

Project Synopsis

Marin County Fair provides the following application for grant funding to promote healthy eating, physical activity outreach, education and activities to CalFresh/SNAP eligible fairgoers at the 2013 and 2014 Marin County fairs. To support on-going efforts and partnership development before and after the Fair, the Marin County Fair will work closely with its community partners, Play Fair Marin¹, Marin County Department of Health & Human Services, Kaiser Permanente, University of California Cooperative Extension – Marin, Agricultural Institute of Marin, Marin Organic, Marin Promotores, LIFT/Levántate and Standards of Excellence at all levels of this project.

1) Description of Project:

Project Title: Healthy Fare at the Marin County Fair

a. Related Stated Objectives:

This project supports:

- Improving the likelihood that persons eligible for CalFresh/SNAP will make healthy food choices at the Fair and beyond.
- Providing nutrition education and obesity prevention services and environmental supports designed to facilitate voluntary adoption of food and physical activity choices related to healthy behaviors. These efforts will target individuals of all ages: infants/breast feeding, toddlers, youth, teens, adults and seniors.
- Targeting CalFresh/SNAP eligible women & children with behaviorally focused messages, motivators & reinforcements, with personal engagement and attracting SNAP eligible individuals to related programs & resources located near fairgrounds.
- Using evidence-based, behaviorally focused interventions.
- Partnering with local organizations (including farmers markets, cooking programs and other organizations) to host programs for schools, youth, families and adults before, during and after the fair.
- Linking fairgoers to programs, projects, organizations, efforts and natural resources that support healthy eating and physical activities, including existing Healthy Eating/Active Living (HE/AL) efforts that are being launched in the targeted communities.
- Providing financial, technical and organizational resources to the fair office and community partners to assure these outreach and educational efforts are sustained.
- Connecting with 1,000 SNAP eligible individuals before July 3, 2013 (first day of the Fair) to provide nutrition education and encourage/incentivize participation in grant related activities at the Fair.
- Connecting with 400 SNAP eligible individuals during the 2013 Marin County Fair to provide interactive nutrition education and encourage they make healthy food choices both at, and after, the Fair.

¹ Play Fair Marin is a community partnership made up of a wide-variety of public and private partners all concerned with the health and safety of young people. Partners include Bay Area Community Resources, First 5 Marin Children and Families Commission, Healthy Marin Partnership, Huckleberry Youth Programs, Marin County Health and Human Services, Marin Community Foundation, Marin County Office of Education, Marin County Board of Supervisors, the Marin Institute, and the Youth Leadership Institute. Play Fair efforts include partnering with the Marin County Fair to create a smoke-free fair, eliminate marketing, promotion and sponsorship of alcoholic products, and increase access to healthy foods and physical activity.

b. Audience:

Gender: Female and Male

Ethnicity: All races and ethnicities with specific attention to African American and Latino communities.

Languages: English & Spanish with materials available in Asian languages (which may include Chinese & Vietnamese)

Ages: Adults 18+, primarily women with children, children 0-17 and seniors

Needs Assessment Methodology:

In addition to the preliminary research conducted by CDFA, long-standing community partners of the Marin County Fair (Marin County Department of Health & Human Services and Healthy Marin Partnership) have just completed a detailed assessment of the health needs of Marin County, as required by the Affordable Care Act and the Internal Revenue Code. The process included:

- Review of a comprehensive list of approximately 150 health outcomes, needs and indicators;
- Key informant interviews;
- Focus Group meetings across Marin County;
- Market Basket Surveys of grocery stores throughout Marin County

Findings were compared to state and national averages and were mapped by census tract to show different rates of geographic areas across the County. These findings were shared with a large group of public health, hospital and community stakeholders, who prioritized “healthy eating and active living” as one of the 4 top health needs. The other priority health needs were mental health, substance abuse and access to medical care/health home.²

The results from this robust assessment of the health needs of Marin mirror the findings of CDFA:

- The Marin County Fair serves geographical constituencies that include census tracts where a large percentage of households are eligible for CalFresh/SNAP benefits, living at or below 185% of the Federal Poverty Level.
- The Marin County Fair serves a geographical constituency that includes a low percentage of CalFresh/SNAP participants.
- The Marin County Fair serves geographical constituencies that include a high percentage of overweight and obese adults and youth.

Needs Assessment Findings:

Low CalFresh Participation:

Based on American Community Survey Data (2006-10) 22,923 people, or 9.1% of Marin County’s population, earn at or below 185% of the Federal Poverty Level – which is used as a proxy for individuals eligible for SNAP. Based on the 2008 California Food Policy Advocates analysis of California Health Interview Survey data, only 31% of those eligible for CalFresh/SNAP benefits in Marin in 2008 were enrolled. While CalFresh/SNAP enrollment in Marin has increased (8,783 in 2011 from 5,025 in 2008) there remain a significant percentage of Marin residents eligible for, but not receiving these critical benefits.

