and vegetable and consumption. Healthy beverage consumption, daily physical activity, and overall health awareness among eligible low-income working adults by assisting qualified employers to implement interventions recommended by the California Fit Business Kit. Recruit and maintain active participation in the Worksite Program in a minimum of 16 total worksites from October 1, 2011 through September 30, 2012 and a minimum of 20 total worksites from October 1, 2012 through September 30, 2013.			
1) Identify potentially qualifying low-wage worksites and develop a recruitment and implementation plan as part of the Worksite Program annual operating plan. Recruit and qualify worksites using USDA-approved qualification methods. Obtain signed qualification forms, as needed, and complete a partnership agreement with each worksite.	October 1, 2011- September 30, 2012 3	WO*, Subcontractor	Submit: Copies of Worksite Qualification Form (retain originals), Completed Check for Health Survey, completed electronic ATF (# of worksites with signed agreements)
2) At recruited, qualifying sites, assist worksite staff in implementing the Check for Health Survey once per year in each worksite.	October 1, 2011- September 30, 2012 3	WO*, Subcontractor	Submit: Completed electronic ATF (Check for Health Survey results)
3) Provide training and support to worksites in implementing the Wellness Committee tool. Attend at least one Wellness Committee meeting per worksite to support planning and implementation of health promotion activities. Provide support to assist each worksite in maintaining an active Wellness Committee.	October 1, 2011- September 30, 2012 3	WO*, Subcontractor	Submit: Completed electronic ATF (# of meetings attended)
4) Develop and implement an annual action plan with each engaged worksite. An "engaged" worksite is defined as a worksite having completed a Check for Health Survey and that is actively implementing tools.	By February 1, 2012 3	WO*, Subcontractor	Submit: Action Plan for each worksite
5) After implementing Check for Health and Wellness Committee, assist each participating employer with their implementation of two additional California Fit Business Kit physical activity and fruit/vegetable/beverage tools (Healthy Meeting Policies, Vending Machine Food and Beverage Standards, Healthy Dining Menu Guidelines, Simple Steps to Ordering Farm Fresh Produce for the Worksite, A Guide to Establishing a Worksite Farmers' Market, Healthy Stairwells Tool, Physical Activity Club/Walking Club, Take Action!) or any other new/updated California Fit Business Kit Tools by the end of the contract.	October 1, 2011- September 30, 2012 3	PA, WO*, PA*, Subcontractor	Submit: Completed electronic ATF (tools implemented, etc.)
6) Conduct six to eight fruit, and vegetable and healthy beverage -focused nutrition and/or physical activity employee education sessions within the region and facilitate additional employee education sessions for participating worksites by connecting worksites with community partners that can provide presenters and/or trainers.	October 1, 2011- September 30, 2012 3	PA, WO*, PA*, Subcontractor	Submit: Completed electronic ATF (# of sessions, # of employees reached, etc.)
7) Distribute Worksite Program posters and worksite wellness bulletin board information for display in Network worksites and assist participating worksites with developing worksite wellness content for employee newsletters.	October 1, 2011- September 30, 2012 3	WO*, Subcontractor	Submit: Completed electronic ATF (materials displayed, # of employees reached, etc.)

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, WO- Worksite, C)- assistant

<p>8) As applicable, collect employee absenteeism and productivity data from worksite management and completed surveys from a sample of employees at participating <u>Worksite Program sites</u>.</p>	<p>October 1, 2011- September 30, 2013</p>	<p>WO*, Subcontractor</p>	<p>Submit: Data on absenteeism, productivity, and completed employee surveys.</p>
<p>9) Encourage all engaged workite to apply for California Fit Business Award of the California Taskforce on Youth and Workplace Wellness. Assist with publicity for any <u>Worksite Program</u> partners that receive award.</p>	<p>October 1, 2011- September 30, 2013</p>	<p>WO*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of workites submitting applications)</p>
<p>40) 9) Research, write, produce, and distribute a regional worksite wellness resource directory that highlights worksite wellness resources available locally. Collaborate with <u>Network</u> and regional partners, as well as the regional <u>Worksite Program</u> Advisory Committee. Update directory as needed.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>WO* coordinate with Lead agency PD, PD*, C, Subcontractor</p>	<p>Submit: Regional Worksite Wellness Resource Directory</p>
<p>Objective 27 Worksite Partnerships: By September 30, 2012 3, enhance connections between participating workites and the community by securing agreements from a minimum of two participating workites annually to support efforts of <u>Network-funded partners</u>, and campaign and program partners, including <u>Rethink Your Drink</u>, partners, connecting participating workites with a minimum of two public and private entities annually that agree to support worksite wellness activities at one or more workites, and supporting <u>Network</u> partnerships including individual health departments, as appropriate for their <u>Network</u> Scopes of Work to advance the <u>Worksite Program</u> and support the <u>Network's</u> objectives related to fruits, vegetables, healthy beverages, physical activity, food security, and chronic disease prevention.</p>			
<p>1) Support the Regional Network's <u>Children's Power Play Campaign</u>, <u>Retail Program</u>, <u>African American Campaign</u>, and <u>Latino Campaign</u>, including <u>Rethink Your Drink</u>, as well as other <u>Network-funded</u> projects, by helping to facilitate business connections with participating workites. Workites may agree to provide donations, offer volunteer time, or sponsor activities that encourage fruit and vegetable and healthy beverage consumption, physical activity, food security, and chronic disease prevention.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>WO* coordinate with Lead agency PD, PD*, C, AA, LA, PP, PA, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of donations, # of workites connected with partners, etc.)</p>
<p>2) Present information on the <u>Worksite Program</u> and the <u>California Fit Business Kit</u> to up to three-3 prospective community partners in an effort to seek out partners with similar missions who may be able to collaborate or enhance and sustain current <u>Worksite Program</u> efforts. Increase dissemination and adoption of <u>California Fit Business Kit</u> information and tools.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>WO*, Subcontractor</p>	<p>Submit: Prospective partners list (in annual operating plan), completed electronic ATF (# and type of partnerships, etc.), presentation summary (SOW Report Form), copies of presentation files On file: Agendas, pictures</p>
<p>3) Secure agreements from public and private entities to support the wellness efforts of participating workites. Support may include providing guest speakers and trainers for employee education sessions, offering health screenings, providing incentives for <u>Take Action!</u> participants, and helping workites to implement other <u>California Fit Business Kit</u> tools.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>WO*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of partners, types of support provided, etc.)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, <u>WO- Worksite</u>, (*)- assistant</p>			

