

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

219



FROM: Community Health Agency/Department of Public Health

SUBMITTAL DATE:
November 29, 2011

SUBJECT: Ratify the Amendment No. 1 to Agreement 09-197 with the County of San Bernardino Department of Public Health and Riverside County Community Health Agency Department of Public Health for the Regional Nutrition Network Program.

RECOMMENDED MOTION: That the Board of Supervisors:

- 1) Ratify the Amendment No. 1 to Agreement 09-197 with the County of San Bernardino Department of Public Health and Riverside County Community Health Agency Department of Public Health for the Regional Nutrition Network Program for the performance period of October 1, 2011 through September 30, 2012 and increasing contract amount by \$440,100, from \$1,287,792 to \$1,727,892;
- 2) Authorize the Purchasing Agent to sign subsequent amendments not to exceed authorized amount, including extension amendments until September 30, 2012; and
- 3) Authorize the Chairperson to sign three (3) originals of said Agreement on behalf of the County.

BACKGROUND: (Continued)

Susan D. Harrington
Susan Harrington, Director of Public Health

GH:be

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 433,542	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	11/12

SOURCE OF FUNDS: 100% Federal Funded	Positions To Be Deleted Per A-30	<input checked="" type="checkbox"/>
	Requires 4/5 Vote	[]

C.E.O. RECOMMENDATION:

Debra Courmayer
Debra Courmayer

County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Buster, seconded by Supervisor Tavaglione and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Buster, Tavaglione, Stone, Benoit and Ashley
Nays: None
Absent: None
Date: December 13, 2011
xc: CHA/Public Health, Auditor, Purchasing

Kecia Harper-Ihem
Clerk of the Board
By: *Kecia Harper-Ihem*
Deputy

Prev. Agn. Ref.: 5/05/2009, #3.3 **District:** All **Agenda Number:** 3.7

ATTACHMENTS FILED
WITH THE CLERK OF THE BOARD

FISCAL PROCEDURES APPROVED
 PAUL ANGULO, CPA, AUDITOR-CONTROLLER
 BY: *Samuel Wong* 11/30/11
 SAMUEL WONG
 Departmental Concurrence
 DATE: 11/30/11
 NEAL R. KIPNIS
 FORM APPROVED COUNTY COUNSEL
 BY: *Neal R. Kipnis*
 Policy Consent
 Policy Consent
 Dept't Recomm.: Per Exec. Ofc.:

SUBJECT: Ratify the Amendment No. 1 to Agreement 09-197 with the County of San Bernardino Department of Public Health and Riverside County Community Health Agency Department of Public Health for the Regional Nutrition Network Program.

BACKGROUND: The Riverside County Department of Public Health, Nutrition Services Branch received funding from San Bernardino Department of Public Health, Regional Nutrition Network (RNN) in the amount of \$1,287,792 for a three-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, 2012 and increased by \$440,100. 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. Riverside County Nutrition Services will provide nutrition education and coordinate physical activity programs at multiple sites throughout Riverside County.

FINANCIAL DATA:

Riverside County Nutrition Services is a funded contractor to provide services as indicated above, for and through the Regional Nutrition Network, lead by San Bernardino County Department of Public Health. The award amount of \$1,727,892 is for a period of four 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
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 – 9/30/12
Contract Amount	\$318,750	\$428,187	\$432,469	\$433,542	\$114,944



County of San Bernardino

F A S

STANDARD CONTRACT

FOR COUNTY USE ONLY

<input type="checkbox"/> New	Vendor Code	SC	Dept.	A	Contract Number			
<input checked="" type="checkbox"/> Change	COUNTYO930D		PHL		09-197 A-1			
<input type="checkbox"/> Cancel								
County Department			Dept.	Orgn.	Contractor's License No.			
Public Health			PHL					
County Department Contract Representative				Telephone	Total Contract Amount			
Jeri Quick				(909)388-0255	\$ 1,727,892			
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	09/30/12	\$1,287,792	\$ 440,100			
Fund	Dept.	Organization	Appr.	Obj/Rev Source	GRC/PROJ/JOB No	Amount		
AAA	PHL	0605	200	2445	93390	\$ 440,100		
Fund	Dept.	Organization	Appr.	Obj/Rev Source	GRC/PROJ/JOB No.	Amount		
						\$		
Fund	Dept.	Organization	Appr.	Obj/Rev Source	GRC/PROJ/JOB No.	Amount		
						\$		
Project Name			Estimated Payment Total by Fiscal Year					
Regional Networks for a			FY	Amount	I/D	FY	Amount	I/D
Healthy California			11/12	\$330,075	I			
			12/13	\$110,025	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 – Community Health Agency

Address
4065 County Circle Drive

Riverside, CA 92503

Telephone (951) 358 - 5311 Federal ID No. or Social Security No.

hereinafter called Contractor

IT IS HEREBY AGREED AS FOLLOWS:

AMENDMENT NO. 1

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

SECTION V. FISCAL PROVISIONS

Paragraph A is amended to read as follows:

- A. The maximum amount of payment under this Contract shall not exceed \$1,727,892 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

Auditor/Controller-Recorder Use Only

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

DEC 13 2011 3:7

SECTION VIII. TERM

Section is revised to read as follows:

This Contract is effective as of October 1, 2008 and is being extended from its original expiration date of September 30, 2011, to expire on September 30, 2012, but may be terminated earlier in accordance with provisions of Section IX of the Contract.

ATTACHMENT A1 – SCOPE OF WORK: Attachment A1 dated May 27, 2011 is added to the contract.

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

FORM APPROVED COUNTY COUNSEL
BY: [Signature]
NEAL R. KIPNIS DATE

ATTEST:
KECIA HARPER-IHEM, Clerk
BY: [Signature]
DEPUTY

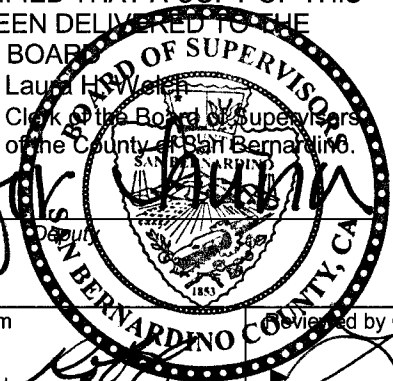
COUNTY OF SAN BERNARDINO

[Signature]
Josie Gonzales, Chair, Board of Supervisors

Dated SEP 27 2011

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

By [Signature]
Laura H. [Signature]
Clerk of the Board of Supervisors of the County of San Bernardino



County of Riverside – Community Health Agency
(Print or type name of corporation, company, contractor, etc.)

By [Signature]
(Authorized signature - sign in blue ink)

Name Bob Buster
(Print or type name of person signing contract)

Title Chairman, Board of Supervisors
(Print or Type)

Dated DEC 13 2011

Address 4065 County Circle Drive
Riverside, CA 92503

Approved as to Legal Form
[Signature]
Kristina Robb, Deputy County Counsel
Date 9/6/11

Reviewed by Contract Compliance
[Signature]
Lory Klopfer, HS Contracts Unit
Date 9/1/11

Presented to BOS for Signature
[Signature]
Trudy Raymundo, Assistant Director
Date 9-6-11

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Planning & Evaluation Objective 1: Strategic Plan. By November 15, 2011, the Regional Network will update its strategic plan, media/public relations, and campaign/program operating plans to support State and Regional Network campaign and program activities, communications, media outreach, training, program operations, and evaluation efforts, and to engage Network-funded projects and partners in collaboration and coordination, as appropriate, 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</p>	<p>PD, PD*, C, M, RE, PA, PP, LA Sub WO</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 (See also Administration Objective 1, Activity 2).</p>		<p>PD, PD*, C, M, RE, PA, PP, LA Sub WO</p>	
<p>b) Media and PR plan (See also Media PR Objective 1, Activity 1) and campaign and program operating plans.</p>		<p>PD, PD*, C, M, RE, PA, PP, LA Sub WO</p>	
<p>Planning & Evaluation Objective 2: Evaluation. By September 30, 2012, the Regional Network will support up to two state-led evaluation efforts and conduct regional evaluation activities, including one to four surveys, one case study, and three to six success stories.</p>			
<p>1) Upon request, assist the State Regional Network Team in up to two formative research or evaluation projects for select campaigns and programs. Activities might include: assisting State campaign and program staff, participating in workgroups as requested, 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 by the State Regional Network Team. 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</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed evaluation instruments, summary of participation (SOW Report Form)</p>
<p>2) Upon request by the State Regional Network team, assist the State Research and Evaluation team in continued implementation of US Department of Agriculture's (USDA) Education and Reporting System (EARS) and other reporting requirements. 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</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of participation (SOW Report Form)</p>
<p>3) Assist with regional implementation of 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 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 (see also Regional Coordination & Training Objective 1, Activity 1).</p>	<p>October 1, 2011- September 30, 2012</p>	<p>C, PD, PD*</p>	<p>Submit: Summary of participation (SOW Report Form) and critical analysis of results (Attachment)</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
4) Work in partnership with State Network, Research and Evaluation liaison to design and implement evaluation activities to assess the impact of regional activities for intermediaries serving the eligible low-income audience. Should address at minimum:	October 1, 2011-September 30, 2012	PD, PD*, C, AA, AA*, LA, LA*, PP, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	Submit: Training Evaluation Plan; summary of evaluation results and critical analysis of results
a) Skills-based trainings (see Regional Coordination & Training Objective 1, Activity 3 and Objective 4, Activity 1).		C, PD, PD*, PA Sub PA*	Submit: Training Evaluation Plan; summary of evaluation results and critical analysis of results (Attachment)
b) Promising Practices Exchange (see Regional Coordination & Training Objective 1, Activity 4), Physical Activity Integration Resource Showcase (see Regional Coordination & Training Objective 4, Activity 3), and collaborative meetings (see Community Collaboration & Engagement Objective 1, Activity 4).		C, PD, PD*, PA Sub PA*	Submit: Standardized Post Evaluation; summary of evaluation results and critical analysis of results (Attachment)
5) As needed, and upon request, coordinate and support Network Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) activities occurring in the region.	October 1, 2011-September 30, 2012	PD PD* C	Submit: Summary of participation and outcomes (SOW Report Form)
6) Conduct survey of Regional Collaborative members to inform and to direct communications and efforts (see Community Collaboration and Engagement Objective 1, Activity 6).	October 1, 2011-September 30, 2012	C PD	Submit: Summary and critical analysis of results (Attachment)
7) Using State Regional Network templates provided in the Regional Network Guidelines Manual, complete required campaign and program success stories and Nutrition Education Initiative case studies, including photos and case study executive summaries, as referenced below:		C, PD, PD* Sub PD*	Submit: Completed case studies and success stories (Attachment)
a) Update case study for an existing initiative that has been advanced and enhanced during the contract period. Develop additional case studies for any new initiatives as the opportunity arises (See also Community Collaboration and Engagement Objective 3).	By August 1, 2012	C, PD, PD*	
b) One Children's Power Play/ Campaign success story focused on partner- or child-led environmental change.	By September 30, 2012	PP, PP* Sub PP*	
c) One Retail Program success story focused on exceptional retailer, produce industry, or food security partnerships.	By September 30, 2012	RE	
d) One Physical Activity Integration Program success story focused on physical activity integration and promotion activities in the region.	By September 30, 2012	PA Sub AA*	
e) One Latino Campaign success story focused on consumer empowerment forum.	By September 30, 2012	LA, LA* Sub LA*	
f) One Worksite Program success story focused on exceptional worksite partners.	By September 30, 2012	WO, WO*	