² Results from the complete needs assessment can be found at www.HealthyMarinPartnership.org

From 2005-2009, 21.5% of households under 185% of the Federal Poverty Level in Marin reported having to cut the size or skips meals due to cost burdens; areas with high percentages include the Canal area of San Rafael, parts of Novato and Marin City. Demographically, these areas have high percentage of Latino (76.3% in Canal, 31.9% in Novato) and African American (50.4% in Marin City) residents.³

Poverty Levels:

While Marin County has a high median income compared to other California counties, income is not distributed evenly across Marin. The areas of Marin with high rates of individuals below 185% the Federal Poverty level are: Canal area of San Rafael (47.6% and 64.7%) respectively, Marin City (39%) and parts of Novato (34.6%).

High Percentage of Overweight and Obese Adults and Youth:

Recent data indicates that rates of overweight and obese adults⁴ and youth⁵ is quickly approaching 50%, with high rates of overweight and obesity among adults living in areas of Novato (60.7%), Marin City (75.1%), the Canal (40%) area of San Rafael and areas of West Marin (67.1%). As a determinant of health and life-expectancy, it is critical that these increasing rates of increasing weights be curbed.

c. Focus on SNAP Target Audience

The Marin County Fair provides a significant venue for outreaching to SNAP-eligible individuals and families. Based on previous attendance, it is estimated that more than 122,000 people will visit the 2013 Marin County Fair (July 3-7, 2013) with similar numbers attendance in 2014. While visitors to our fair come from across the Bay Area, the majority live, work and play in Marin County.

Based on compelling data related to rates of overweight individuals, income, and food insecurity, it is the intent of the Marin County Fair and its community partners to use this opportunity to strategically and effectively outreach to Latino and African American households and families, and schools within the Canal Area of San Rafael, parts of Novato and Marin City. We will work closely with the community organizations serving residents living, working and playing in these same areas to achieve measurable outcomes. Additionally, we will partner with existing Healthy Eating/Active Living (HE/AL) efforts and organizations to assure consistent and strategic capacity building, outreach, messaging and resource utilization. This project will enable:

- Increased nutrition education in parts of Marin County where CalFresh/SNAP is underutilized and where rates of overweight and obese adults and youth are high.
- Establishment of new collaborations locally by mobilizing organizations and the Marin County Fair to implement community nutrition interventions and educate individuals eligible for CalFresh/SNAP on making healthier choices within limited budgets.
- Development of a cadre of community health workers in targeted communities who are trained in nutrition education and who can provide respectful and culturally relevant outreach on nutrition and physical activity in their communities at and after the fair.
- Development of successful and long-lasting partnerships between local, state and federal agencies, the Marin County Fair, local service agencies and non-profits to promote dietary guidelines.

³ A Portrait of Marin, Marin County Human Development Report, 2012

⁴ California Health Information Survey 2005, 2007, 2009

⁵ California Physical Fitness Test 2007-11

d. Outreach Efforts:

Partners and outreach efforts will be coordinated for each of our collaborative strategies and will include in-person outreach, print, targeted mailers, and social marketing:

- Before Fair:
 - Fair Guidebook
 - Fair Magazine (mailed to Marin County residents)
 - WIC Office
 - Food Bank & food pantries
 - Elementary and middle schools in Canal Area of San Rafael, areas of Novato and Marin City
 - Farmers' Markets across Marin
 - Organizational email blasts
 - Canal Alliance
 - Concilio Del Canal
 - LIFT/Levantate
 - Marin City Community Services District
 - Marin City Health Center
 - Marin Community Clinic
 - Marin County Office of Education
 - Head Start sites and potentially other identified early childhood centers including College of Marin, Canal, Marin City, Novato
 - First 5 Marin
 - Homeward Bound
- During the Fair:
 - Bilingual Health Ambassadors
 - Food Vendor Booths
 - Healthy Choices Showcase
 - Baby Sanctuary
 - "Make Your World" Pavilion.
 - Promotores and other community health outreach workers

Pre-fair outreach and promotional materials will include fliers (Sample F) and distribution of rainbow colored silicon bracelets inscribed with "Eat a Rainbow of Fresh Fruits and Vegetables" in English and Spanish. The fliers advise participants of program initiatives at the Marin County Fair, and the bracelets (daily reminders to make healthy food choices) can be redeemed at the "Make Your World" pavilion, Healthy Cooking demonstrations, Good Fare Showcase and Baby Sanctuary for healthy eating and active living give aways (jump ropes, water bottles, canvas bags, aprons and MyPlate portion plates).