<p>4) Conduct regional implementation of relevant partnership activities, such as those with the American Cancer Society, California Taskforce on Youth and Workplace Wellness, and other statewide organizations.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>WO*, Subcontractor</p>	<p>Submit: Summary of support (SOW Report Form)</p>
<p>5) At least once, educate and train local public health departments in the region on <u>Network Worksite Program</u>, <u>priorities, materials, websites, data resources, and key activities etc. Provide ongoing technical assistance to these departments throughout the term of the contract.</u></p>	<p>October 1, 2012- September 30, 2013</p>	<p>WO*, Subcontractor</p>	<p>Submit: <u>Agenda, materials, lists of local health departments trained, summary of critical analysis of evaluations to include a discussion of outcomes. On File: Technical Assistance log.</u></p>
<p>Legend: AA- African American Campaign Coordinator, Ad Ass- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, WO*- <u>Worksite</u>, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 28 Schools Classroom-Based Nutrition Education Activities: From October 1, 2011 through September 30, 2012, improve fruit and vegetable, healthy beverage, and physical activity-related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income elementary school-aged 9- to 14-year-old children through nutrition, healthy beverage, physical activity lessons and other direct interventions as part of the <i>Children's Power Play Campaign</i>, annually reaching 8,830 of the region's eligible low-income elementary school-aged 9- to 14-year-old children, with seven to ten classroom-based activities from the <i>School Idea & Resource Kits</i>.</p>			
<p>1) Based upon the <i>Children's Power Play Campaign</i> annual operating plan, recruit, train, provide support to, and follow up with fourth- and fifth-grade teachers at eligible low-income schools (including Network-funded schools) regarding nutrition and healthy beverage education, including the implementation of the <i>School Idea & Resource Kits</i> and <i>Power Up for Learning</i> physical activity supplement. Teachers should agree to conduct all ten <i>School Idea & Resource Kit</i> activities during the school year.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PP, PP*, PA, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of sites, # of teachers, # of activities conducted, # of students reached, etc.), minimum of 5 positive quotes from teachers and other school staff regarding their <i>Campaign</i> participation and 5 photos of the <i>Campaign</i> in action</p> <p>On file: Teacher registration forms and participation reports</p>
<p>2) Educate and provide resources to eligible low-income schools on creating a healthier school environment and school wellness policies, using the <i>Power Play! Regional Manager's Guide</i> as a guide.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PP, PP*, PA, PD, PD*, C</p>	<p>Submit: Description in progress report narrative</p>
<p>Objective 29 Schools School-Based Promotions: From October 1, 2011 through September 30, 2012, annually reach 3,530 of the region's eligible low-income elementary school-aged 9- to 14-year-old children with three school-based nutrition and healthy beverage education and physical activity promotions, including at least one promotion with activities conducted in the cafeteria.</p>			
<p>1) Based upon the <i>Children's Power Play Campaign</i> annual operating plan, identify schools to receive added support to conduct promotions, with priority given to official Power Partner schools. Meet with school staff to identify relevant nutrition, healthy beverage, and physical activity-related promotions (e.g., National Nutrition Month, Walk to School Month, TV Turnoff Week/Try Something New, <i>Fruits & Veggies—More Matters™</i> Month, etc.), including one promotion with activities that are conducted in the cafeteria. Support schools by providing resource materials (e.g., flyers, fact sheets, tip sheets), consulting on strategies and tactics, and connecting schools with appropriate partners.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PP, PP*, PA, PD, PD*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of schools, # of promotions, etc.), narrative description of promotional efforts and outcomes</p> <p>On file: locally-developed or customized materials</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 30 Schools - Parent Education: From October 1, 2011 through September 30, 2012, partner with eligible low-income elementary school sites participating in the <i>Children's Power Play Campaign</i> to improve fruit and vegetable, <u>healthy beverage</u>, and physical activity-related awareness, knowledge, attitudes, and skills to support their children's fruit and vegetable and <u>healthy beverage</u> consumption and physical activity behaviors among parents of eligible low-income elementary-age children through (1) distribution of print materials to reach <u>annually</u> a minimum of 880 parents an average of six times, and (2) direct interaction with parents at school sites to <u>annually</u> reach a minimum of 220 parents <u>annually</u>.</p>			
<p>1) Partner with schools to provide written nutrition and <u>healthy beverage</u> education materials to parents that support school-based promotions and <u>Network</u> messages via <i>Harvest of the Month</i> family newsletters, <i>Children's Power Play Campaign</i> parent brochures, <u>Rethink Your Drink materials</u>, and other educational print pieces focused on the health benefits of fruits, vegetables, <u>healthy beverages</u> and physical activity. Collaborate with other <u>Regional Network</u> staff and <u>local health departments</u> to include information about local resources and events, including community events at which the other <u>Regional Network</u> campaigns/programs (<u>Including Rethink Your Drink</u>) will conduct interventions.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>PP, PP*, PD, PD*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of materials distributed, # of parents reached, etc.) On file: locally-developed or customized materials</p>
<p>2) Provide <i>Children's Power Play Campaign</i> information and basic nutrition education (e.g., game wheel, food demonstrations, physical activity demonstrations) at parent-focused school events, such as back-to-school nights, open houses, parent association meetings, and other parent- and family-oriented events conducted at school sites. When possible, invite <u>Network-funded CalFresh</u> outreach projects to co-host booths to promote CalFresh participation. Collaborate with other <u>Regional Network</u> staff, where possible.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>PP, PP*, LA, AA, PA, PD, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of events attended, # of parents reached, etc.)</p>
<p>Objective 31 Schools - Child Nutrition/School Foodservice: From October 1, 2011 through September 30, 2012, (1) connect child nutrition/school foodservice staff from 15 eligible low-income schools <u>annually</u> with resources that promote implementation of environmental changes focused on fruits, vegetables, <u>healthy beverages</u> and physical activity, and (2) partner with child nutrition/school foodservice staff to <u>annually</u> reach a minimum of 3,630 of the region's eligible low-income elementary school-aged 9- to 14-year-old children with fruit, vegetable and <u>healthy beverage</u> messages in the cafeteria for at least 60 school days. <u>Encourage the use of salad bars and Let's Move Salad Bars to School resources.</u></p>			
<p>1) Meet with child nutrition/school foodservice staff at qualifying elementary schools to orient them to available resources (including California Department of Education trainings) regarding positive environmental changes and <u>school wellness policies</u> they can make to enhance the school's nutrition and <u>healthy beverage</u> education and improve students' fruit and vegetable, and <u>healthy beverage</u> consumption.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>PP, PP*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of meetings conducted, etc.)</p>
<p>2) Partner with child nutrition/school foodservice staff at qualifying elementary schools to display fruit and vegetable and <u>healthy beverage</u> messages in the cafeteria for at least 60 school days, such as incorporating <i>Children's Power Play Campaign</i> and/or <i>Harvest of the Month</i> and/or <u>Rethink Your Drink graphics and messages into menus</u>, using <u>Harvest of the Month menu templates</u>, displaying <u>Harvest of the Month, or Rethink Your Drink</u> posters/signs in the cafeteria, using static clings on sneeze guards, highlighting fruit and vegetable offerings with small signs, and creating fruit, vegetable, <u>healthy beverage</u> and physical activity bulletin boards.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>PP, PP*, PD, PD*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of sites, # of days, # of students reached, etc.)</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 32 Schools School Power Partners: From October 1, 2011 through September 30, 2012 3 annually establish partnerships with a minimum of 10 qualifying elementary school sites during the contract period to gain organizational-level participation in the <i>Children's Power Play Campaign</i> including participation from classroom teachers, the child nutrition/school foodservice department, and school administration.</p>			
<p>1) Recruit qualifying elementary school sites to be <i>Children's Power Play Campaign</i> Power Partners and provide related support. At minimum, Power Partners should be doing <i>School Idea & Resource Kit</i> activities, school-based promotions, parent education, and displaying fruit and vegetable <u>and healthy beverage</u> messages in the cafeteria. See <i>Power Play! Regional Manager's Guide</i> for Power Partner definition.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PP, PP*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of schools, activities conducted, etc.) On File: signed Power Partner agreement forms</p>
<p>2) Encourage Power Partners to make environmental and policy changes at the school by educating staff on environmental change resources, connecting to community partners and business donations, and participating in healthy school environment events. Encourage schools to participate in <u>national, federal, state, and local</u> initiatives such as Let's Move! and the <i>HealthierUS School Challenge</i>.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PP, PP*, PA, RE, PD, PD*, C, Subcontractor</p>	<p>Submit: Description in progress report narrative</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 33 Community Youth Organizations -CYO-Based Nutrition Education Activities: From October 1, 2011 through September 30, 2012, improve fruit and vegetable healthy beverage and physical activity-related awareness, opportunities, knowledge, attitudes, skills, and behaviors among eligible low-income elementary school-aged 9- to 14-year-old children in community youth organizations (CYOs) through nutrition, healthy beverage and physical activity lessons and other direct interventions as part of the <i>Children's Power Play Campaign</i>, annually reaching 7,760 of the region's eligible low-income 9- to 14-year-old elementary school-aged children with 14-20 nutrition and physical activity-focused <i>Community Youth Organization Idea & Resource Kit</i> activities. CYOs may include afterschool programs, summer programs, parks & recreation programs, the Y, Boys & Girls Clubs, scouts, sports programs, faith-based youth programs, youth programs at low-income housing units, summer meal sites, and other organized out-of-school programs designed for children.</p>			