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
g) One African American Campaign success story focused on the community engagement initiative.	By September 30, 2012	AA, AA* Sub AA*	
8) Collect 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	WO, WO*	Submit: data on absenteeism, productivity, and completed employee surveys (Attachment)
9) Upon State request, collaborate with State Network to support updated large-scale evaluation studies of the 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. 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	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE, Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	Submit: Summary of participation (SOW Report Form)

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*	
<p>Regional Coordination & Training Objective 1 - Training: From October 1, 2011 through September 30, 2012, serve as the regional resource on nutrition and physical activity for Network-funded projects and partners serving the eligible low-income population by assisting with up to three State-funded training opportunities and offering two to three region-sponsored training and resource sharing events.</p>	<p>1) Work in concert with State Network staff to assess State and regional training needs and desires. Prioritize needs of all Network-funded projects in the region and Regional Collaborative partners (see Planning & Evaluation Objective 2 Activity 3).</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD PD*C</p>	<p>Submit: Summary of responses and recommendations (Attachment)</p>
<p>2) Promote, publicize, and assist with planning logistics for Network State-sponsored trainings within the region. Engage Network-funded projects and partners serving the eligible low-income audience. Regional Networks can anticipate a maximum of three State-sponsored trainings during the contract period, per region. Activities include:</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of participation (SOW Report Form)</p>	
<p>a) Planning: Work with State Network training coordinator to determine preferred date, assist with securing appropriate facilities, and arrangements, as needed.</p>		<p>PD PD*C</p>		
<p>b) Promotion: Using State-created flyers and alerts, notify prospective attendees including all Network-funded projects, Regional Collaborative partners, and others serving the eligible low-income target audience. Provide personalized outreach to all Network-funded contractors in the region.</p>		<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>		
<p>3) Upon State Network approval, implement one to two skills-based trainings. Trainings should meet identified regional needs from Activity 1 above, and enhance State-funded priorities. Regional Network staff will recruit appropriate expert speakers and coordinate logistics. Regional Network staff should work in concert with State Research and Evaluation liaison on evaluation plans for this activity (see Planning and Evaluation Objective 2 Activity 4).</p>	<p>By November 15, 2011 and ongoing October 1, 2011-September 30, 2012</p>	<p>C PD, PD* Sub PD*</p>	<p>Submit: Training Evaluation Plan and components, completed electronic Activity Tracking Form (ATF), agendas, materials, summary and critical analysis of evaluation results (Attachment)</p>	
<p>4) Host Promising Practices Exchange for 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 Offices of Education, organizations serving children preschool through grade twelve-including youth engagement projects, service organizations, CalFresh offices, food pantries, sports teams, and others) to exchange ideas and resources to support population-based approaches to implementing nutrition 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 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 Physical Activity Regional Showcase.</p>	<p>By September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Agenda, sample marketing and promotional materials, sample handouts, summary and critical analysis of evaluations (Attachment)</p>	
<p>Regional Coordination & Training Objective 2 - Communication: From October 1, 2011 through September 30, 2012, serve as the regional resource for nutrition, physical activity promotion, and food security for Network-funded projects and partners serving the eligible low-income population by functioning as the regional liaison for implementing and maintaining a rapid communications system, sharing promising practices, coordinating up to two channel-specific meetings (upon State request), and implementing and maintaining a regional website.</p>				

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>1) Serve as regional communicator to help inform, engage, and update <i>Network</i>-funded projects and partners (e.g., provide expertise, technical assistance, Youth Engagement Project presentations, information on resources such as <i>State Network</i>-produced materials like Communications Resource Library materials, <i>Harvest of the Month</i>, and nutrition basics) regarding nutrition, physical activity promotion, and nutrition assistance issues that affect the eligible low-income population and the communities where they live (see also Media & Public Relations Objective 2 Activity 1). To support this role:</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit Critical Analysis of TA Log (Attachment) On File: TA log</p>
<p>a) Develop and implement a rapid communications system that will inform <i>Network</i>-funded projects and partners of critical <i>Network</i> and regional information and opportunities, as well as late-breaking news. The system should include various communications methods, including: emails, electronic and web-based communications, social media, teleconferences, etc.</p>		<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>On File: Summary description of communications system, sample alerts *Put assigned State Program Manager and Leads on email distribution list</p>
<p>b) Upon request, serve as regional communicator on state-level issues as informed by monthly state conference calls; provide updates on relevant State, federal, and regional issues; and use monthly State conference calls as a tool to inform <i>State Regional Network</i> team of relevant regional issues and emerging opportunities.</p>		<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>On file: Agendas</p>
<p>c) As appropriate, share and disseminate information and resources received through participation in the <i>Network</i> Statewide Collaborative, Sub-Committees, the <i>Network</i> Operations Subcommittee, and CAN-Act (as applicable) with local projects, partners, and Regional Collaborative members. (See also Administration Objective 3 Activity 1)</p>		<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>On File: Sample communications</p>
<p>d) Educate service clubs, community leaders, neighborhood associations, and decision makers on nutrition, physical activity, and food security issues affecting the eligible low-income population at a minimum of three occasions.</p>		<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of activities (SOW Report Form)</p>
<p>e) At least once, educate and train local public health departments in the region on <i>Network</i> priorities, campaigns and programs, materials, websites, data resources, and key activities etc. Provide ongoing technical assistance to these departments throughout the term of the contract.</p>		<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Agenda, materials, list of local health departments trained, summary and critical analysis of evaluations to include a discussion of outcomes (Attachment)</p>
<p>f) Include mechanisms for identification and dissemination of promising practices (electronic and web-based methods preferred).</p>		<p>PD, C, M</p>	<p>On File: Technical assistance log Submit: Sample materials (Attachment)</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>2) Upon State request, coordinate channel- or topic-specific discussions twice during the contract period, to bring together Network-funded projects to promote strategy discussions and programmatic brainstorming.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PA, RE, Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Meeting agenda, materials & summary and critical analysis of evaluations (Attachment)</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>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</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Website URL, website usage report (e.g., hits), 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 Project Directory</i>, <i>Harvest of the Month</i>, Champions for Change consumer Website, 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>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 education and physical activity promotion among eligible low-income audiences. Include link to <i>Network Master Calendar</i> and ensure that all regional trainings are submitted for inclusion on the statewide <i>Network Master Calendar</i></p>		<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE, Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	
<p>d) Collaborative website or pages, as described in the <i>Regional Network Guidelines Manual</i></p> <p>e) <i>Optional features include:</i></p> <p>i) Listings and links for partner agencies and organizations, including WIC agencies, <i>CalFresh</i> offices, and emergency food distribution sites within the region</p> <p>ii) Web-based communications, resources, and tips</p> <p>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</p>		<p>PD, PD*, C, M</p> <p>PD, PD*, C, M</p> <p>PD, PD*, C, M</p> <p>PD, PD*, C, M</p>	

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>4) Upon State request, present and/or exhibit on behalf of the campaigns and programs once to twice 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.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>AA, C, LA, PP, PD, PD*, RE Sub WO</p>	<p>Submit: Summary of participation, number of people reached (SOW Report Form); presentation outline, handouts, materials (Attachment) On file: Complete presentation</p>
<p>Regional Coordination & Training Objective 3: Food Security/Nutrition Education Partnership Development: By September 30, 2012, establish and strengthen working relationships among USDA-funded programs and regional partners to maximize efforts to provide nutrition education and physical activity promotion to eligible low-income consumers, including updating and implementing the existing plan to provide nutrition education in <i>CalFresh</i> offices and other emergency food outlets at least six times.</p>			
<p>1) Establish and increase working relationships among local USDA-funded programs (<i>CalFresh</i>, WIC, National School Breakfast, Lunch, Snack, Summer Programs, UG-FSNEP, Child and Adult Care Food Program Sponsors, etc.) and link with regional partners to maximize efforts to provide nutrition education and physical activity promotion to the eligible low-income audience.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of partnership activities and tangible outcomes (SOW Report Form)</p>
<p>2) Working with <i>Network</i>-funded projects, <i>CalFresh</i> outreach partners, anti-hunger and food security advocates, local <i>CalFresh</i> offices, food pantries and closets, and others serving the eligible low-income population, update the existing Nutrition Education Plan to offer or strengthen the quality of nutrition education at <i>CalFresh</i> 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.</p>	<p>By November 15, 2011 and ongoing October 1, 2011- September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD* AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Nutrition Education Plan, progress updates (Attachment)</p>
<p>Regional Coordination & Training Objective 4: Physical Activity Training and Technical Assistance for <i>Network</i> Partners: From October 1, 2011 through September 30, 2012, improve the quality and quantity of physical activity integrated with nutrition education by planning, promoting, conducting, and evaluating 2 skill-based trainings; conducting 10 regional support/trial trainings and presentations; conducting one Physical Activity Integration Resource Showcase; and providing technical assistance to 100 percent of the <i>Network</i>-funded projects in the region.</p>			
<p>1) Plan, promote, conduct, and evaluate interactive skill-based trainings for <i>Network</i>-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 education programs. These skill-based trainings are anticipated to last two hours to a minimum of 15 participants. Training content should focus on <i>Network</i> resources such as <i>Shape of Yoga</i>, <i>Power Up in 10</i>, as well as highlighting the <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators</i>, <i>Power Up for Learning</i>, and other resources as they become available. Trainings may also address other effective, approved non-<i>Network</i> physical activity resources based on results of the Needs Assessment as described in Planning and Evaluation Objective 2, Activity 3.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Agenda, materials, Training Plan including Evaluation Plan, summary and critical analysis of evaluations (Attachment); completed electronic ATF (# of trainings, # of attendees, evaluation results, etc.)</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>2) Conduct mini trainings and presentations providing physical activity technical assistance to Network-funded programs and/or partners that serve the eligible low-income target audience. Training topics should be based on the identified needs from meetings with Network-funded projects (see Activity 4 below) as well as partners and should focus on sharing physical activity resources/ideas and evidence-based public health approaches.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PA Sub PA*</p>	<p>Submit: Completed electronic ATF (# and type of trainings, # of attendees, etc.) with detailed notes section</p>
<p>3) 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 education programs and events targeting the eligible low-income population. The Showcases topics and presentations should address identified training and informational needs. Network-funded projects and 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 that is pre-approved by the State.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</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 (Attachment)</p>
<p>4) Meet with Network-funded projects within the region to offer counsel on the integration of physical activity into existing nutrition education efforts, provide updates on the latest physical activity research and guidance, offer resource recommendations to enhance use of reviewed physical activity resources and State Network-produced materials, and determine training needs that could be met by the Physical Activity Specialist (see Activity 2 above). For school-based Network-funded projects, plan the meeting in partnership with the Regional Nutrition Education Consultant to develop specific steps for providing assistance.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PA Sub PA*</p>	<p>Submit: Completed electronic ATF (specific technical assistance given); summary of meetings and follow up (Attachment)</p>
<p>Regional Coordination & Training Objective 5- Physical Activity Trainings and Support for Regional Staff: From October 1, 2011 through September 30, 2012, provide physical activity expertise, training, and support to Regional Network staff</p>			
<p>1) Provide training to Regional Network 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</p>	<p>PA Sub PA*</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.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PA, PP, LA, AA Sub PA*, LA*, PP*, AA*, WO, WO*</p>	<p>Submit: Summary of counsel and assistance (SOW Report Form)</p>
<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, and others trained by the campaigns/programs, as well as designing appropriate physical activity demonstrations and educational activities for consumers at festivals, farmers/lea 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</p>	<p>PA, AA, LA, RE Sub PA*, WO, AA*, LA*</p>	<p>Submit: Summary of assistance (SOW Report Form), completed electronic ATF with detailed notes section</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
4) Provide physical activity training to the region's Community Health Leaders 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.	October 1, 2011-September 30, 2012	PA Sub PA* Sub LA-RE CHL Sub AA-CHL Sub CHL	Submit: Summary of training (SOW Report Form), completed electronic ATF with detailed notes section
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 (see Media & Public Relations Objective 4, Activity 2).	October 1, 2011-September 30, 2012	PA, M Sub PA*	Submit: Summary of support (SOW Report Form), completed electronic ATF with detailed notes section