Outreach will be coordinated and conducted by LIFT/Levántate, Marin Organic, Agricultural Institute of Marin, University of California Cooperative Extension at schools, shelters, community centers and food banks in targeted communities. Outreach efforts will include interactive educational discussions and presentations on healthy eating, interpreting nutrition labels, preparing healthy meals at home, school, restaurants and events, and will include messages on "Rethink your Drink" and "Sugar Shockers." Outreach effectiveness will be measured by the number of incentive items given out at the fair to individuals wearing rainbow bracelets or living in targeted communities and will include jump ropes, water bottles, aprons, canvas bags and MyPlate portion plates. (Give away items purchased with Grant Funds will only be given to individuals from target communities.)

- It is the goal of the project to connect with 1,000 SNAP eligible individuals before July 3, 2013 (first day of the Fair) to provide nutrition education and encourage/incentivize participation in grant related activities at the Fair.
- It is the goal of the project to connect with a total of 400 SNAP eligible individuals during the 2013 Marin County Fair to provide interactive nutrition education and encourage they make healthy food choices both at, and after, the fair.
- It is the goal that 1,000 individuals be reached via organizational communications and emails, targeted mailings and social marketing.
- It is the goal that 10 outreach marketing efforts will occur before the fair via organizational email blasts, mailings (WIC and CalFresh offices), print and social media.
- It is the goal that pre-Fair educational outreach and promotion of Fair activities of will be conducted by partner organizations in targeted communities consisting of:
 - 6 classroom encounters
 - 4 community-based adult/family events
 - 13 Sundays during months April through June at the Marin Farmers Market with CalFresh/SNAP participants using EBT.
 - 3 cooking demonstrations

Admission to the Fair is not included as an outreach component or incentive.

Project Description:

- 1. Enhance and expand access to healthy foods and nutrition education programs at the Marin County Fair (page 5)**
 - a) **Healthy Food Competitive Exhibits & Contests (page 6)**
 - b) **Good Fare Healthy Menu Offerings (page 6)**
 - c) **Healthy Choices Showcase (page 8)**
 - d) **Baby Sanctuary (page 9)**
 - e) **Turning Point (page 10)**
- 2. Support community gardens and food prep teaching programs at the Marin County Fair (page 10)**
 - a) **Healthy Food Cooking Demonstrations (page 10)**
 - b) **Healthy, Local, Farm Fresh Food (page 12)**
- 3. Develop Health Ambassadors (page 13)**

1. Enhance and expand access to healthy foods and nutrition education programs at the Marin County Fair. The theme of the 2013 Marin County Fair - "Schools Rule" - celebrates the creativity and imagination of Marin's talented students. The Fair, running from July 3 through 7, 2013 will highlight Marin's outstanding schools and their achievements and will offer the perfect environment to increase availability, access, and knowledge about healthy food choices and physical activity. The Marin County Fair and its community partners will use this opportunity to:

- Improve the likelihood that persons eligible for CalFresh/SNAP will make healthy food choices at the Fair and beyond.
- Provide nutrition education and obesity prevention services and supports designed to facilitate voluntary adoption of food and physical activity choices related to healthy behaviors.
- Target CalFresh/SNAP eligible women & children with behaviorally focused messages, motivators & reinforcements, with personal engagement and attracting eligible individuals to related programs & resources located near fairgrounds.

- a) **Healthy Food Competitive Exhibits & Contests:** The Marin County Fair has a long tradition of sponsoring food exhibits and contests. For 8 years a healthy food category - Healthy Desserts - has been a popular element of the Marin County Fair's exhibitors' competition. 2013 exhibitors' contest will also include: School Lunchbox, Eat Your Veggies and Saludables Recetas Latinas (Healthy Latin Recipes). These competitive exhibits & contests are promoted in the Fair's Exhibitor's Guide.
- o **Key Strategies:**
 - County Fair staff will collaborate with school-based and partner organizations to expand promotion of the exhibits and contests to encourage CalFresh/SNAP eligible individuals to enter the competitions.
 - Bi-lingual promotional flyers and other marketing materials, radio interviews and local cable TV shows will be distributed widely by program partners to CalFresh/SNAP eligible participants.
 - Registered dietitians, Promotores, community health workers and other staff or volunteers from partnering agencies will work with existing community programs in targeted communities to offer bilingual workshops on how to prepare healthy, kid-friendly recipes, how to modify recipes to make them healthier and how to complete contest entry forms. Participation by CalFresh/SNAP eligible participants will be incentivized and tracked. **All attendees and participants will receive an "Eat a Rainbow of Fresh Fruits and Vegetable" bracelet and a flier (Sample F) encouraging they visit the Make Your World Pavilion, attend the Good Fare Showcase and participate in other initiative efforts while at the Marin County Fair, where they will receive additional prizes and information on making healthy choices. Give-away prizes will include jump ropes, water bottles, canvas bags, aprons and MyPlate portion plates.**
 - CalFresh/SNAP information and resources will be integrated into all educational outreach messages.
 - It is the goal of the project that 25 students or adults from targeted communities participate in the Fair's healthy food exhibits or contests
 - o **Key Educational Messages:**
 - **TRY IT, TASTE IT, TAKE IT HOME:**
 - o Eating healthy can be fun, economical and family friendly.
 - o Modifying recipes can lower sugar, salt and fat content.
 - o Encourage greater vitamin and fiber intake with increased use of fresh fruits and vegetables.
 - The Marin County Fair supports healthy choices, healthy living, healthy families and healthy communities.
- b) **Good Fare Healthy Menu Offerings:** Efforts to encourage Fair food vendors to offer healthy choices have been underway since 2002. In 2008 the Marin County Fair adopted a policy requiring ALL food vendors to include healthy menu offerings. Grant funds will be used to strengthen this partnership, with community partners providing technical assistance and support of a vendor recognition program. This will effectively enhance efforts to encourage sourcing foods locally, change social norms around Fair food by showcasing healthy, affordable menu choices and offering interactive educational opportunities for all Fair-goers with specific programs targeted to CalFresh/SNAP-eligible fairgoers.