<p>1) Based upon the <i>Children's Power Play Campaign</i> annual operating plan, recruit, train, provide support to, and follow-up with community youth organization staff at eligible low-income CYOs (including Network-funded CYOs) regarding implementation of the <i>Community Youth Organization Idea & Resource Kit</i>. Youth leaders should agree to conduct all twenty activities.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PP, PP*, PA, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of sites, # of activities conducted, # of children reached, etc.), minimum of 5 positive quotes from CYO staff regarding their <i>Campaign</i> participation and 5 photos of the <i>Campaign</i> in action</p> <p>On file: CYO registration forms</p>
<p>2) Educate and provide resources to eligible low-income CYOs on creating a healthier out-of-school environment, using the Center for Collaborative Solutions' Healthy Behaviors Initiative resources such as <i>Changing Lives</i>, <i>Saving Lives</i> and the <i>Power Play! Regional Manager's Guide as a guide</i>.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PP, PP*, PA, PD, PD*, C, Subcontractor</p>	<p>Submit: Description in progress report narrative</p>
<p>Objective 34 Community Youth Organizations -CYO-Based Promotions: From October 1, 2011 through September 30, 2012, annually reach 1,760 of the region's eligible low-income 9- to 14-year-old elementary school-aged children with three CYO-based nutrition and healthy beverage education and physical activity promotions, including the Power Up Your Summer! Challenge media promotion for summer programs.</p>			
<p>1) Based upon the <i>Children's Power Play Campaign</i> annual operating plan, identify CYO sites to receive added support to conduct promotions, with priority given to official Power Partner CYOs. Meet with CYO staff to identify relevant nutrition, healthy beverage and physical activity-related promotions (e.g., Power Up Your Summer, National Nutrition Month, TV Turnoff Week/Try Something New, <i>Fruits & Veggies--More Matters</i>™ Month, etc.). Support CYOs by providing resource materials (e.g., flyers, fact sheets, tip sheets), consulting on strategies and tactics, and connecting CYOs with appropriate partners and local healthy departments. Work at minimum with one regional summer meal site.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PP, PP*, PA, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of sites, # of promotions, etc.)</p> <p>On file: locally-developed or customized materials</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 35 Community Youth Organizations - Parent Education: From October 1, 2011 through September 30, 2012 3. annually partner with eligible low-income CYO sites participating in the <i>Children's Power Play Campaign</i> to improve fruit, vegetable, healthy beverage, and physical activity-related awareness, knowledge, attitudes, and skills to support their children's fruit, vegetable and healthy beverage consumption and physical activity behaviors among parents of eligible low-income elementary-age children through annual (1) distribution of print materials to reach a minimum of 740 parents an average of six times school-year programs (three times in summer programs) and (2) direct interaction with parents at CYO sites to reach a minimum of 180 parents.</p>			
<p>1) Partner with CYOs to provide written nutrition education materials to parents that support CYO-based promotions and Network messages via <i>Harvest of the Month</i> family newsletters and menu sticks, <i>Children's Power Play Campaign</i> parent brochures, <i>Rethink Your Drink</i>, and other educational print pieces focused on the health benefits of fruits, vegetables, water and physical activity. Collaborate with other Regional Network staff to include information about local resources and events, including community events at which the other Regional Network campaigns/programs will conduct interventions.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PP, PP*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of materials distributed, # of parents reached, etc.), narrative description of promotional efforts and outcomes On file: locally-developed or customized materials</p>
<p>2) Provide <i>Children's Power Play Campaign</i> information and basic nutrition and healthy beverage education (e.g., game wheel, food demonstrations, physical activity demonstrations) at parent-focused CYO events, such as open houses and other parent- and family-oriented events conducted at CYO sites. When possible, invite Network-funded CalFresh outreach projects to co-host booths to promote CalFresh participation. Collaborate with other Regional Network staff, where possible.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of events, # of parents reached, etc.)</p>
<p>Objective 36 Community Youth Organizations - CYO Power Partners: From October 1, 2011 through September 30, 2012 3. establish partnerships with a minimum of 5 qualifying CYO sites during the contract period annually to gain organizational-level participation in the <i>Children's Power Play Campaign</i>, including participation from youth leaders and site directors.</p>			
<p>1) Recruit eligible low-income CYO sites to be <i>Children's Power Play Campaign</i> Power Partners and provide related support. At minimum, Power Partners should be doing <i>Community Youth Organization Idea & Resource Kit</i> activities, CYO-based promotions, and parent education. See <i>Power Play! Regional Manager's Guide</i> for Power Partner definition.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PP, PP*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of sites, activities conducted, etc.) On File: Signed Power Partner agreement forms</p>
<p>2) Encourage Power Partners to make environmental and policy changes at the CYO by educating staff on environmental change resources, connecting to community partners and business donations, and participating in healthy CYO environment events. Encourage CYOs to participate in federal, state, and local initiatives such as Let's Move! and the Center for Collaborative Solutions' Healthy Behaviors Initiative.</p>	<p>October 1, 2011- September 30, 2012 3</p>	<p>PP, PP*, RE, PA, PD, PD*, C, Subcontractor</p>	<p>Submit: Description in progress report narrative</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 37 Community Events -Community Event Participation: From October 1, 2011 through September 30, 2012-3, improve fruit and vegetable <u>healthy beverages and physical activity</u>-related knowledge, opinions, skills, and behaviors of eligible low-income adults by partnering with event organizers to conduct fruit, vegetable, <u>healthy beverages and physical activity</u> interactive educational activities <u>Region-Wide</u>, directly reaching a minimum of 26,900 eligible low-income Latino adults through the <u>Latino Campaign</u> and a minimum of 5,550 eligible low-income African American adults through the <u>African American Campaign</u> annually.</p>			
<p>1) Using the <u>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events manual</u> as a guide, identify culturally-appropriate fairs, festivals, and other cultural gatherings to reach the target audience, ensuring that multiple geographic areas within the region are served. To ensure the greatest efficiency, large events that serve high numbers of the target audience should be the focus. Coordinate activities with regional partners that may include, but are not limited to, <u>Children's Power Play Campaign</u>, <u>Rethink Your Drink Campaign</u>, <u>Worksite Program</u> (if applicable), other <u>Network-funded projects</u>, community clinics, CalFresh offices, and food banks as appropriate.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>AA, AA*, LA, LA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Annual operating plans; completed electronic ATF (# of sites, location of sites, qualification data, etc.)</p>
<p>2) Offer semi-annual training to Community Health Leaders (CHLs) and local health department staff to conduct interventions at festivals and other events using the <u>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events manual</u> and the companion training video. Ensure that CHLs and local health departments are trained to provide basic information, tips, and referrals related to nutrition, <u>healthy beverage</u>, physical activity, and CalFresh.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>AA, LA, Subcontractor</p>	<p>Submit: Training agenda On File: Sign-in sheet</p>
<p>3) Using the <u>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events manual</u> as a guide, plan, coordinate, and conduct educational activities at fairs, festivals, and other cultural gatherings. Ensure appropriate CHL staffing, including the proper number of staff, identifying staff with appropriate cultural and language expertise for the audience to be served and, as necessary, appropriate food handling certification. Secure donated produce samples and/or coupons in coordination with the <u>Regional Retail Program</u> as appropriate. Promote the event to the target audience in advance of participation through the media, community partners, and in concert with event organizers. Conduct follow up activities as needed.</p>	<p>October 1, 2011 - September 30, 2012-3</p>	<p>AA, AA*, LA, LA*, PD, PD*, RE, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of events, # of people reached, etc.), signed partnership agreements with festival organizers</p>
<p>4) As part of the <u>Latino Campaign</u>, identify culturally-appropriate, qualifying flea/farmers' markets at which to conduct educational activities, including food and beverage demonstrations, ensuring that multiple geographic areas within the region are served. Use the <u>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events manual</u> and the <u>Food Demonstration Training Kit</u> to guide the planning of interventions. Coordinate activities with regional partners that may include, but are not limited to, <u>Children's Power Play Campaign</u>, <u>Worksite Program</u> (if applicable), other <u>Network-funded projects</u>, <u>local health departments</u>, community clinics, CalFresh offices, and food banks as appropriate.</p>	<p>October 1, 2011 - September 30, 2012-3</p>	<p>LA, LA*, PP, PD, PD*, C, Subcontractor</p>	<p>Submit: Annual operating plans; completed electronic ATF (# of sites, location of sites, qualification data, etc.) documenting qualification of sites</p>