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Community Collaboration & Engagement Objective 1 - Regional Collaborative: From October 1, 2011 through September 30, 2012, 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, 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</p>	<p>C, PD, PD*</p>	<p>Submit: Leadership Council Roster, Chairs and term (Attachment)</p>
<p>3) Actively recruit and orient new members, and implement strategies to retain and recognize seasoned members. Network-funded projects and partners serving the eligible low-income population should figure prominently in membership.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Member services strategies and samples of collaborative orientation materials (Attachment)</p>
<p>4) Provide support and coordination for logistics and promotion of at least three Collaborative meetings and routine subcommittee meetings and/or teleconferences as determined by Collaborative leadership. Work in partnership with State Network staff to finalize general meeting agenda prior to distribution. Regional Network 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</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Agenda, meeting materials, evaluation, summary and critical analysis of evaluations (Attachment)</p>
<p>a) Guided discussions focused on the sustainability of member programs and Regional Collaborative activities to help preserve nutrition 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>C, PD, PD*</p>	<p>Submit: Agendas and recommended action steps (Attachment)</p>
<p>b) Showcase of all Network-funded contractors in the region at least once, promoting partnership opportunities, key activities, and sharing of best practices.</p>		<p>C, PD, PD*</p>	<p>Submit: Agendas, summary of outcomes (SOW Report Form)</p>
<p>c) Showcase of mini-grantees in the region at least once, promoting partnership opportunities, key activities, and sharing of best practices. (See also Community Collaboration and Engagement Objective 4).</p>		<p>C, PD, PD*</p>	<p>Submit: Agendas, summary of outcomes (SOW Report Form)</p>
<p>5) Develop Collaborative subgroups which may include: mini-grant subcommittee, initiative steering committee(s), and targeted campaign/program advisory committees (see Objective 2 below). Network-funded projects and partners are strongly encouraged to participate in these committees as they are able.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Collaborative structure/chart (Attachment)</p>
<p>6) Conduct a needs assessment and satisfaction survey of Regional Collaborative members (See also Planning & Evaluation Objective 2 Activity 6).</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD* C</p>	<p>Submit: Summary and critical analysis of evaluations (Attachment)</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
7) Using the Network template, maintain an updated roster of Regional Collaborative participants.	October 1, 2011-September 30, 2012	PD, PD* C	Submit: Electronic roster (Attachment and updates upon request)
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 and physical activity services to the eligible low-income target audience. (See also Planning & Evaluation Objective 2, Activity 6.)	October 1, 2011-September 30, 2012	PD, PD* C, M	On File: Summary and critical analysis of evaluation (Attachment)
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	PD, PD* C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	Submit: Sample of produced and/or revised materials (Attachment), summary of activities (Narrative)
10) Upon State request, support and fund Regional Collaborative partner representation (at minimum, one member) at Network, Statewide Collaborative meeting (lead agency attendance, by the Project Director or other lead staff, is also expected) (See also Administration Objective 3 Activity 1f).	October 1, 2011-September 30, 2012	PD	Submit: Summary of participation (SOW Report Form) On file: Agendas
Community Collaboration & Engagement Objective 2: Campaign/Program Advisory Committees: From October 1, 2011 through September 30, 2012, maintain and support Advisory Committees for each targeted campaign and program (with the exception of the Retail/Program and Physical Activity Integration Program) to provide guidance and direction in achieving each campaign's/program's objectives.			
1) Maintain an Advisory Committee for each campaign/program (except the Retail Program and Physical Activity Integration Program) 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 (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 Network Statewide Collaborative Subcommittees. Advisory Committees may be formed as Collaborative subcommittees, if desired. (See Retail Objective 1, Activity 1 for Retail advisory group requirement and Regional Coordination & Training Objective 5, Activity 2 for Physical Activity Integration requirement.)	October 1, 2011-September 30, 2012	AA, LA, PP, PD, PD*, C Sub WO, WO* PD*, AA*, LA* PP*	Submit: List of each committee's members (as part of ATF or as Attachment), completed formal or informal mission and operating procedures (Attachment)