○ **Key Strategies:**

i. **Support vendors:**

- Vendors will be incentivized to increase the availability of healthy food options with promotion, ribbons and cash prizes. Vendors will be asked to track the sales of healthy food items compared to sales of other menu items.
 - Supporting “Rethink Your Drink” messages, water and 100% juice drinks sold by 20 fair vendors will be identified on menu boards and the Good Fare map as “healthy options”.
- Planning, resource and technical assistance will be provided by a team led by Chef Rachelle Boucher, and registered dietitians to assure vendors learn effective methods of expanding menus to include healthy fare and assure 100% of vendors offer and promote healthy food options.
- Healthy food options will be promoted at each vendor’s booth using signage based on the “My Plate” template (Revised Sample A). Efforts will be coordinated to assure signage is posted in each vendor’s window and on menu boards specifically identifying and promoting healthy options using My Plate logo. Signage will be branded using USDA, CDFA, CalFresh and SNAP logos.
- Health Ambassadors will distribute to fairgoers a map identifying the fairground location and healthy menu offerings of each vendor (Revised Sample B-1) The map will be branded using USDA, CDFA, CalFresh and SNAP logos and will include a bilingual “Clues to Good Health” Scavenger Hunt (Sample B-2). The Map and Scavenger Hunt will be available as a Smart Phone application for upload by Smart phone users. The map will also identify locations of water fountains, Baby Sanctuary, and the Make Your World Pavilion.
- It is the goal that the fair map will be distributed to no less than 150 SNAP eligible fairgoers over the 5 days of the Fair and that 50 SNAP eligible fairgoers participate in the “Clues to Good Health” Scavenger Hunt.
- To encourage local sourcing, the Fair will partner with the Agricultural Institute of Marin to host for food vendors a tour of the Marin Farmers Market. The tour will be followed by an interactive session on creating or changing menu offerings to increase nutritional value while taking advantage of the area’s abundance of fruits, vegetables and proteins.

ii. **Support Fairgoers, especially CalFresh/SNAP eligible families:**

- Bi-lingual Health Ambassadors will answer questions and direct fairgoers to healthy food options, exhibits and interactive booths. Health Ambassadors will receive training on healthy eating and physical activity practices and behaviors, and on how to effectively outreach about making behavior changes and the My Plate portion control method.
- A bilingual “Clues to Good Health” Scavenger Hunt” (Sample B-2) will encourage fairgoers to explore the Fair and learn more about healthy menu items offered by the fair’s 30+ food vendors. The accompanying map will be branded using USDA, CDFA, CalFresh and SNAP logos (Sample B-1). The Map and Scavenger Hunt will be available as a Smart Phone application for upload by Smart phone users. The map will also identify locations of water fountains, Baby Sanctuary, and the Make Your World Pavilion. By design, this will increase the amount of physical activity fairgoers achieve since they will walk from one designated clue location to

another. Pedometers, funded by Play Fair Marin, will be provided scavenger hunt participants to monitor steps taken at the fair and increase awareness of physical activity levels. All fairgoers completing the “Clues to Good Health” Scavenger Hunt will receive a 1 week pass to the Marin YMCA (donated by the Marin YMCA) and will be entered into a drawing for a 6 month pass to the Marin YMCA or tickets to a celebrity chef cooking demonstration at Fresh Start Culinary Academy in Novato, California. Participation by CalFresh/SNAP eligible community members will be tracked and reported.