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE-Retail Program Specialist, (*)- assistant

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>5) Offer semi-annual training to Community Health Leaders (CHLs) and local health departments to conduct Latino-targeted interventions at flea/farmers' markets using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual and companion training video and the <i>Food Demonstration Training Kit</i>. Ensure that CHLs are trained to provide basic information, tips, and referrals related to nutrition, <u>healthy beverages</u> physical activity training, and CalFresh; and the links with education and local environments.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>LA, LA*, PA, Subcontractor</p>	<p>Submit: Training agenda On File: Sign-in sheet</p>
<p>6) Plan, coordinate, and conduct Latino-targeted educational activities at flea/farmers' markets. Ensure appropriate CHL staffing, including the proper number of staff, identifying staff with appropriate cultural and language expertise for the audience to be served and, as necessary, appropriate food handling certification. Secure donated food and supplies for food demonstrations. Promote the event to the target audience in advance of participation through the media, community partners, and in concert with farmers/flea market managers. Conduct follow up activities as needed. Utilize other Network resources including CalFresh promotion materials, <i>Harvest of the Month</i>, Produce Quick Tips, <i>Rethink Your Drink</i> materials and A Guide to Establishing a Worksite Farmers' Market to create additional opportunities with flea and farmers' markets. Where appropriate, facilitate co-location with CalFresh outreach activities.</p>	<p>February 1 - September 30, 2012-3</p>	<p>LA, LA*, AA, AA*, PD, PD*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of events, # of people reached, recipes demonstrated, etc.) On file: Partnership agreements</p>
<p>Objective 38 Community Events -Healthy Food Environment Promotion in Festivals: By September 30, 2012-3, support local health departments in enhancing delivery of nutrition and healthy beverage education activities at festivals and cultural gatherings through educating a minimum of 7 festival and cultural event organizations annually regarding the importance of increasing the number of vendors that offer healthy foods and beverages, and physical activity demonstrations and methods for doing so. Education should include a face-to-face meeting with event organizers during which appropriate information is shared, including the importance of nutrition and physical activity for the event audience; ideas for improving the healthfulness of the event; success stories and examples of other events' improvements; and connections to other community agencies that support health.</p>			
<p>1) When developing partnerships with festival organizers, educate them about the importance of increased availability of fruits, and vegetables, and water opportunities for physical activity, and CalFresh promotion at festivals and community cultural gatherings. Use information from the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual and success stories to support these efforts.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>LA, LA*, AA, AA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Description in progress report narrative</p>
<p>Objective 39 Community Events -Flea and Farmers' Markets Community Connections: By September 30, 2012-3, facilitate transition connections among community organizations assisting local health departments with or by securing agreements from an annual minimum of four large flea markets and farmers' markets to provide produce donations and guest speakers for community-based organizations, direct health service providers, schools, community youth organizations, and other partners using Network educational materials to conduct activities with the eligible low-income population.</p>			
<p>1) Secure agreements from flea markets and farmers' markets, communicate opportunities to Network partners, facilitate connections between markets and partners, and confirm delivery of produce donations and appearances by guest speakers.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>LA, AA, PP</p>	<p>Submit: Completed electronic ATF (# of agreements, # of donations, etc.)</p>