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>2) Conduct a minimum of three meetings for each Advisory Committee, maintain between-meeting communications, and evaluate each committee.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, LA, PP, PD, PD*, C Sub WO, WO*, PD*, AA*, LA*, PP*</p>	<p>Submit: Summary and critical analysis of membership and committee evaluation (Attachment) On file: meeting agendas and minutes/notes, record and copies of between-meeting communications, meeting evaluations</p>
<p>Community Collaboration & Engagement Objective 3: Nutrition Education Initiatives: From October 2011 through September 30, 2012, 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 and active living through the execution of at least one Nutrition Education Initiative.</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) 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 <i>Network</i>, campaign and program advisory committee activities, existing <i>Network</i>-funded projects and efforts, and/or campaign and program activities as well as <i>Champion Moms</i>, <i>Let's Move!</i>, <i>End Hunger by 2015</i>. New initiatives may be pursued as opportunities arise.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of Nutrition Education Initiatives, Communications Plan (Attachment)</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. Coordinate with State <i>Network</i>, Research and Evaluation Unit for review of the required Case Study and other materials that include research and statistics, and for assistance with data collection and evaluation plans (see also Planning and Evaluation Objective 2, Activity 7d).</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Communications Plan and Case Study (Attachment)</p>
<p>3) Execute regional Nutrition Education Initiative(s) and report results using the State <i>Network</i>-provided Case Study template (see also Planning & Evaluations Objective 2, Activity 7a).</p>	<p>By August 1, 2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed Nutrition Education Initiative Case Study (Attachment)</p>
<p>4) Share outcomes of Nutrition Education Initiative(s) with partners, local media, social media outlets, Regional Collaborative, and State <i>Network</i> via information exchange activities, State-level articles, website entries, etc.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of activities (SOW Report Form) On file: media coverage clippings and weblinks</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Community Collaboration & Engagement Objective 4: 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 Collaborative's Nutrition Education Initiatives and/or consumer empowerment forums.</p>	<p>January-April 2012</p>	<p>PD, PD* C</p>	<p>Submit: Mini-grant application URL</p>
<p>1) Establish, promote, and revise twice 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 State 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-April 2012</p>	<p>PD, PD* C Sub PD*</p>	<p>On File: Review team roster and signed certifications ensuring no conflict of interest</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-April 2012</p>	<p>PD, PD* C Sub PD*</p>	<p>Submit: Mini-grant summaries; funding matrix (Attachment)</p>
<p>3) Provide a mini-grant summary and budget funding matrix using approved State Network template to State Network staff to review prior to finalizing mini-grant awards.</p>	<p>May 2012</p>	<p>PD, PD* C Sub PD*</p>	<p>Submit: Agendas (Attachment)</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 (see also Community Collaboration and Engagement Objective 1, Activity 4c).</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD* C Sub PD*</p>	<p>Submit: Completed electronic ATF (# of people reached, # of contacts, etc.)</p>
<p>5) Document and report mini-grantee produced impressions and other applicable data using State developed tools and processes.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD* C Sub PD*</p>	<p>Submit: Completed electronic ATF (# of people reached, # of contacts, etc.)</p>
<p>Community Collaboration & Engagement Objective 5: 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 from the business community to provide in-kind support to participating schools and community youth organizations.</p> <p>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 (see Schools Objective 5) and Power Partner community youth organizations (see Community Youth Organizations Objective 4) with local business and, secondarily, to recruiting businesses in communities with a large number of participating schools and/or youth organizations. Collaborate with other Regional Network 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.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed electronic ATF On file: thank you note/acknowledgement email</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Community Collaboration & Engagement Objective 6-Physical Activity Partnerships: From October 1, 2011 through September 30, 2012, develop and maintain physical activity partnerships with 4 public and private entities within the region, support state-level partnerships to advance physical activity integration and promotion efforts region-wide, and build awareness of regional physical activity resources by contributing submissions to existing physical activity resource online databases</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PA Sub PA*</p>	<p>Submit: Listing of partners and summary of partnership activities (ATF and SOW Report Form)</p>
<p>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 to advance the integration of physical activity promotion into nutrition education serving the eligible low-income audience.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD* PA, PA* Sub PA*</p>	<p>Submit: Summary of activities (SOW Report Form)</p>
<p>2) Work in partnership with State Network staff to advance state-level 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 meeting and event attendance and/or coordination.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PA Sub PA*</p>	<p>Submit: List of participating staff and dates (SOW Report Form)</p>
<p>3) Participate in two California Active Communities training teleconferences.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PA Sub PA*</p>	<p>Submit: Summary of submissions to online databases, including total number submitted and posted; summary of promotional efforts (SOW Report Form)</p>
<p>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, 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, and other relevant sites approved by the State Network. Promote the availability of the online databases as part of the region's consumer educational activities and intermediary trainings.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PA Sub PA*</p>	<p>On File: List of specific submissions</p>
<p>Community Collaboration & Engagement Objective 7-Children's Power Play/Campaign/PhotoVoice Project: From October 1, 2011 through September 30, 2012, conduct one PhotoVoice project as part of the Children's Power Play/Campaign, using youth engagement principles to improve eligible low-income 9- to 11-year-old children's awareness, knowledge, and attitudes about nutrition and physical activity related environmental factors and to empower children to advocate for healthy changes.</p>			
<p>1) Conduct a PhotoVoice project with a group of 9- to 11-year-old children, based on guidance from the Children's Power Play/Campaign and using the PhotoVoice Project Kit. Will include: identifying a group of children to participate (including photo and video components); providing training to adult leaders for the implementation of the Children's Power Play/Campaign's PhotoVoice Project Kit; recruiting community partners to support the PhotoVoice project, providing training to adult leaders; securing a prominent community location to display photos; and generating media coverage (may include social media) for the project.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, M PP, PP* Sub PP*</p>	<p>Submit: Electronic copies of children's photos and corresponding narratives, short video documenting the project processes, electronic copies of resulting media coverage (Attachment), and a short summary description of the project, including exhibit/gallery event.</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>2) Work with the <i>Children's Power Play/ Campaign Advisory Committee</i>, Regional Collaborative, 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, with community resources to support an environmental issue, such as access to healthy foods and physical activity, 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, as appropriate. Submit and present projects to Network and non-Network conferences, workshops, and community forums, as appropriate.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PD, PD*, C PP, PP* Sub PA*, PP*</p>	<p>Submit: Summary of results (SOW Report Form); copies of resulting media coverage (Attachment)</p>
<p>Community Collaboration & Engagement Objective 8: Latino Health Awareness Month: By September 30, 2012, engage eligible low-income Latino residents, consumer groups, partners, and community leaders to identify and promote solutions to increase the availability of healthy foods and opportunities for physical activity in eligible low-income Latino communities by conducting a Latino Health Awareness Month (LHAM) consumer empowerment forum as part of the <i>Latino Campaign</i>. LHAM is a month-long statewide effort during September that also aligns with National Hispanic Heritage Month. All Network-funded projects 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) Work with the <i>Latino Campaign Advisory Committee</i> 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</p>	<p>PD, LA, LA* Sub LA*</p>	<p>Submit: Summary of strategies and plan for empowering Latino families (SOW Report Form and/or Narrative)</p>
<p>2) Educate community residents and leaders on the identified community issues and garner support for promoting and implementing the strategies.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>LA, LA* Sub LA*</p>	<p>Submit: Completed electronic Activity Tracking Form (ATF)</p>
<p>3) Host a Latino Health Awareness Month forum focused on at least one of the issues identified by the <i>Latino Campaign Advisory Committee</i> and consumer groups. Conduct public relations activities to build awareness of the <i>Latino Campaign</i>, Latino Health Awareness Month, and the identified issues (see Media & Public Relations Objective 4, Activity 2f).</p>	<p>October 1, 2011- September 30, 2012</p>	<p>LA, LA*, M PD, PD* Sub LA*</p>	<p>Submit: Event photographs and summary of outcomes including a list of supporters and donors, media coverage, and next steps (Attachment)</p> <p>On file: Copies of event agenda and flyers</p>
<p>4) Monitor the success of Latino Health Awareness Month and report outcomes through success stories, survey data, and presentations (see Planning & Evaluation Objective 2, Activity 7e).</p>	<p>October 1, 2011- September 30, 2012</p>	<p>LA, LA*, M PD, PD* Sub LA*</p>	<p>Submit: Latino Health Awareness Month success stories (Attachment)</p>
<p>5) Infuse nutrition education, physical activity, and <i>CalFresh</i> 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 so as to promote healthy behavior change among eligible low-income Latino families.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed electronic ATF and photographs (Attachment)</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Community Collaboration & Engagement Objective 9-African American Campaign Community Engagement Initiative: During FY 2012, engage eligible low-income African American residents, consumer groups, partners, and community leaders to identify and promote solutions to increase the availability of healthy foods and opportunities for physical activity in eligible low-income African American communities by contributing to the development and culmination of a Community Engagement Initiative as part of the African American Campaign.</p> <p>1) Work with the African American Campaign 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>	2011- 2012	AA, AA* Sub AA*	Submit: Summary of strategies and plan for empowering African American families
2) Educate community residents and leaders on the identified community issues and garner support for implementing the strategies.	2011- 2012	AA, AA* Sub AA*	Submit: Completed electronic ATF
3) Host an annual African American Community Engagement Initiative forum focused on at least one of the issues identified by the African American Campaign Advisory Committee and consumer groups.	2012	AA, AA* PD Sub AA*	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
4) Monitor the success of the Community Engagement Initiative efforts and report outcomes through a success story, survey data, and presentations (see Planning & Evaluation Objective 2, Activity 7g).	2012	AA, AA* PD, PD* Sub AA*	Submit: African American community engagement forum success story
5) Infuse nutrition education, and physical activity and Cal/Fresh 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.	2012	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	Submit: Completed electronic ATF and photographs

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*	
<p>Media & Public Relations Objective 1-Media/Public Relations Plan: From October 1, 2011 through September 30, 2012, the Regional Media/Public Relations Plan to help maximize support and public exposure of issues affecting nutrition, physical activity promotion, and food security among eligible low-income residents.</p>	<p>1) In consultation with State Network media and communications staff and in partnership with Regional Network campaign and program staff, 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/Juneleenth, Latino Health Awareness Month, Power Up Your Summer, etc.), community forums, State Network media/PR activities, and Network-funded projects and activities in the region. (See also Planning and Evaluation Objective 1, Activity 1)</p>	<p>By November 15, 2011</p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</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>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 education, physical activity promotion, food security, and chronic disease prevention efforts in the region.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</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 and activities in the Region.</p>	<p>Media & Public Relations Objective 2- State Network Liaison: From October 1, 2011 through September 30, 2012, the Regional Network will serve as the primary liaison with the State Network, and Network-funded partners in the region, promoting communication and collaboration for regional media and public relations events, activities, and opportunities.</p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed electronic ATF On file: media coverage clippings and weblinks</p>	