- It is the goal that no less than 50 SNAP eligible individuals will participate in the Scavenger Hunt over the 5 days of the fair.

- **Key Educational Messages:**

- **TRY IT, TASTE IT, TAKE IT HOME:**

- Eating healthy can be fun, economical and family friendly.
 - Portion size counts: My Plate is an effective tool to monitor portion sizes.
 - Encourage increased consumption of use of fresh fruits and vegetables and physical activity while at the fair and beyond.

- The Marin County Fair supports healthy choices, healthy living, healthy families and healthy communities.

c) Healthy Choices Showcase: Creating an environment that supports making healthy choices, and celebrating food vendors who take bold steps to include nutritionally sound items on their fair menus, the 2013 Marin County Fair will include a Healthy Choices Showcase. The Fair’s food vendors will be encouraged to enter healthy options for judged tasting and cash prizes/ribbons⁶ in the following categories:

- Best Healthy Side or Salad
- Best Healthy Main Dish
- Best Healthy Dessert
- Best Healthy Local Flavor
- Ambassadors’ Award
- Best in Show

- **Key Strategies:**

- Vendors will be awarded prizes and increased visibility by developing healthy menu choices and participating in the Healthy Choices Showcase.
 - Health Ambassadors will promote and guide fair-goers to the Showcase.
 - Attendance at the Showcase by CalFresh/SNAP eligible individuals will be incentivized with give-away items such as aprons. Participation will be tracked by number of rainbow bracelets reported and incentive items distributed.
 - CalFresh resource information will be strategically included in Showcase talking points by bilingual chef/spokesperson.
 - Planning, resource and technical assistance will be provided by registered dietitians to expand discussions about My Plate during the Showcase.
 - It is the goal that 5 SNAP eligible individuals attend the Healthy Choices Showcase.

⁶ Prizes for the Healthy Choices Showcase will be funded by Play Fair Marin

- **Key Educational Messages:**
 - Providing healthy choices at a fair is a win-win: appreciated by fair-goers, required by Fair policy, profitable for vendors, and fun to promote in the Healthy Choices Showcase.
 - Bilingual chef/spokesperson will lead expanded discussions about healthy food options available at the Fair, the “My Plate” method of portion control, and “how to’s” of preparing healthier meals on a limited budget.
 - The Marin County Fair supports healthy choices, healthy living, healthy families and healthy communities.

d) Baby Sanctuary will be a collaborative effort between the Marin County Fair, grant partners and WIC to promote healthy “first food choices” for breast fed infants and encourage families to be nutrition-minded at and beyond the fair. The Baby Sanctuary - a clean and quiet place for families to feed and change infants, will be staffed by community agency partners, will be located in a convenient, yet private, area of the fair and will operate from 11:00 a.m. to 8:00 p.m. The Baby Sanctuary will provide opportunity for families to tend to nutritional needs of infants, receive materials and outreach about healthy food choices at the fair and beyond, and provide yet another touch point to encourage healthy eating every day, physical activity, and information about CalFresh/SNAP. The Baby Sanctuary will have a hand washing station in close proximity, and will be equipped with changing tables, rocking chairs, water, **healthy snacks** and other items important to mother/infant health. **[Note: water and healthy snacks will be donated by local businesses.]** There will also be a toddler area for older siblings to play while infants are fed and changed, with age-appropriate information/coloring books about healthy eating.

- **Key Strategies:**
 - Health Ambassadors will guide fair-goers with infants to the Baby Sanctuary, where information on CalFresh/SNAP, healthy eating and physical activity will be provided.
 - **Information about CalFresh eligibility will be displayed in the Baby Sanctuary.**
 - Visits to the Baby Sanctuary by CalFresh/SNAP eligible individuals will be incentivized **and tracked through distribution of collapsible water bottles.**
 - It is the goal that 10 SNAP eligible families visit the Baby Sanctuary over the 5 days of the fair. **Toddlers of SNAP eligible families accompanying parents into the Baby Sanctuary will receive MyPlate branded “Eat Healthy” activity and coloring books.**
 - Baby Sanctuary will be promoted in the Fair Magazine and by Health Ambassadors during pre-Fair outreach efforts (Sample D).
- **Key Educational Messages:**
 - Breast feeding is an important healthy nutritional foundation for infants.
 - The Marin County Fair supports breastfeeding mothers and families.
 - CalFresh/SNAP benefits are an available resource and can be an integral component to food security for many families in Marin.
 - The Marin County Fair supports healthy choices, healthy living, healthy families and healthy communities.

e) Turning Point: As part of the CalFresh/Snap promotion at the Marin County Fair, the University of California (UCCE) Marin program proposes an exciting interactive exhibit with the topic of promoting healthy eating choices for youth, families and communities.