Legend: AA- African American Campaign Coordinator, Ad Aest- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 40 Faith -Body & Soul Program Planning and Recruitment: By September 30, 2012 3. improve fruit, vegetable, healthy beverage and physical activity related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income African American adults by identifying, recruiting, training, and providing support to a minimum of 7 qualifying churches annually to implement the American Cancer Society/National Cancer Institute <i>Body & Soul</i> program as part of the <i>African American Campaign</i> reaching 830 of the region's eligible low-income African American adults. <i>Body & Soul</i> is an evidence-based intervention that promotes healthy eating, healthy beverage consumption and physical activity through African American churches. <u>Coordinate with the Network on new program development in areas such as youth empowerment, community development and identifying champions for change.</u></p>			
<p>1) Participate in training to learn how to plan, implement, and monitor <i>Body & Soul</i> in churches.</p>	<p>October 1 - November 30, 2011 and October 1, 2012 - November 30, 2012</p>	<p>AA, AA*, Subcontractor</p>	<p>On file: Certificate of completion of the <i>Body & Soul</i> program training</p>
<p>2) Establish Faith Projects and develop and maintain a strategic plan for the dissemination and implementation of <i>Body & Soul</i> in qualifying churches within the region.</p>	<p>December 1, 2011 - January 31, 2012 and December 1, 2012 - January 31, 2013</p>	<p>AA, AA*, Subcontractor</p>	<p>On file: Completed critical analysis of lessons learned, dissemination and implementation plan with ACS</p>
<p>3) Identify and recruit qualifying predominately African American churches to implement and sustain <i>Body & Soul</i>. In addition, create opportunities for churches and faith-based agencies to compete for mini-grant funds in order to execute activities in support of the Collaboratives Nutrition and Beverage Education Initiatives and/or community engagement initiatives.</p>	<p>October 1, 2011 - September 30, 2012 3</p>	<p>AA, AA*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of churches, etc.) On file: Completed church letters of commitment</p>
<p>4) Train church leadership at each recruited church on the <i>Body & Soul</i> program, which includes, but is not limited to: the development and maintenance of church leadership support for the program, implementation of church-wide events, delivery of classes that build healthy eating and physical activity skills, and development and maintenance of a church environment that supports healthy eating, healthy beverage education and physical activity. Church and community partnership development, planning, interventions, and follow up should be based upon the guidance in the <i>Body & Soul: Celebration of Healthy Eating and Living Toolkit</i> and the <i>Building a Healthy Body & Soul Faith-Based Nutrition and Physical Activity Health Ministry Guide</i>.</p>	<p>October 1, 2011 - September 30, 2012 3</p>	<p>AA, AA*, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of trainings, # of participants, etc.) On file: Training participation log, summary of training evaluation results, completed partnership agreement</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Assl- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
5) Provide technical assistance and support to the churches and local health departments to ensure the efficient and effective delivery of <i>Body & Soul</i> .	October 1, 2011- September 30, 2012 <u>3</u>	AA, AA*, Subcontractor	Submit: Progress report narrative On file: Technical assistance log
6) At least once, educate and train local public health departments in the region on Faith-Body and Soul objectives. Provide ongoing technical assistance to the departments throughout the term of the contract.	October 1, 2012- September 30, 2013	AA, AA*, Subcontractor	Submit: Progress report narrative On file: Technical assistance log
Objective 41 Faith Partnerships and Collaboratives: By September 30, 2012-3 facilitate regional implementation of <i>Body & Soul</i> in participating churches and enhance connections between the churches and the community by recruiting a minimum of 5 community partners annually to provide participating churches with resources			
1) Connect the churches to resources and partners in the region to ensure the sustainability of the <u>American Cancer Society (ACS)-NGI Body & Soul</u> program. Regional resources may include, but are not limited to, <i>Harvest of the Month; Fruit, Vegetable, and Physical Activity Toolbox for Community Educators; Rethink Your Drink</i> , and other <i>Network</i> educational materials. Regional partners may include, but are not limited to, <i>Children's Power Play Campaign, Retail Program, Worksafe Program</i> (where applicable), regional Physical Activity Specialists, other <i>Network</i> -funded projects, community clinics, CalFresh offices, food banks, and qualifying farmers' markets.	October 1, 2011- September 30, 2012 <u>3</u>	AA, AA*, PP, RE, PA, Subcontractor	Submit: Progress report narrative On file: Technical assistance log
Objective 42 Faith Church Events: By September 30, 2012-3, improve fruit and vegetable healthy beverage and physical activity-related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income African American adults by providing nutrition and healthy beverage education materials at large or regional church events such as health fairs, community celebrations and/or Body & Soul kick-off events annually, reaching 2000 at least 830 of the region's eligible low-income African American adults.			
1) Annually recruit 10 churches to sponsor nutrition education related events such as health fairs, community celebrations or Body & Soul kick-off events, and provide nutrition and healthy beverage related materials to be distributed at these events. Provide training to church staff or volunteers who will staff the event booth and loan event hardware, as appropriate.	October 1, 2011- September 30, 2012 <u>3</u>	AA, AA*, PA, Subcontractor	Submit: Completed electronic ATF (# of churches, # of events, # of people reached, etc.) On file: Training log, summary of training evaluation
Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant			