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>a) Using the State template(s) provided and in consultation with the State Communications and Media Unit, 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 healthy eating and active living among community members. Examples may include: Moms, Dads, Caregivers, Teachers, Worksites, Community Leaders, Chefs, Businesses, Cal/Fresh participants, CalFresh offices, Youth Engagement Organizations, etc.</p>		<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Champion Profiles (Attachment)</p>
<p>2) Create regional Champion profiles and fact sheets to support media outreach efforts:</p>	<p>October 1, 2011-September 30, 2012</p>	<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of Champion participation in local or State-sponsored events (SOW Report Form)</p>
<p>b) Maintain and foster on-going relationships with identified Champions and upon request, facilitate the participation of selected Champions at local and State-sponsored events.</p>		<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Fact Sheets (Attachment)</p>
<p>c) Develop region-specific issue fact sheets providing background, statistics, and other pertinent information for each issue relevant to the health landscapes in the region, to help educate media and other opinion leaders in the region.</p>		<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Articles or other content submitted (Attachment)</p>
<p>3) Upon State request, supply information about regional activities for inclusion in State-level products and efforts (such as newsletters, social media activities, Champions for Change website, etc.) a minimum of three times during the 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</p>	<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>On File: Technical assistance log</p>
<p>4) Serve as primary liaison with the State Regional Network team and Communications and Media Unit, as well as State-contracted media and public relations contractors, to assist with coordination of State-planned regional events, spokesperson trainings, media and public relations training opportunities, and to provide counsel and assist in the development and execution of a variety of social marketing activities promoting fruit and vegetable 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</p>	<p>M, with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of support provided (SOW Report Form) On File: media coverage clippings and weblinks</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Media & Public Relations Objective 3-Spokespersons Group: From October 1, 2011 through September 30, 2012; the <i>Regional Network</i> will establish and maintain an active spokespersons group.</p>			
<p>1) Establish, train (using State-developed train-the-trainer materials), and maintain a functional spokesperson group for state and local events (make contact and provide support/updates two to three times during the contract year). Spokespeople should have a variety of expertise in content, language, and culturally-specific knowledge related to food security, nutrition, and physical activity-related issues affecting the eligible low-income population. Spokespersons should be able to address relevant general and ethnic media and be well-versed in State <i>Network</i> priorities, strategies, and speaking points; provide updates to group as needed. Spokesperson groups should consist of both funded and non-<i>Network</i> funded partners, including participating Youth Engagement Project adults (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 and are cross-trained to increase the pool of spokespersons on a variety of <i>Network</i>-related topics.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>M, PD, PD* with AA, LA, PP, PA, RE Sub WO, AA*, LA* PP*</p>	<p>Submit: Spokesperson bios/profiles (Attachment) 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 (Mothers, educators, etc.), and partners, will participate in State-sponsored <i>Network</i> spokesperson training.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>M or AA, LA, PP, RE Sub WO</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 through the State Communications and Media Unit, as well as State media and public relations contractors. Each Region should plan for a minimum of two people to participate in each of the following tentatively scheduled trainings as relevant to the region: one basic media training session, one advanced media training session, and one in-person training each for the <i>Retail Program</i> Fruit & Veggie Fest, <i>Children's Power Play!</i> <i>Campaign Power Up Your Summer</i>, <i>African American Campaign</i> Black History Month/June/teenth, and <i>Latino Campaign</i> Latino Health Awareness Month.</p>		<p>M or AA, LA, PP, RE Sub WO</p>	
<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.</p>		<p>M or PD, PD*</p>	
<p>3) Upon State request, supply recommendations for trained regional spokespersons available to speak through State-facilitated media and public relations opportunities. These might include: the Project Director, Campaign and Program Managers, Physical Activity Specialists, Collaborative members, Regional Champions (Mothers, etc.), and/or non-funded partners.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>M, PD with PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Summary of participation (SOW Report Form) On File: media coverage clippings and weblinks</p>
<p>Media & Public Relations Objective 4-Public Relations: From October 1, 2011 through September 30, 2012, 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 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.</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<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-funded</i> 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</p>	<p>M with PD, PD* C</p>	<p>Submit: Completed electronic ATF On File: media coverage clippings and weblinks</p>
<p>2) In addition to the above public relations activities, conduct enhanced activities four to six times. This may include organizing media events, conducting a spokesperson media tour, and/or developing media partnerships. Engage other <i>Network-funded</i> projects within the region in the planning and implementation of events and activities. While additional events and activities may be approved by the <i>State Network</i>, the region must promote, at minimum:</p>	<p>October 1, 2011- September 30, 2012</p>	<p>M with PD, PD* C</p>	<p>Submit: Summary of activities (Narrative), completed electronic ATF On File: media coverage clippings and weblinks</p>
<p>a) <i>National Fruits and Veggies--More Matters!</i>™ Month (September);</p>		<p>M with RE, PD, PD*, C</p>	
<p>b) Release of significant research and evaluation data from the state-level <i>Network for a Healthy California</i>, USDA, or other relevant partners;</p>		<p>M, C, PD</p>	
<p>c) <i>Retail Program Fruit and Veggie Fest</i> (May);</p>		<p>M with RE, PD, PD*, C</p>	
<p>d) <i>Children's Power Play/ Campaign Power Up Your Summer!</i> Challenge (June);</p>		<p>M with PP, PP*</p>	
<p>e) Optional, relevant events with collaborative partners, and as part of State or regional media plans, such as but not limited to: ReThink 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); National School Lunch Week (October); Governors Council on Physical Fitness and Sports Governor's Challenge; California Taskforce on Youth and Workplace Wellness Fit Business Awards.</p>		<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	
<p>f) <i>Latino Campaign</i> consumer empowerment forum during Latino Health Awareness Month (September) or Bilingual Health Month (September and October);</p>		<p>M with LA, LA*, PD, PD*, C Sub LA*</p>	
<p>g) <i>African American Campaign</i> Community Engagement Initiative Forum during Black History Month (February) or Juneteenth (June);</p>		<p>M with AA, AA*, PD, PD*, C Sub, AA*</p>	
<p>3) Support state-level media and public relations efforts by linking public relations (and media buys as applicable and appropriate) to state-level or federal 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</p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Progress Report Narrative, completed electronic ATF On File: media coverage clippings and weblinks</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>4) Participate in value-added media and public relations opportunities, as arranged by the State Network and its selected Media and Public Relations contractor, one to two times. These might include live remotes or other special community events.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>M with PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Progress Report Narrative, completed electronic ATF On File: media coverage clippings and weblinks</p>
<p>Media & Public Relations Objective 5: Community-Based Marketing and Public Relations to Children: From October 1, 2011 through September 30, 2012: reach 44,130 of the region's eligible low-income elementary-aged children with <i>Children's Power Play/ Campaign</i> messages in community settings.</p>			
<p>1) Expand awareness of the <i>Children's Power Play/ Campaign</i> 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</p>	<p>PP, PP* M Sub PP*</p>	<p>Submit: Completed electronic Media and <i>Power Play/ ATFs</i> On File: media coverage clippings and weblinks</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Retail Objective 1- Merchandising: By September 30, 2012, increase fruit and vegetable-related awareness, knowledge, and demand among eligible low-income families by partnering with a minimum of 60 qualifying supermarkets, grocery stores, and/or independent stores to display Retail Program merchandising materials for a minimum of two, four-month cycles. Ensure that a minimum of 30 stores target a high proportion of Latino shoppers and a minimum of 20 stores target a high proportion of African American shoppers.</p>			
<p>1) In accordance with the Retail Program Regional Manager's Guide, 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 Retail Program in the prior fiscal year. Collaborate with other Regional Network staff, Network-funded projects, and WIC's Local Vendor Liaison Initiative to prioritize qualifying stores to target for participation. Form an advisory group of campaign, program, LIA, and Special Project Staff (where applicable) to identify prioritized retailers.</p>	<p>By November 15, 2011</p>	<p>RE & PD coordinate with AA, AA*, LA, LA* Sub LA*, AA*</p>	<p>Submit: Prioritized list of identified prospective qualifying retail partner sites as part of Retail Program operating plan</p>
<p>2) Establish formal partnerships with the managers/owners of the selected qualifying grocery store locations identified in Objective 1 by 1/31/2012. Maintain the partnerships through the remainder of the contract. Collaborate as appropriate with campaign and program staff, Local Incentive Awardees and other Network-funded projects, and WIC Local Vendor Liaisons. Any partnerships that are ended before the end of the contract should be replaced by September of the fiscal year that the partnership was terminated.</p>	<p>By January 31, 2012 and ongoing through September 30, 2012</p>	<p>RE coordinate with AA, AA*, LA, LA* Sub LA*, AA*</p>	<p>Submit: Completed electronic ATF (# of partners, locations, etc.) On file: Signed partnership agreement or partnership summary found in the Retail Program Regional Manager's Guide</p>
<p>3) Select, install, and maintain at least two merchandising materials (according to the guidelines outlined in the Retail Program Regional Manager's Guide) that are appropriate for the retail location. Merchandising materials must be displayed for at least two, four-month cycles.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>RE coordinate with AA, AA*, LA, LA* Sub LA*, AA*, CHL</p>	<p>Submit: Completed electronic ATF (# of stores merchandised, # of days, items displayed, etc.)</p>
<p>4) Visit each store once every other month and make regular calls to confirm the placement and upkeep of the materials.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>RE coordinate with AA, AA*, LA, LA* Sub AA*, LA*, CHL</p>	<p>Submit: Completed electronic ATF (# of visits and calls)</p>
<p>Retail Objective 2- Promotions: From October 1, 2011, through September 30, 2012, maintain store partnerships through collaborations with Regional Network campaigns, programs, and other Network-funded project staff (where applicable) to achieve 15,210 direct contacts through promotional activities (e.g., food demonstrations, store tours for eligible low-income 9-11-year-old children, Fruit & Veggie Fest) as outlined in the Retail Program Regional Manager's Guide. Ensure that food demonstrations reach a minimum of 10,670 eligible low-income African Americans.</p>			
<p>1) Identify qualifying retail locations in which to conduct food demonstrations as outlined in the Retail Program Regional Manager's Guide. Ensure that each retail site that is displaying merchandising materials as part of Objective 1 above is offered the opportunity to host a minimum of one food demonstration. Collaborate with campaign and program staff and other Network-funded projects to select locations near their intervention sites as appropriate. Coordinate with other Network-funded projects that conduct food demonstrations as part of their scopes of work.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>RE coordinate with AA, AA*, LA, LA* Sub LA*, AA*, CHL</p>	<p>Submit: Plan for promotional activities to be planned, promoted, and conducted as part of Retail Program operating plan; completed electronic ATF (# and location of demo sites, etc.) (Attachment)</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
2) Coordinate with retail sites to schedule food demonstrations and secure retailer donations of food demo supplies.	October 1, 2011-September 30, 2012	RE coordinate with AA, AA*, LA, LA* Sub LA*, AA*, CHL	Submit: Completed electronic ATF (# of demos, etc.)
3) Provide training to Community Health Leaders on the successful implementation of in-store food demonstrations using the <i>Food Demonstration Training Kit</i> . Manage Community Health Leaders to ensure appropriate staffing of each scheduled food demonstration and to monitor quality of interventions.	October 1, 2011-September 30, 2012	RE coordinate with AA, AA*, LA, LA* Sub LA*, AA*, CHL	Submit: Training agenda and summary of evaluations (Attachments)
4) Promote upcoming food demonstrations to increase participation and provide added value to participating retailers.	October 1, 2011-September 30, 2012	AA, AA, LA, LA*, RE	Submit: Regionally-developed promotional materials (Attachment)
5) Conduct fruit and vegetable food demonstrations according to direction provided in the <i>Food Demonstration Training Kit</i> .	October 1, 2011-September 30, 2012	RE coordinate with AA, AA*, LA, LA* Sub LA*, AA*, CHL	Submit: Completed electronic ATF (# of demos, featured recipes, # of people reached, etc.)
6) In coordination with the <i>Children's Power Play! Campaign</i> Manager, plan and conduct store tours (in stores participating in the <i>Retail Program</i>) that will reach minimum of 80 eligible low-income 9- to 11-year-old children who are participating in the <i>Children's Power Play! Campaign</i> . Store tours may be conducted by either <i>Retail Program</i> or <i>Children's Power Play! Campaign</i> staff.	October 1, 2011-September 30, 2012	RE coordinate with PP, PP* Sub PP*	On file: Plan for promotional activities to be planned and conducted as part of <i>Retail Program</i> and <i>Children's Power Play! Campaign</i> operating plans Submit: Completed electronic ATF (# of tours, # of children, etc.)
7) In May, work with <i>Regional Network</i> staff 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 <i>Retail Program Regional Manager's Guide</i> (planning begins in December; while led by the <i>Retail Program</i> , 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> , other Network-funded projects, and/or WIC's Local Vendor Liaisons, where appropriate).	May 2012	RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	Submit: Plan

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.