- **Key Strategies:**

- The exhibit will center on a food choice quiz that utilizes a response technology to create an interactive learning environment. The tool allows up to 20 individual participants to provide real-time anonymous feedback and data collection for up to 12 questions. Sessions will be offered in both English and Spanish. A handheld electronic response card allows each participant to interact with a presenter's Power Point presentation, with additional information regarding the correct responses for each quiz question. Questions will be in either multiple choice or True/False format. The approximate length of time for each exhibit session is 20 minutes.
- Healthy eating will be promoted through behavior change activities related to reducing consumption of high-sugar and high-fat foods
- Program content will center on food shopping and consumption habits common that are culturally relevant to the target audience. For example, studies indicate the target audience has a higher consumption rate of canned or processed over fresh foods. Possible contributors to this habit are: access and cost. The presentation will be sensitive to this lack of resources by encouraging habits that are reasonable and realistic, such as choosing low-sugar or water-packed over heavy syrup or oil-packed canned goods.
- Rigorous outreach in targeted locations will occur to encourage attendance and participation and will be conducted by the Fair's community and school-based partners in geographic areas targeted by this Grant. Outreach methods will include print, targeted mailers and social marketing. In conjunction with other outreach efforts, it is the goal that 150 students attending schools in the targeted areas be touched, provided interactive nutrition education and encouraged to participate in program-supported activities at the Marin County Fair.
- Participation by CalFresh/SNAP eligible individuals will be incentivized and tracked by distribution of **adult and child MyPlate portion plates**.
- It is the goal that 10 SNAP eligible individuals participate in Turning Point at the Marin County Fair.

- **Key Educational Messages:**

- Eating healthy can be fun, economical, and family friendly.
- Portion size counts: "My Plate" is an effective tool to monitor portion sizes.
- Increase consumption of use of fresh fruits and vegetables and physical activity while at the fair and beyond.
- CalFresh/SNAP information and resources will be integrated into educational messages.
- The Marin County Fair supports healthy choices, healthy living, healthy families and healthy communities.

2. Support community gardens and food prep teaching programs at the Marin County Fair.

a) Healthy Food Cooking Demonstrations: A demonstration kitchen will be set up in the interactive "Make Your World" pavilion, providing multiple cooking demonstrations each day of the Fair using **the newly approved** "Rethink Your Drink" materials, "Meal Makeovers" and "Sugar Shockers" messages and techniques. Chefs will include youth and adults, including chefs from Fresh Start Cooking School Community Job Training.

- **Key Strategies:**
 - Pre-fair outreach in targeted locations will be conducted by the Fair's community and school-based partners in geographic areas targeted by this Grant. In conjunction with other outreach efforts, it is the goal that 150 students attending schools in the targeted communities, and 75 adults living in targeted communities, will be touched, provided interactive nutrition education and encouraged to participate in program-supported activities at the Marin County Fair.
 - During the Fair outreach will be conducted by Health Ambassadors, at the Healthy Choices Showcase and at the Baby Sanctuary.
 - Bilingual interactive nutritional activities, such as Chef Le Cilantro (bilingual puppet), healthy prize wheel, taste tests, will be held in-between cooking demonstrations.
 - Outreach messages related to increased physical activity will encourage individuals to discover/utilize local trails and paths for walking, running, biking and family outings.
 - Paseos del Canal (*tri-lingual activity map of the Canal Area of San Rafael that includes a map of the area's community trails and information about ways and places to increase physical activity in the Canal*) will be distributed to participants who live, work or frequent the Canal area of San Rafael. (Sample C) <http://www.marinonthemove.org/resource/paseos-del-canal-canal-gardens-trails-collaborative>
 - Attendance by CalFresh/SNAP eligible individuals will be incentivized and tracked through distribution of **give-away prizes including jump ropes, water bottles, canvas bags, aprons and MyPlate portion plates**. Distribution of these items will be tracked for reporting purposes.
 - It is the goal that 10 SNAP eligible individuals will participate in Cooking Demonstrations and related activities in the Make Your World Pavilion.
 - CalFresh/SNAP information and resources will be integrated into educational and outreach messages.