Activities	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 43 Community Based Organization & Direct Health Service Provider-Educational Lessons: From October 1, 2011 through September 30, 2012 <u>3</u>, improve fruit and vegetable, <u>healthy beverage</u> and physical activity-related knowledge, opinions, skills, and behaviors among eligible low-income adults by <u>coordinating with local health departments to</u> <u>ex</u> identify, <u>recruiting, training, and providing support to</u> community-based organizations (CBOs) and direct health service providers (DHSPs) to conduct nutrition and <u>healthy beverage</u> education lessons from the <u>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators (Toolbox)</u>. CBOs and DHSPs include social action groups, community centers, community clinics, healthcare services, housing centers, resource centers, CalFresh offices, and any other place where the target audience assembles for classes. Reach eligible low-income Latino adults through a minimum of 25-30 CBOs and DHSPs, achieving a minimum of 8,280 individuals <u>annually</u>. Reach eligible low-income African American adults through a minimum of 20-25 CBOs and DHSPs, achieving a minimum of 2,910 contacts <u>annually</u>.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>AA, AA*, LA, LA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of partners, type of partners, etc.), methods used to identify and partner with appropriate CBOs and DHSPs included in the annual operating plan Submit: Summary of training and evaluation results (SOW Report Form); training agendas On File: sign-in sheet</p>
<p>1) Identify, recruit, and secure partnerships with qualifying CBOs and DHSPs to implement the <u>Toolbox</u> to educate eligible low-income adults about fruits, vegetables, <u>healthy beverages</u> and physical activity and about tools and strategies that eligible low-income adults can use to pursue positive nutrition- and physical activity-related environmental changes in their communities.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>AA, AA*, LA, LA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of partners, type of partners, etc.), methods used to identify and partner with appropriate CBOs and DHSPs included in the annual operating plan Submit: Summary of training and evaluation results (SOW Report Form); training agendas On File: sign-in sheet</p>
<p>2) Using the <u>Toolbox</u> training video, train Community Health Leaders (CHLs) <u>local health departments</u> and other relevant <u>Regional Network</u> staff to successfully implement <u>Toolbox</u> trainings using a train-the-trainer model. Ensure that CHLs and <u>local health departments</u> have proper knowledge to conduct <u>Toolbox</u> trainings to partners.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>AA, AA*, LA, LA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of partners, type of partners, etc.), methods used to identify and partner with appropriate CBOs and DHSPs included in the annual operating plan Submit: Summary of training and evaluation results (SOW Report Form); training agendas On File: sign-in sheet</p>
<p>3) Conduct trainings with CBO and DHSP <u>Toolbox</u> partners, provide ongoing technical assistance as needed, and follow up to obtain data on their usage of the <u>Toolbox</u> with the eligible low-income target audience using the <u>Toolbox</u> Participation Form.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>AA, AA*, LA, LA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of partners, type of partners, etc.), methods used to identify and partner with appropriate CBOs and DHSPs included in the annual operating plan Submit: Summary of training and evaluation results (SOW Report Form); training agendas On File: sign-in sheet</p>
<p>4) Provide training to <u>Network-funded projects</u> and <u>local health departments</u> that wish to use the <u>Toolbox</u> to conduct educational activities with eligible low-income adults. Target audience members reached through other <u>Network-funded projects</u> should not be counted toward the numerical objectives above.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>AA, AA*, LA, LA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of trainings, etc.)</p>
<p>5) Facilitate connections through which CBOs and DHSPs use the <u>Toolbox</u> to provide parent-targeted nutrition and <u>healthy beverage</u> education at churches, schools, youth organizations, and other appropriate sites partnering with <u>Network</u> campaigns and programs.</p>	<p>October 1, 2011- September 30, 2012 <u>3</u></p>	<p>AA, AA*, LA, LA*, PD, PD*, C, Subcontractor</p>	<p>Submit: Completed electronic ATF (# of partners, etc.), partnership agreements</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 44 Administration-Staffing & Communications: From October 1, 2011 through September 30, 2012 3. Initiate and maintain appropriate staffing systems, policies and procedures to support contract administration including scope of work activities, program and fiscal reporting, and adding.</p>			
<p>1) Establish appropriate staffing patterns and acquire required expertise according to contract budget requirements, expected staffing patterns, and position descriptions as detailed in the contract and the <i>Regional Network Guidelines Manual</i>.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, Subcontractor</p>	<p>Submit: Biographical sketches and Other Support forms, percent of total budget dedicated to direct costs (Narrative)</p>
<p>2) Initiate and implement an internal communications plan that promotes program efficiencies and coordination among all aspects of the <i>Regional Network</i>. Communication needs should be re-assessed throughout the contract period.</p>	<p>November 15, 2011 -September 30, 2012 3</p>	<p>PD, PD*, C</p>	<p>Submit: Internal Communications Plan On file: on-going updates as applicable</p>
<p>3) Quarterly (at a minimum) <i>Regional Network</i> campaign and program staff and <i>Regional Network</i> fiscal staff meet to address fiscal reporting procedures, invoicing, and overview of spending patterns, in order to ensure compliance with contract requirements.</p>	<p>Quarterly October 1, 2011-September 30, 2012 3</p>	<p>PD, CM, PA, PP, LA, AA, RE, M, C, Subcontractor</p>	<p>Submit: Meeting agendas On file: Meeting minutes/outcomes</p>
<p>4) Maintain appropriate staff time documentation including:</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, Subcontractor</p>	<p>On file: Time logs, signed duty statements, semi-annual certification</p>
<p>a) Quarterly time study documentation on file for all staff working less than 100% on <i>Network</i> contract. Time studies are to be submitted to <i>State Network</i> for review upon request. Use of <i>USDA-State Network</i> approved time study is mandated.</p>	<p>Quarterly October 1, 2011-September 30, 2012 3</p>	<p>PD, Subcontractor</p>	<p>On file: Time logs</p>
<p>b) Current signed duty statement for <i>Regional Network</i> staff working 100% on <i>Regional Network</i> contract (ef-please note, part-time staff working only on <i>Network</i> activities fall into this category).</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, Ad Asst, CM, Subcontractor</p>	<p>On file: Signed duty statements</p>
<p>c) Signed semi-annual certification for employees paid 100% by <i>Network</i> contract.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, Ad Asst, CM, Subcontractor</p>	<p>On file: Signed semi-annual certification</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>Objective 46 Administration-Reporting: From October 1, 2011 through September 30, 2012 3, provide all requested reports, forms, fiscal documentation, and invoices on or before required deadlines as per the <i>Regional Network Guidelines Manual</i>.</p>			
<p>1) Design and refine regional systems and procedures for gathering necessary information to meet reporting requirements, including, but not limited to: scope of work progress report, technical assistance logs, time study documentation and analysis, fiscal expenditure reporting and analysis, if appropriate, and materials tracking. The need to capture qualitative information to inform products and efforts (e.g., newsletters, social media activities, websites) as well as case studies and success stories should also be considered in systems design.</p>	<p>November 15, 2011 -September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>On file: Tools and summary of systems</p>
<p>2) Provide all requested reports, forms, fiscal documentation, and invoices on or before required deadlines as per the <i>Regional Network Guidelines Manual</i>. Reporting may transfer to online submission and data collection may change during the course of the contract period. For a complete listing of report requirements, reference the <i>Regional Network Guidelines Manual</i>. Selected requirements highlighted here include:</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>CM, Sub PD*, Subcontractor</p>	<p>Submit: Completed reports, forms, invoices as per contract and <i>Regional Network Guidelines Manual</i></p>
<p>a) Semi-Annual Activity Report (SAAR).</p>	<p>Semi-Annually October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed SAAR (potential for electronic submission)</p>
<p>b) Progress Report Documents.</p>	<p>Semi-Annually October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed progress report documents</p>
<p>c) Activity Tracking Forms (ATF) (electronic copies only) for all campaigns and programs submitted on the fifth day following the end of every quarter (January, April, July, October); with the exceptions of the Regional Operations ATF submitted on April 5th and October 5th only.</p>	<p>Quarterly October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: Completed electronic ATFs</p>
<p>d) Appropriate documentation to reflect hiring, equipment purchases, equipment retiring, and other activities that may have occurred during the reporting period as per the <i>Regional Network Guidelines Manual</i>.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>CM, Subcontractor</p>	<p>Submit: Completed documentation</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
e) Quarterly invoices due one month following the close of the quarter (January 31, April 30, July 31, and December 30) as per the <i>Regional Network Guidelines Manual</i> .	Quarterly October 1, 2011- September 30, 2012-3	CM, Subcontractor	Submit: Completed invoices On File: Back-up documentation
f) Travel requests for non-Network sponsored trainings and conferences are to be submitted in advance with agendas using required <i>Network</i> form as per the <i>Regional Network Guidelines Manual</i> , as the requests arise.	October 1, 2011- September 30, 2012-3	PD, Subcontractor	Submit: Completed forms, Summary of Non-Network trainings attended (SOW Report Form) On file: Approvals
g) <u>Local Support Report Forms.</u>	<u>Quarterly</u> <u>October 1, 2011-</u> <u>September 30,</u> <u>2013</u>	<u>PD, PD*</u> <u>Subcontractor</u>	<u>Submit: Completed forms</u>
Objective 46 Administration - Staff Development & Technical Assistance: From October 1, 2011 through September 30, 2012-3, ensure that required staff participate in all orientation, training, and technical assistance opportunities offered by the Network			
1) Ensure that all lead staff, including Campaign and Program Managers, Physical Activity Specialist, Project Director, Collaborative Coordinator, and Media Coordinator participate in <i>Network</i> trainings, orientations, and group teleconferences and webinars. (Please note timeframes are provided to assist with planning and may change during the course of the contract). At minimum:	October 1, 2011- September 30, 2012-3	PD*, PD, C, Subcontractor	Submit: Summary of participation (SOW Report Form) On file: Agendas, Materials (as applicable, see below)
a) Monthly teleconference calls/webinars (including All Funded Projects) for <i>Regional Network</i> Project Director and other key <i>Regional Network</i> staff as appropriate. Will participate in monthly teleconference calls to stay abreast of current updates. Teleconference attendees are responsible for disseminating information covered on the calls to all <i>Regional Network</i> staff, as appropriate.	Monthly October 1, 2011- September 30, 2012-3	PD, PD*, C	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
b) Campaign and program teleconference calls and/or webinars for Campaign/Program Managers, Physical Activity Specialists, and other key campaign/program staff. Each campaign/program will conduct separate monthly calls/webinars specific to the individual needs of the campaign/program.	Monthly October 1, 2011- September 30, 2012-3	AA, LA, PA, PP, C, RE, M, PD, PD*, Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>c) Regional Network Statewide Trainings/Conferences: Participate in up to three, two-day trainings/conferences for Campaign/Program Managers and Physical Activity Specialists, with up to two of these trainings/conferences also mandatory for Project Directors, Collaborative Coordinators, and Media Coordinators. Trainings/conferences tentatively scheduled to include two in Sacramento (November 2014 2 and February 2012 3) and one in Orange County or Los Angeles County (May 2012 3). Dates and locations are provided for planning purposes and are subject to change.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, AA, LA, PP, PA, RE, M, Subcontractor</p>	<p>Submit: List of participating staff and dates (SOW Report Form) On file: Materials</p>
<p>d) Network Statewide Collaborative: Provide Regional Network participation in each of the Network Statewide Collaborative Subcommittees & Operations Subcommittee.</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, Subcontractor</p>	<p>Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials</p>
<p>e) Regional Network Project Directors' meetings as scheduled: Minimum of two days each, for Regional Network Project Director or member representative.</p>	<p>November 2011 & May 2012, and November 2012 & May 2013</p>	<p>PD or PD*</p>	<p>Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials</p>
<p>f) ReThink Your Drink Activities: Participate in monthly ReThink Your Drink teleconference calls as relevant to regional Nutrition Education Initiatives and up to one face-to-face meeting. Additional activities might include: participation in material development processes, pilot-testing new materials, presentation of relevant best practices, participation in data collection and evaluation activities, etc.</p>	<p>Monthly October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C</p>	<p>Submit: List of participating staff, dates, and contributions (SOW Report Form) On file: Agendas, Materials</p>
<p>2) Ensure that appropriate staff participate in region-specific technical assistance opportunities. At minimum:</p>	<p>October 1, 2011-September 30, 2012 3</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: List of participating staff and dates (SOW Report Form) On file: Agendas</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Assk- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