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>a) Coordinate a kick-off event (see Media & Public Relations Objective 4, Activity 2c). Duties include but are not limited to: participating in statewide 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 and physical activity equipment donations to be awarded to participants during the event.</p>	May 2012	RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP* PA Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	<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>
<p>b) If the Region is not conducting a kick-off event, support the statewide event by coordinating at least one Fruit and Veggie Fest-themed promotional activity/supporting event at a qualifying retail location.</p>	May 2012	RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP* PA Sub PD*, AA*, LA*, PP*, PA*, WO, WO*, CHL	<p>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</p>
<p>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-</i> funded projects.</p>	September 2012	RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP* PA Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	<p>On file: Event photographs, record of secured retailer contributions, and event summary</p>

Retail

Scope of Work

ATTACHMENT A1
Desert Sierra

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Retail Objective 3: Corporate Social Responsibility Partnerships: By September 30, 2012, form agreements with at least 6 produce industry partners (growers, shippers, packers, distributors, wholesaler, mobile markets, etc.) and at least 8 retail partners resulting in donations (produce, coupons, nutrition/physical education reinforcement items that must meet all State and Network guidance) to support Network partners with their interventions; including taste tests of Harvest of the Month produce items and food demonstrations at community-based organizations (e.g. churches, community health clinics, schools, community youth organizations (CYOS), WorkStiles). Each donation must reach at least 200 participants</p>	<p>October 1, 2011-September 30, 2012</p>	<p>RE</p>	<p>Submit: Completed electronic ATF (# of agreements, donation amounts, etc.)</p>
<p>1) Secure agreements for donations and coordinate details of the donation type and amount and the process for obtaining donations.</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</p>	<p>RE coordinate with PD, PD*, C, AA, AA*, LA, LA*, PP, PP* PA Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed electronic ATF (# of donations, etc.)</p>
<p>Retail Objective 4: Training & Technical Assistance to Network Staff & Partners: By September 30, 2012, provide training materials and technical assistance to Regional Network staff and other Network-funded project staff, and retail partners to ensure consistent, high-quality, and culturally-appropriate activities, including merchandising, food demos, 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</p>	<p>RE & PD coordinate with PD*, C, M, AA, AA*, LA, LA*, PP, PP* PA, CHL Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>On file: Introduction method description and Food Demo Activity Evaluation forms found in the Food Demonstration Training Kit</p>
<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 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</p>	<p>RE & PD coordinate with PD*, C, AA, AA*, LA, LA*, PP, PP* PA Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed electronic ATF</p>
<p>3) Educate highly interested and those involved with Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³) independent retailer managers/owners 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 Retailer Fruit & Vegetable Marketing Guide.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>RE & PD</p>	<p>Submit: Completed electronic ATF</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
a) As appropriate, educate retailers on the benefits of accepting both electronic benefits transfer (EBT) and WIC coupons and connect retailers with their local Cal Fresh office or WIC project.	October 1, 2011-September 30, 2012	RE	Submit: Completed electronic ATF
4) Partner with food security organizations such as food banks, CalFresh offices, and WIC clinics with the goal of increasing fruit and vegetable-related awareness, knowledge, skills, and purchasing habits among eligible low-income families.	October 1, 2011-September 30, 2012	RE & PD	Submit: Completed electronic ATF
a) Food Banks: Per the <i>Retail Program Regional Manager's Guide</i> , 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 at multiple food pantries in the Region.	By September 2012	RE with PD	Submit: Completed electronic ATF
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 Network staff to distribute while conducting food demonstrations, store tours, and other activities at retail locations.	October 1, 2011-September 30, 2012	RE with PD	Submit: Completed electronic ATF
c) WIC offices: Per the <i>Retail Program Regional Manager's Guide</i> , inform WIC clinics of Retail Program resources.	October 1, 2011-September 30, 2012	RE with PD	Submit: Completed electronic ATF

Worksite

Scope of Work

ATTACHMENT A1
Desert Sierra

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Worksite Objective 1 - Recruitment and Implementation: From October 1, 2011 - September 30, 2012, increase fruit and vegetable 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 15 total worksites from October 1, 2011 through September 30, 2012.</p>			
<p>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.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>Sub WO, WO*</p>	<p>Submit: Copies of Worksite Qualification Form (retain originals), Completed Check for Health Survey, completed electronic ATF (# of worksites with signed agreements)</p>
<p>2) At recruited, qualifying sites, assist worksite staff in implementing the Check for Health Survey once per year in each worksite.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>Sub WO, WO*</p>	<p>Submit: Completed electronic ATF (Check for Health Survey results)</p>
<p>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.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>Sub WO, WO*</p>	<p>Submit: Completed electronic ATF (# of meetings attended)</p>
<p>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.</p>	<p>By February 1, 2012</p>	<p>Sub WO, WO*</p>	<p>Submit: Action Plan for each worksite</p>
<p>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 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!) by the end of the contract.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>Sub WO, WO*</p>	<p>Submit: Completed electronic ATF (tools implemented, etc.)</p>
<p>6) Conduct six to eight fruit and vegetable-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.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PA* Sub WO, WO* PA*</p>	<p>Submit: Completed electronic ATF (# of sessions, # of employees reached, etc.)</p>
<p>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.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>Sub WO, WO*</p>	<p>Submit: Completed electronic ATF (materials displayed, # of employees reached, etc.)</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
8) Encourage all engaged worksites to apply for California Fit Business Award of the California Taskforce on Youth and Workplace Wellness. Assist with publicity for any Worksite Program partners that receive award.	October 1, 2011-September 30, 2012	Sub WO, WO*	Submit: Completed electronic ATF (# of worksites submitting applications)
9) Research, write, produce, and distribute a regional worksite wellness resource directory that highlights worksite wellness resources available locally. Collaborate with Network and regional partners, as well as the regional Worksite Program Advisory Committee. Submit to Worksite Program State Lead for approval. Update directory as needed.	October 1, 2011-September 30, 2012	Sub WO, WO* coordinate with Lead agency PD, PD*, C	Submit: Regional Worksite Wellness Resource Directory
<p>Worksite Objective 2: Partnerships: By September 30, 2012, enhance connections between participating worksites and the community by securing agreements from a minimum of two participating worksites annually to support efforts of Network-funded partners and campaign and program partners; connecting participating worksites with a minimum of two public and private entities annually that agree to support worksite wellness activities at one or more worksites; and supporting state-level partnerships to advance the Worksite Program and support the Network's objectives related to fruits, vegetables, physical activity, food security, and chronic disease prevention.</p>			
1) Support the <i>Children's Power Play Campaign</i> , <i>Retail Program</i> , <i>African American Campaign</i> , and <i>Latino Campaign</i> , as well as other Network-funded projects, by helping to facilitate business connections with participating worksites. Worksites may agree to provide donations, offer volunteer time, or sponsor activities that encourage fruit and vegetable consumption, physical activity, food security, and chronic disease prevention.	October 1, 2011-September 30, 2012	Sub WO, WO* coordinate with Lead agency PD, PD*, C, AA, LA, PP, PA	Submit: Completed electronic ATF (# of donations, # of worksites connected with partners, etc.)
2) Present information on the <i>Worksite Program</i> and the <i>California Fit Business Kit</i> to prospective community partners upon request and in coordination with <i>Worksite Program</i> State Lead in an effort to seek out partners with similar missions who may be able to collaborate or enhance and sustain current <i>Worksite Program</i> efforts. Increase dissemination and adoption of <i>California Fit Business Kit</i> information and tools.	October 1, 2011-September 30, 2012	Sub WO, WO*	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 (Attachment)
3) Secure agreements from public and private entities to support the wellness efforts of participating worksites. Support may include providing guest speakers and trainers for employee education sessions, offering health screenings, providing incentives for <i>Take Action!</i> participants, and helping worksites to implement other <i>California Fit Business Kit</i> tools.	October 1, 2011-September 30, 2012	Sub WO, WO*	Submit: Completed electronic ATF (# of partners, types of support provided, etc.)
4) Upon State request, support regional implementation of statewide partnership activities, such as those with the American Cancer Society, California Taskforce on Youth and Workplace Wellness, and other statewide organizations.	October 1, 2011-September 30, 2012	Sub WO, WO*	Submit: Summary of support (SOW Report Form)

School

Scope of Work

ATTACHMENT A1
Desert Sierra

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Schools Objective 1 Classroom-Based Nutrition Education Activities: From October 1, 2011 through September 30, 2012 improve fruit and vegetable and physical activity-related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income 9- to 11-year-old children through nutrition/physical activity lessons and other direct interventions as part of the <i>Children's Power Play/ Campaign</i>, reaching 8,830 of the region's eligible low-income 9- to 11-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 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</p>	<p>PP, PP* PA Sub PP*, PA*</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, using the <i>Power Play/ Regional Manager's Guide</i> as a guide.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PP, PP* PA, PD, PD* C</p>	<p>Submit: Description in progress report narrative</p>
<p>Schools Objective 2 School-Based Promotions: From October 1, 2011 through September 30, 2012 reach 3,530 of the region's eligible low-income 9- to 11-year-old children with three school-based nutrition 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 (see Objective 5 below). Meet with school staff to identify relevant nutrition- 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</p>	<p>PP, PP* PD, PD* Sub PP*</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>

School

Scope of Work

ATTACHMENT A1
Desert Sierra

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Schools Objective 3-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 and physical activity-related awareness, knowledge, attitudes, and skills to support their children's fruit and vegetable consumption and physical activity behaviors among parents of eligible low-income elementary-age children through (1) distribution of print materials to reach a minimum of 880 parents an average of six times, and (2) direct interaction with parents at school sites to reach a minimum of 220 parents.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PD, PD* Sub PP*</p>	<p>Submit: Completed electronic ATF (# of materials distributed, # of parents reached, etc.) On file: locally-developed or customized materials</p>
<p>1) Partner with schools to provide written nutrition education materials to parents that support school-based promotions and <i>Network</i> messages via <i>Harvest of the Month</i> family newsletters, <i>Children's Power Play/Campaign</i> parent brochures, and other educational print pieces focused on the health benefits of fruits, vegetables, and physical activity. Collaborate with other <i>Regional Network</i> staff to include information about local resources and events, including community events at which the other <i>Regional Network</i> campaigns/programs will conduct interventions.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* LA, AA PA, PD Sub AA*, LA*</p>	<p>Submit: Completed electronic ATF (# of events attended, # of parents reached, etc.)</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 <i>Network</i>-funded <i>CalFresh</i> outreach projects to co-host booths to promote <i>CalFresh</i> participation. Collaborate with other <i>Regional Network</i> staff, where possible.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* LA, AA PA, PD Sub AA*, LA*</p>	<p>Submit: Completed electronic ATF (# of events attended, # of parents reached, etc.)</p>
<p>Schools Objective 4-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 with resources that promote implementation of environmental changes focused on fruits, vegetables, and physical activity, and (2) partner with child nutrition/school foodservice staff to reach a minimum of 3,530 of the region's eligible low-income 9- to 11-year-old children with fruit and vegetable messages in the cafeteria for at least 60 school days.</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 they can make to enhance the school's nutrition education and improve students' fruit and vegetable consumption.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PD, PD*, C Sub PP*</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 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> graphics and messages into menus, using <i>Harvest of the Month</i> menu templates, displaying posters/signs in the cafeteria, using static clings on sneeze guards, highlighting fruit and vegetable offerings with small signs, and creating fruit, vegetable, and physical activity bulletin boards.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PD, PD* Sub PP*</p>	<p>Submit: Completed electronic ATF (# of sites, # of days, # of students reached, etc.)</p>