- **Key Educational Messages**
 - This focused venue will allow sensational meal preparation, tasting, wellness messaging and shows (in English and Spanish).
 - Increase fruit, vegetable and fiber consumption and reduce sugar intake.
 - Healthy, tasty meals can be prepared quickly, easily and on a limited budget.
 - Everyone in Marin County lives within a few minutes of incredible open space, walking/biking trails and other local resources that can be utilized to increase physical activity and natural health.
 - **TRY IT, TASTE IT, TAKE IT HOME:**
 - Eating healthy can be fun, economical and family friendly.
 - Portion size counts: My Plate is an effective tool to monitor portion sizes.
 - Encourage increased consumption of use of fresh fruits and vegetables and physical activity while at the fair and beyond.
 - The Marin County Fair supports healthy choices, healthy living, healthy families and healthy communities

b) Healthy, Local, Farm Fresh Food: The Marin County Fair continues its valuable partnerships with the Agricultural Institute of Marin (AIM), whose mission is to promote a viable food system, to educate the public about the benefits of buying fresh and locally

grown food, and to bring farmers and communities together. For the five days of the Marin County Fair, AIM and Marin Organics will host an interactive booth in the “Make Your World” pavilion that will educate through a variety of time-proven effective community outreach methods. Talking points (in English and Spanish) will include expanded discussions about My Plate, and “how to’s” of preparing healthier meals on a limited budget, and backyard/container gardens.

○ **Key Strategies:**

i. Before the Fair:

- For the months leading up to the fair CalFresh/SNAP participants using EBT at AIM’s farmers markets will be given **and a flier (Sample F) encouraging they visit the Make Your World Pavilion**, and rainbow colored silicon bracelets inscribed with “Eat a Rainbow of Fresh Fruits and Vegetables” in English and Spanish. The bracelets will be daily reminders to make healthy food choices and can be redeemed at the “Make Your World” pavilion, Healthy Cooking demonstration, Good Fare Showcase and Baby Sanctuary for My Plate branded items Fair. Individuals presenting with bracelets will be given coupons that can be redeemed for other branded items at a future Farmers Market.
- Outreach in targeted locations will be conducted by the Fair’s community and school-based partners in geographic areas targeted by this Grant encourage attendance and participation at the Fair. Outreach will include classroom visits with interactive educational messaging on nutrition and gardening. Other outreach methods will include one-on-one interactions, print, targeted mailers and social marketing.
- CalFresh/SNAP information and resources will be integrated into educational and outreach messages and materials.
- It is the goal that 85 SNAP eligible individuals/families will be touched by outreach efforts at the Marin Farmers Market and encouraged to participate in program-supported activities during at the Marin County Fair.

ii. At the Fair:

- Promote increased fresh, local fruit and vegetable consumption:
 - Provide seasonal healthy recipes featuring fresh, local fruit and vegetables.
 - Create a beautiful display of typical and exotic fresh fruit and vegetables.
 - Offer fresh local fruit and vegetable snack option for fairgoers.
 - Develop an incentivized family scavenger hunt for fairgoers to become more familiar with farmers markets.
- Provide interactive nutrition education and activities for children, families and adults:
 - Provide interactive/participatory local food demonstrations.
 - Display facts and myths regarding the amounts of fat and sugar in typical American diet, with visuals and hands-on activities.
 - Activities and games to explore “The Story Behind Our Food” from seed-to-harvest-to-market-to-plate.
 - Activities encouraging fairgoers to use all senses to explore a variety of fruits and vegetables.
- Display backyard and container demonstration gardens:
 - Feature seasonal easy-to-grow produce.

- Provide seasonal healthy recipe cards featuring these specific easy-to-grow fruits and vegetables.
- Develop a working model backyard garden where kids can dig for root vegetables, plant starts and seeds and create an actual garden. Education will include interactive games that teach the relation between healthy eating, plants, animals, and local farms.
- Provide information and resources for creating a container garden.
- Promote existing community gardens in targeted neighborhoods.
- During the Fair outreach will be conducted by Health Ambassadors, at the Healthy Choices Showcase and at the Baby Sanctuary.
- Attendance by CalFresh/SNAP eligible individuals will be incentivized with **give-away prizes including water bottles and canvas bags.**
- Participation will be tracked by number of rainbow bracelets reported and incentive items distributed.
- It is the goal that 20 SNAP eligible individuals will participate in program supported activities in the Make Your World Pavilion.
- CalFresh/SNAP information and resources will be integrated into educational and outreach messages and materials.
- **Key Educational Messages:**
 - **TRY IT, TASTE IT, TAKE IT HOME:**
 - Eating healthy can be fun, economical and family friendly.
 - Portion size counts: My Plate is an effective tool to monitor portion sizes.
 - Encourage increased consumption of use of fresh fruits and vegetables and physical activity while at the fair and beyond.
 - Farmers Markets are good sources for locally grown produce.
 - Support local community gardens.
 - Encourage participants to construct container gardens and/or join a community garden.
 - The farmers markets operated by the Agricultural Institute of Marin accept EBT.
 - The Marin County Fair supports healthy choices, healthy living, healthy families and healthy communities.