EXHIBIT A
Scope of Work

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
a) Campaign and program technical assistance calls pertaining to the specific technical assistance needs of the region.	Monthly October 1, 2011- September 30, 2012 <u>3</u>	PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
b) Annual Progress Report Teleconferences: <i>Regional Network</i> staff will participate in one annual teleconference to review Progress Report feedback.	January 2012 <u>and</u> <u>January 2013</u>	PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
c) One Shaping Health as Partners in Education (SHAPE) California school networking meeting sponsored by the <i>Network</i> (offered in most regions) <u>annually</u> .	March 1, 2011- July 31, 2012 <u>3</u>	PP, Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials
3) Ensure that pertinent program and fiscal staff participate in required site visits, at minimum: one joint fiscal and program visit, and one each per campaign and program. <i>Note: Visits may be conducted together and/or separately. Regional Network</i> staff may also be requested to host one visit by the <i>Network</i> Program Compliance Review Team.	October 1, 2011- September 30, 2012 <u>3</u>	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Strategic outcomes of site visit (Narrative) On File: Performance Improvement Plan (PIP) upon request
4) Ensure that appropriate staff receive additional training that supports their job duties and the <i>Regional Network</i> Scope of Work. At minimum:	October 1, 2011- September 30, 2012 <u>3</u>	PD, Subcontractor	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
<p>a) CPR and First Aid Certification: At minimum, <i>Regional Network Physical Activity Specialists</i> must have current certification.</p>	<p>By October 28, 2011 and <u>October 28, 2012</u></p>	<p>PA, Subcontractor</p>	<p>Submit: Copy of current certification</p>
<p>b) Food handling certification (such as ServSafe) that meets the county requirements for each county in which interventions involving food <u>and beverage</u> handling will occur. Each food <u>and beverage</u> demonstration or food <u>and beverage</u> sampling activity required in the scope of work must be staffed by a minimum of one person with a current food handling certification. All additional activities involving food handling must be appropriately staffed to meet the requirements of the county in which the activity occurs. At minimum, <i>Retail Program</i> Manager and appropriate community health leaders must be certified.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, AA, AA*, LA, LA*, PP, PP*, WO, WO*, CHL, Subcontractor</p>	<p>Submit Copy of certification for certified staff</p>
<p>c) <i>Regional Network</i> Cross-training: Ensure that all lead staff, including Campaign and Program Managers, Physical Activity Specialist, Project Director, Collaborative Coordinator, and Media Coordinator receive an in-depth orientation and training on each of the <i>Regional Network</i> campaigns, programs, initiatives, and other major activities, <u>Including Rethink Your Drink</u>, providing all such staff with adequate background and familiarity, enabling them to generally address any <i>Regional Network</i> effort when out in the field, facilitating integration and coordination opportunities with a variety of partners.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor</p>	<p>Submit: list of training dates and attendees (SOW Report Form) On file: Training materials</p>
<p>d) One to two additional pre-approved meetings and/or trainings of choice for Project Director, each Campaign/Program Manager, Physical Activity Specialist, Collaborative Coordinator, and Media Coordinator.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PA, LA, PP, AA, C, RE, Subcontractor</p>	<p>Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials</p>
<p>Objective 47 Administration - Materials & Materials Management: From October 1, 2011 through September 30, 2012-3, comply with guidance related to materials creation and production, establish and implement appropriate systems and procedures for warehousing, storage and tracking of inventory for contract, campaign and program materials.</p>			
<p>1) Comply with guidance related to materials creation and production as per the <i>Regional Network Guidelines Manual Rethink Your Drink Branding Guidelines</i> and <i>Fruits & Veggies--More Matters</i>™ licensing agreement. Complete materials approvals form as necessary prior to production and dissemination of materials developed by <i>Regional Network</i> staff.</p>	<p>October 1, 2011- September 30, 2012-3</p>	<p>PD, PD*, RE, Subcontractor</p>	<p>Submit: Completed materials review form, sample final materials</p>
<p>Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables
2) Warehouse/store and track inventory for contract, campaign and program materials (quantity of materials is dependent upon each region's target audience size and can be minimal with appropriate use of online ordering system; allocations will be adjusted as needed).	October 1, 2011- September 30, 2012 ³	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Subcontractor	Submit: Completed SAAR On file: Materials request tracking
3) <u>Establish and manage a lending library of relevant Network and partner materials (including Rethink Your Drink, physical activity promotion etc.) for access by local health departments and other Network-funded projects in the region.</u>	<u>October 1, 2012- September 30, 2013</u>	PD, PD*, C, Ad Asst	<u>Submit: List of lending library contents</u> <u>On file: Lending Library Contents</u>