School

Scope of Work

ATTACHMENT A1
Desert Sierra

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Schools Objective 5-School Power Partners: From October 1, 2011 through September 30, 2012, 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 (see Objective 1 above), school-based promotions (see Objective 2 above), parent education (see Objective 3 above), and displaying fruit and vegetable messages in the cafeteria (see Schools Objective 4). See <i>Power Play! Regional Manager's Guide</i> for Power Partner definition.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PD, PD* C Sub PP*</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 (see Community Collaboration & Engagement Objective 5), and participating in healthy school environment events. Encourage schools to support federal, state, and local initiatives such as Let's Move! and the <i>HealthierUS School Challenge</i>.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PD, PD* C Sub PP*</p>	<p>Submit Description in progress report narrative</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Community Youth Organizations Objective 1: CYO-Based Nutrition Education Activities. From October 1, 2011 through September 30, 2012, improve fruit and vegetable and physical activity-related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income 9- to 11-year-old children in community youth organizations (CYOs) through nutrition/physical activity lessons and other direct interventions as part of the <i>Children's Power Play Campaign</i>, reaching 7,060 of the region's eligible low-income 9- to 11-year-old children with 14,200 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, and other organized out-of-school programs designed for children.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PA PD, PD*, C Sub PP*, PA*</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>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 <i>Network-funded CYOs</i>) 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 Sub PP*, PA*</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 and the <i>Power Play! Regional Manager's Guide</i> as a guide.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PA PD, PD*, C Sub PP*, PA*</p>	<p>Submit: Description in progress report narrative</p>
<p>Community Youth Organizations Objective 2: CYO-Based Nutrition Education and Physical Activity Promotions. From October 1, 2011 through September 30, 2012, reach 1,760 of the region's eligible low-income 9- to 11-year-old children with three CYO-based nutrition education and physical activity promotions, including the <i>Power Up Your Summer!</i> Challenge media promotion for summer programs.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PA PD, PD*, C Sub PP*, PA*</p>	<p>Submit: Completed electronic ATF (# of sites, # of promotions, etc.) On file: locally-developed or customized materials</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 <i>Power Partner</i> CYOs (see Objective 4 below). Meet with CYO staff to identify relevant nutrition- and physical activity-related promotions (e.g., <i>Power Up Your Summer</i>, National Nutrition Month, TV Turnoff Week/Ty 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.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PA PD, PD*, C Sub PP*, PA*</p>	<p>Submit: Completed electronic ATF (# of sites, # of promotions, etc.) On file: locally-developed or customized materials</p>
<p>Community Youth Organizations Objective 3: Parent Education. From October 1, 2011 through September 30, 2012, partner with eligible low-income CYO sites participating in the <i>Children's Power Play Campaign</i> to improve fruit and vegetable and physical activity-related awareness, knowledge, attitudes, and skills to support their children's fruit and vegetable consumption and physical activity behaviors among parents of eligible low-income elementary-age children through (1) distribution of print materials to reach a minimum of 710 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>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>1) Partner with CYOs to provide written nutrition education materials to parents that support CYO-based promotions and <i>Network</i> messages via <i>Harvest of the Month</i> family newsletters and menu slicks, <i>Children's Power Play/ Campaign</i> parent brochures, and other educational print pieces focused on the health benefits of fruits, vegetables, and physical activity. Collaborate with other <i>Regional Network</i> staff to include information about local resources and events, including community events at which the other <i>Regional Network</i> campaigns/programs will conduct interventions.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PD, PD*, C Sub PP*</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 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 <i>Network-funded CalFresh</i> outreach projects to co-host booths to promote <i>CalFresh</i> participation. Collaborate with other <i>Regional Network</i> staff, where possible.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA Sub PP*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed electronic ATF (# of events, # of parents reached, etc.)</p>
<p><i>Community Youth Organizations' Objective 4: CYO Power Partners: From October 1, 2011 through September 30, 2012, establish partnerships with a minimum of 5 qualifying CYO sites during the contract period to gain organizational-level participation in the Children's Power Play/ Campaign, including participation from youth leaders and site directors.</i></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 (see Objective 1 above), CYO-based promotions (see Objective 2 above), and parent education (see Objective 3 above). See <i>Power Play/ Regional Manager's Guide</i> for Power Partner definition.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PD, PD*, C Sub PP*</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 (see <i>Community Collaboration & Engagement</i> Objective 5), and participating in healthy CYO environment events. Encourage CYOs to support federal, state, and local initiatives such as <i>Let's Move!</i> and the <i>Center for Collaborative Solutions' Healthy Behaviors Initiative</i>.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PP, PP* PD, PD*, C Sub PP*</p>	<p>Submit: Description in progress report narrative</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Community Events Objective 1-Community Event Participation: From October 2011 through September 30, 2012, improve fruit and vegetable and physical activity-related knowledge, opinions, skills, and behaviors of eligible, low-income adults, by partnering with event organizers to conduct fruit, vegetable, and physical activity interactive educational activities; directly reaching a minimum of 35,500 eligible low-income Latino adults through the <i>Latino Campaign</i> and a minimum of 5,550 eligible low-income African American adults through the <i>African American Campaign</i>.</p>			
<p>1) Using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual 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, <i>Children's Power Play/ Campaign</i>, <i>Worksite Program</i> (if applicable), other Network-funded projects, community clinics, <i>CalFresh</i> offices, and food banks as appropriate.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>AA, AA*, LA, LA* PD, PD*, C Sub LA*, AA*</p>	<p>Submit: Annual operating plans; completed electronic ATF (# of sites, location of sites, qualification data, etc.)</p>
<p>2) Train Community Health Leaders (CHLs) to conduct interventions at festivals and other events using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual and the companion training video. Ensure that CHLs are trained to provide basic information, tips, and referrals related to nutrition, physical activity (see Regional Coordination and Training Objective 5, Activity 4), and <i>CalFresh</i>.</p>	<p>Semi-annually 2011-2012</p>	<p>AA, LA Sub CHLs</p>	<p>Submit: Training agenda On File: Sign-in sheet</p>
<p>3) Using the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual 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 (see Administration Objective 3, Activity 4c). Secure donated produce samples and/or coupons in coordination with the <i>Retail Program</i> 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>February to October 2012</p>	<p>AA, AA*, LA, LA*, PD, PD*, RE Sub LA*, AA*, CHL</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 <i>Latino Campaign</i>, identify culturally-appropriate, qualifying flea/farmers' markets at which to conduct educational activities, including food demonstrations, ensuring that multiple geographic areas within the region are served. Use the <i>Conducting Successful Nutrition Education and Physical Activity Promotions at Community Events</i> manual and the <i>Food Demonstration Training Kit</i> to guide the planning of interventions. Coordinate activities with regional partners that may include, but are not limited to, <i>Children's Power Play/ Campaign</i>, <i>Worksite Program</i> (if applicable), other Network-funded projects, community clinics, <i>CalFresh</i> offices, and food banks as appropriate.</p>	<p>By December 2011</p>	<p>LA, LA*, PP PD, PD*, C Sub LA*, AA*, PP*, WO, WO*</p>	<p>Submit: Annual operating plans; completed electronic ATF (# of sites, location of sites, qualification data, etc.); documenting qualification of sites</p>
<p>5) Train Community Health Leaders (CHLs) 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, physical activity training (see Regional Coordination and Training, Objective 5, Activity 4), and <i>CalFresh</i>.</p>	<p>Semi-annually 2011-2012</p>	<p>LA, LA*, PA, Sub LA*, CHL</p>	<p>Submit: Training agenda On File: Sign-in sheet</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<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 (see Administration Objective 3, Activity 4c). 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 <i>Network</i> resources including <i>Cal/Fresh</i> promotion materials, <i>Harvest of the Month</i>, <i>Produce Quick Tips</i>, and <i>A Guide to Establishing a Worksite Farmers' Market</i> to create additional opportunities with flea and farmers' markets. Where appropriate, facilitate co-location with <i>Cal/Fresh</i> outreach activities.</p>	<p>February to October 2012</p>	<p>LA, LA*, AA, AA*, PD, PD* Sub LA*, AA*, CHL</p>	<p>Submit: Completed electronic ATF (# of events, # of people reached, recipes demonstrated, etc.) On file: Partnership agreements</p>
<p>Community Events Objective 2-Healthy Food Environment Promotion in Festivals: By September 30, 2012, enhance delivery of nutrition education activities at festivals and cultural gatherings by educating a minimum of 7 festival and cultural event organizations regarding the importance of increasing the number of vendors that offer healthy foods 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>October 1, 2011-September 30, 2012</p>	<p>LA, LA*, AA, AA* PD, PD*, C Sub LA*, AA*</p>	<p>Submit: Description in progress report narrative</p>
<p>Community Events Objective 3-Flea and Farmers' Markets Community Connections: By September 30, 2012, facilitate connections among community organizations by securing agreements from a minimum of four 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 <i>Network</i> educational materials to conduct activities with the eligible low-income population.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>LA, AA, PP</p>	<p>Submit: Completed electronic ATF (# of agreements, # of donations, etc.) On file: Partnership agreements</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Faith Objective 1: Body & Soul Program Planning and Recruitment: By September 30, 2012, improve fruit and vegetable 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 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 and physical activity through African American churches.</p>			
<p>1) Participate in training to learn how to plan, implement, and monitor <i>Body & Soul</i> in churches.</p>	<p>October- November 2011</p>	<p>AA, AA* Sub AA*</p>	<p>On file: Certificate of completion of the <i>Body & Soul</i> program training</p>
<p>2) In collaboration with local ACS, the <i>African American Campaign</i> State Lead team and established Faith Projects, 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 2011- January 2012</p>	<p>AA, AA* Sub AA*</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 (see Community Collaboration & Engagement Objective 4) in order to execute activities in support of the Collaborative's Nutrition Education Initiatives and/or community engagement initiatives.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>AA, AA* Sub AA*</p>	<p>On file: Completed electronic ATF (# of churches, etc.) Submit: 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 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</p>	<p>AA, AA* Sub AA*</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>5) Provide technical assistance and support to the churches to ensure the efficient and effective delivery of <i>Body & Soul</i>.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>AA, AA* Sub AA*</p>	<p>Submit: Progress report narrative On file: Technical assistance log</p>
<p>Faith Objective 2: Partnerships and Collaboratives: By September 30, 2012, facilitate 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 to provide participating churches with resources.</p>			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>1) Connect the churches to resources and partners in the region to ensure the sustainability of the ACS/NCI Body & Soul program. Regional resources may include, but are not limited to, <i>Harvest of the Month</i>; <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators</i>, and other <i>Network</i> educational materials. Regional partners may include, but are not limited to, <i>Children's Power Play Campaign</i>, <i>Retail Program</i>, <i>Worksite Program</i> (where applicable), regional Physical Activity Specialists, other <i>Network</i>-funded projects, community clinics, <i>CalFresh</i> offices, food banks, and qualifying farmers' markets.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, AA*, PP, RE, PA Sub AA*, WO, WO*, PA*</p>	<p>Submit: Progress report narrative On file: Technical assistance log</p>
<p>Faith Objective 3-Church Events: By September 30, 2012, improve fruit and vegetable and physical activity-related awareness, knowledge, attitudes, skills, and behaviors among eligible low-income African American adults by providing nutrition education materials at church events such as health fairs, community celebrations and/or Body & Soul kick-off events, reaching 2,000 of the region's eligible low-income African American adults.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, AA*, PA Sub AA*, PA*, CHL</p>	<p>Submit: Completed electronic ATF (# of churches, # of events, # of people reached, etc.) On file: Training log, summary of training evaluation</p>
<p>1) Recruit 10 churches to sponsor nutrition education related events such as health fairs, community celebrations or Body & Soul kick-off events, and provide nutrition 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.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, AA*, PA Sub AA*, PA*, CHL</p>	<p>Submit: Completed electronic ATF (# of churches, # of events, # of people reached, etc.) On file: Training log, summary of training evaluation</p>

Activities	Timeframe	Responsible Staff	Key Deliverables*
<p>Community Based Organization & Direct Health Service Provider Objective: Educational lessons. From October 1, 2011 through September 30, 2012. Improve fruit and vegetable and physical activity-related knowledge, opinions, skills, and behaviors among eligible low-income adults by identifying, recruiting, training, and providing support to community-based organizations (CBOs) and direct health service providers (DHSPs) to conduct nutrition education lessons from the <i>Fruit, Vegetable, and Physical Activity Toolbox for Community Educators (Toolbox)</i>. CBOs and DHSPs include social action groups, community centers, community clinics, healthcare services, housing centers, resource centers, <i>CalFresh</i> offices, and any other place where the target audience assembles for classes. Reach eligible low-income Latino adults through a minimum of 30 CBOs and DHSPs, achieving a minimum of 8,800 contacts. Reach eligible low-income African American adults through a minimum of 25 CBOs and DHSPs, achieving a minimum of 3,500 contacts.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, AA*, LA, LA* PD, PD*, C Sub AA*, LA*, CHL</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</p>
<p>2) Using the <i>Toolbox</i> training video, train Community Health Leaders (CHLs) and other relevant <i>Regional Network</i> staff to successfully implement <i>Toolbox</i> trainings using a train-the-trainer model. Ensure that CHLs have proper knowledge to conduct <i>Toolbox</i> trainings to partners.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, AA*, LA, LA* PD, PD*, C Sub AA*, LA*, CHL</p>	<p>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 <i>Toolbox</i> partners, provide ongoing technical assistance as needed, and follow up to obtain data on their usage of the <i>Toolbox</i> with the eligible low-income target audience using the <i>Toolbox</i> Participation Form.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, AA*, LA, LA* PD, PD*, C Sub AA*, LA*, CHL</p>	<p>Submit: Completed train-the-trainer workshop evaluations</p>
<p>4) Provide training to <i>Network</i>-funded projects that wish to use the <i>Toolbox</i> to conduct educational activities with eligible low-income adults. Target audience members reached through other <i>Network</i>-funded projects should not be counted toward the numerical objectives above.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, AA*, LA, LA* PD, PD*, C Sub AA*, LA*, CHL</p>	<p>Submit: Completed electronic ATF (# of trainings, etc.)</p>
<p>5) Facilitate connections through which CBOs and DHSPs use the <i>Toolbox</i> to provide parent-targeted nutrition education at churches, schools, youth organizations, and other appropriate sites partnering with <i>Network</i> campaigns and programs.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>AA, AA*, LA, LA* PD, PD*, C Sub AA*, LA*, CHL</p>	<p>Submit: Completed electronic ATF (# of partners, etc.); partnership agreements</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Administration Objective 1: Staffing & Communications. From October 1, 2011 through September 30, 2012, initiate and maintain appropriate staffing, systems, policies and procedures to support contract administration, including scope of work activities, program and fiscal reporting, and auditing.</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</p>	<p>PD Sub PD*</p>	<p>Submit: Biographical sketches and Other Support forms (Attachment), percent of total budget dedicated to direct costs (Narrative)</p>
<p>2) Initiate and implement an internal communications plan (see also Planning & Evaluation Objective 1, Activity 1) 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>By November 15, 2011 and Ongoing through September 30, 2012</p>	<p>PD, PD*, C</p>	<p>Submit: Internal Communications Plan (Attachment) 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</p>	<p>PD Contract Manager Sub PD* Finance Analyst</p>	<p>Submit: Meeting agendas (Attachment) On file: Meeting minutes/outcomes</p>
<p>4) Maintain appropriate staff time documentation including:</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 State <i>Network</i> for review upon request. Use of State <i>Network</i> approved time study is mandated.</p> <p>b) Current signed duty statement for <i>Regional Network</i> staff working 100% on <i>Regional Network</i> contract (of note, part-time staff working only on <i>Network</i> activities fall into this category).</p> <p>c) Signed semi-annual certification for employees paid 100% by <i>Network</i> contract.</p>	<p>October 1, 2011- September 30, 2012</p>	<p>PD Sub PD* PD Sub PD* PD Sub PD* PD Sub PD*</p>	<p>On file: Time logs, signed duty statements, semi-annual certification</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<p>Administration Objective 2 - Reporting. From October 1, 2011 through September 30, 2012, 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>By November 15, 2011 and Ongoing through September 30, 2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>On file: Tools and summary of systems</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 State-level 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>October 1, 2011-September 30, 2012</p>	<p>Contract Manager Sub PD* & Finance Analyst</p>	<p>Submit: Completed reports, forms, invoices as per contract and <i>Regional Network Guidelines Manual</i></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>Semi-Annually 2011-2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*, CHL</p>	<p>Submit: Completed SAAR (potential for electronic submission)</p>
<p>a) Semi-Annual Activity Report (SAAR).</p>	<p>Semi-Annually 2011-2012</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed progress report form and narrative semi-annually; attachments submitted annually</p>
<p>b) Progress Report Documents: Scope of Work Progress Report, Narratives, Attachments.</p>	<p>Semi-Annually 2011-2012 (Attachments Annually)</p>	<p>PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed progress report form and narrative semi-annually; attachments submitted annually</p>

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
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.	Quarterly 2011-2012	PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	Submit: Completed electronic ATFs
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> .	October 1, 2011- September 30, 2012	Contract Manager Sub PD* Finance Analyst	Submit: Completed documentation
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	Contract Manager Sub PD* Finance Analyst	Submit: Completed invoices On File: Back-up documentation
f) Travel requests for non- <i>Network</i> 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	PD Sub PD*	Submit: Completed forms, Summary of Non- <i>Network</i> trainings attended (SOW Report Form) On file: Approvals
Administration Objective 3-Staff Development & Technical Assistance: From October 1, 2011 through September 30, 2012, ensure that required staff participate in all orientation, training, and technical assistance opportunities offered by the <i>Network</i> .			
1) Ensure that all lead staff, including Campaign and Program Managers, Physical Activity Specialist, Project Director, Collaborative Coordinator, and Media Coordinator participate in statewide trainings, orientations, and group teleconferences and webinars offered by the <i>State Network</i> . (Please note timeframes are provided to assist with planning and may change during the course of the contract). At minimum:		PD*, PD, C Sub PD*	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 state, federal, and <i>State Network</i> 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	PD, PD* C	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
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	AA, LA, PA, PP, C, M, PD, PD* Sub AA*, LA*, PA* WO, WO*	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
c) <i>Regional Network</i> 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 2011 and February 2012) and one in Orange County or Los Angeles County (May 2012). Dates and locations are provided for planning purposes and are subject to change.	October 1, 2011- September 30, 2012	PD, PD* C AA, LA, PP, PA, RE Sub WO, WO*	Submit: List of participating staff and dates (SOW Report Form) On file: Materials
d) <i>Network</i> Statewide Collaborative: Provide <i>Regional Network</i> participation in each of the <i>Network</i> Statewide Collaborative Subcommittees & Operations Subcommittee (See also Regional Coordination & Training Objective 2, Activity 1c).	October 1, 2011- September 30, 2012	PD, PD* Sub PD*	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials
e) <i>Regional Network</i> Project Directors' meetings as scheduled: Minimum of two days each, for <i>Regional Network</i> Project Director or member representative.	November 2011 & May 2012	PD or PD*	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas, Materials
f) <i>ReThink Your Drink</i> Activities: Participate in monthly <i>ReThink Your Drink</i> teleconference calls as relevant to regional Nutrition Education Initiatives. Upon State request, participate in related face-to-face meetings. 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.	Monthly October 1, 2011- September 30, 2012	PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*	Submit: List of participating staff, dates, and contributions (SOW Report Form) On file: Agendas, Materials
2) Ensure that appropriate staff participate in region-specific technical assistance opportunities offered by the <i>State Network</i> . At minimum:			

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
a) Campaign and program technical assistance calls between state-level <i>Network</i> staff and regional-level campaign and program staff, pertaining to the specific technical assistance needs of the region.	Monthly October 1, 2011- September 30, 2012	PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA, WO, WO*	Submit: List of participating staff and dates (SOW Report Form) On file: Agendas
b) As requested, Annual Progress Report Teleconferences: <i>Regional Network</i> staff will participate in one annual teleconference to review Progress Report feedback provided by the State <i>Regional Network</i> Team.	January 2012	PD, PD*, C, M, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA, WO, WO*	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).	Spring 2012	PP Sub PP*	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	PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA, WO, WO*	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: a) CPR and First Aid Certification: At minimum, <i>Regional Network</i> Physical Activity Specialists must have current certification. b) Food handling certification (such as ServSafe) that meets the county requirements for each county in which interventions involving food handling will occur. Each food demonstration or food 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 Manager</i> and appropriate community health leaders must be certified.	By October 28, 2011	PD Sub PD* PA Sub PA*	Submit: Copy of current certification (Attachment)

Activity/Methods	Timeframe	Responsible Staff	Key Deliverables*
<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, 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</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</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</p>	<p>PD</p>	<p>Submit: List of participating staff and dates (SOW Report Form) On file: State approval, Agendas, Materials</p>
<p>Administration Objective 4- Materials & Materials Management: From October 1, 2011 through September 30, 2012, 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 and Fruits & Veggies--More Matters™</i> licensing agreement. Complete materials approvals form as necessary and submit to State <i>Regional Network</i> Team for approval prior to production and dissemination of materials developed by <i>Regional Network</i> staff.</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, RE Sub PD*</p>	<p>Submit: Completed materials review form, sample final materials (Attachment)</p>
<p>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).</p>	<p>October 1, 2011-September 30, 2012</p>	<p>PD, PD*, C, AA, AA*, LA, LA*, PP, PP*, PA, RE Sub PD*, AA*, LA*, PP*, PA*, WO, WO*</p>	<p>Submit: Completed SAAR On file: Materials request tracking</p>