Legend: AA- African American Campaign Coordinator, Ad Asst- Administrative Assistant, CM- Contract Manager, C- Collaborative Coordinator, CHL- Community Health Leader, LA- Latino Campaign Coordinator, M- Media Coordinator, PP- Power Play Campaign Coordinator, PA- Physical Activity Specialist, PD- Project Director, RE- Retail Program Specialist, (*)- assistant

SUBCONTRACTOR BUDGET JUSTIFICATION
October 1, 2012 - September 30, 2013
County of Riverside

Name of Subcontractor Organization:		County of Riverside Department of Public Health			
Contact Information (Name, Phone):		Betsy Ennis 951-358-5881 or Nora Ward 951-358-5311			
A PERSONNEL SALARIES:					
Name:	2. Annual Salary	3. Total FTE (as a decimal)	4. Percentage FTE Time for Administrati	5. Percentage FTE Time for Direct Delivery	6. Total Dollars
Roxanne Khoie-Mayer (Regional Operations)	\$ 63,286	0.30	25%	5%	\$ 18,986
Project Director Assistant (Senior Nutritionist)					
Crieslyn Enriquez (Regional Operations)	\$ 54,302	0.1	10%		\$ 5,430
Finance Analyst (Accountant)					
Carolyn Jackson (Regional Operations)	\$ 51,587	0.02	2%		\$ 1,032
Finance Analyst (Accounting Technician)					
Lakisha Maiveaux (Regional Operations)	\$ 36,301	0.59	49%	10%	\$ 21,418
Administrative Assistant (Office Assistant III)					
Andrea-Morey (Physical Activity)	\$ 43,949	0.25		25%	\$ 10,987
Physical Activity Assistant (Health Education Assistant II)					
Valerie Comeaux (Worksite Coordinator)	\$ 43,949	1.00		100%	\$ 43,949
Health Educator (Health Education Assistant II)					
Anna Rubio (Worksite Specialist .50 FTE; Latino .50 FTE)	\$ 35,738	1.00		100%	\$ 35,738
Community Health Leader/Latino Asst (Health Services Asst)					
Gabriela Nunez (Power Play)	\$ 43,949	0.75		75%	\$ 32,962
Power Play Assistant (Health Education Assistant II)					
Claudia Pelayo (Latino)	\$ 45,389	0.50		50%	\$ 22,695
Latino Assistant (Health Education Assistant II)					
Roxanne Khoie-Mayer (African American)	\$ 63,286	0.05		5%	\$ 3,164
African American Assistant (Senior Nutritionist)					
Vicki Wynn (African American)	\$ 35,738	0.35		35%	\$ 12,508
Community Health Leader (Health Services Assistant)					
Various (Retail)	\$ 35,738	0.3		30%	\$ 10,721
Community Health Leader (Health Services Assistant)					
Nma Ohaeri (African American)	\$ 43,949	0.50		50%	\$ 21,975
African American Assistant (Health Education Assistant II)					
SUBTOTAL		5.71	86%	485%	\$ 241,565

SUBCONTRACTOR BUDGET JUSTIFICATION
October 1, 2012 - September 30, 2013
County of Riverside

ATTACHMENT B1

POSITION DESCRIPTIONS:	
1. Project Coordinator (Supervising Nutritionist)	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.
2. & 3. Finance Analyst (Accountant/Accounting Technician)	Serves as internal auditor and controller. Assists with processing purchase orders, invoices, preparation of vouchers for payment as related to the Network program, as well as monitoring the budgets.
4. Administrative Assistant (Office Assistant III)	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, etc.
5. Health Educator - Physical Activity (Health Education Assistant II)	Develop materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition and physical activity.
6. & 7. Health Educator - Worksite (Health Education Assistant II)	Develop materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition and physical activity.
8. Health Educator - Power Play (Health Education Assistant II)	Develop materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition and physical activity.
9. Health Educator - Latino (Health Education Assistant II)	Develop materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition and physical activity.
10. Nutritionist - African American Assistant (Senior Nutritionist)	Provides nutrition education to the SNAP-ED eligible population. Specific duties include: one-on-one general nutrition education, delivery of general nutrition education in a classroom or group setting, staffing health fairs and other community or promotional events where nutrition education messages are delivered, distribution of linguistically and culturally appropriate nutrition education materials, documentation of educational and other encounters, assisting with writing project reports and preparation of quarterly reports, maintaining program reporting and tracking systems.
11. & 12. (Health Education Assistant II and Health Services Assistant - African American	Develop materials and facilitate health education in both group and individual settings. Teaches general nutrition, the importance of fruits and vegetables, and health benefits of proper nutrition and physical activity.

SUBCONTRACTOR BUDGET JUSTIFICATION
October 1, 2012 - September 30, 2013
County of Riverside

ATTACHMENT B1

E. TRAVEL AND PER DIEM:									
Expenses listed below will be used by subcontractor staff to support and implement the activities identified in the Scope of Work. All costs will be reimbursed at the current State DPA rates and prorated as appropriate by FTE of staff traveling.									
1) Local Travel Mileage: local meetings, conferences, site visits, etc.									
a.	SOW Activities (30180 miles x \$ 0.555)							\$	16,750
2) Conferences/Meetings:								\$	1,259
	<u>Staff Name</u>	<u>Conf Cost</u>	<u>Airfare (\$400 per person)</u>	<u>Per Diem (\$40 per person/per day)</u>	<u>Lodging (\$84 plus tax per room/per night)</u>	<u>Parking/Ground Transportation</u>			
a.	2 Regional Network Mtg (Sacramento) 2 days, 1 night, 1 rooms (Valarie Comeaux-Work Site/Ann Rubio-Work Site)	0	\$800	\$160	\$96	\$100		\$	1,156
b.	2 Regional Network Mtg (O.C.) 1 day (Valarie Comeaux-Work Site/Ann Rubio-Work Site)	0	n/a	\$48	n/a	\$55		\$	103
								SUBTOTAL:	\$ 18,009
F. SUBCONTRACTORS:									
								\$	-
								SUBTOTAL:	\$ -