3. Develop Health Ambassadors:

Health Ambassadors will be an integral component at the Marin County Fair. In 2013 six teams of two Health Ambassadors each (at least half of whom will be bilingual) will roam the fair 4 hours each day. Teams will consist of promotores and other community health workers from targeted communities, and local college and university students. Health Ambassadors will provide information to all fair goers on healthy food options available at the fair, cooking demonstrations and other interactive “healthy” fair activities and events. Discussions about the **Clues to Good Health** scavenger hunt, and healthy eating / physical activity basics will be incentivized with give-aways such as sun screen and lip balm.⁷ **Interaction with individuals from specific targeted communities will be tracked through distribution of collapsible water bottles (branded with appropriate logos) as give-away items promoting consumption of water, rather than sugar sweetened beverages.** Health Ambassadors’ “home-base” during the fair will be in a separate section of the Baby Sanctuary tent. Close proximity to the Baby Sanctuary assures close coordination of efforts.

⁷ These basic give-away items, available for distribution to all fair-goers, will be funded by Play Fair Marin.

- **Key Strategies:**
 - Approximately 30 Health Ambassadors will be trained in best practices related to respectful and culturally relevant outreach, nutrition and physical activities. Training will be conducted by registered dietitians and public health experts and will include role-playing to assure culturally relevant outreach and education methods are developed.
 - Health Ambassadors will be promoted in the Fair Magazine (Sample E).
 - Health Ambassadors will outreach to CalFresh/SNAP eligible individuals in targeted communities before the Fair to promote and encourage participation in program activities at the Fair.
 - Interaction with individuals from specific targeted communities will be tracked through distribution of collapsible water bottles (branded with appropriate logos) as give-away items promoting consumption of water, rather than sugar sweetened beverages. Separate give-away items, funded by Play Fair Marin, will be available for distribution to fair-goers from other communities.
 - Health Ambassadors will be trained by WIC staff on SNAP eligibility requirements.
 - Health Ambassadors will primarily be community health workers/promotores who serve SNAP-eligible individuals and families, insuring increased capacity of community based organizations to provide respectful and culturally relevant outreach on nutrition and physical activity after the fair is over.
 - Health Ambassadors will guide fair-goers with infants to the Baby Sanctuary, where families can tend to nutritional needs of infants, receive materials and outreach about healthy food choices at the fair and beyond, and receive yet another touch point to encourage healthy eating every day, physical activity, and information about CalFresh/SNAP.
 - Health Ambassadors will promote the healthy food choices offered by the fair's food vendors and encourage participation in the Clues to Good Health Scavenger hunt. Good Fare map will be branded with USDA, CDFA, CalFresh and SNAP-Ed logos.
 - While interacting with fair-goers, Health Ambassadors will assist with enforcing the Marin County Fair's smoke-free policy and will promote the 1K Fun Run (free 1K run for kids 0-12 held the first day of the fair). The 1K Fun Run is sponsored by Play Fair Marin and hosted in 2013 by the Marin County YMCA.
 - It is the goal that 200 SNAP eligible individuals/families will be touched by Health Ambassadors with outreach efforts while at the Marin County Fair. Interaction with individuals from specific targeted communities will be tracked through distribution of collapsible water bottles

- **Key Educational Messages:**
 - Role of respect and cultural sensitivity in delivery of nutrition education
 - **TRY IT, TASTE IT, TAKE IT HOME:**
 - Eating healthy can be fun, economical and family friendly.
 - Portion size counts: My Plate is an effective tool to monitor portion sizes.
 - Encourage increased consumption of use of fresh fruits and vegetables and physical activity while at the fair and beyond.
 - CalFresh/SNAP benefits are an available resource and can be an integral component to food security for many families in Marin.
 - The Marin County Fair supports healthy choices, healthy living, healthy families and healthy communities.

e. Summary of Research

Low CalFresh participation: Based on California Food Policy Advocates analysis of California Health Interview Survey data, in 2008 only 31% of those eligible for CalFresh/SNAP benefits in Marin were enrolled.

From 2005-2009, 21.5% of households under 185% of the Federal Poverty Level in Marin reported having to cut the size or skips meals due to cost burdens; areas with high percentages include the Canal area of San Rafael, parts of Novato and Marin City. Demographically, these areas have high percentage of Latino (76.3% in Canal, 31.9% in Novato) and African American (50.4%) residents.

- 1) Poverty Levels: While Marin County has a high median income compared to other California counties, income is not distributed evenly across Marin. The three areas listed in the preceding paragraph (with high rates of overweight and obesity) have high rates of individuals below 185% the Federal Poverty level: Canal area of San Rafael (47.6% and 64.7%), Marin City (39%) and parts of Novato (34.6%).
- 2) High Percentage of Overweight and Obese Adults and Youth: Data indicates that rates of overweight & obese adults and youth is quickly approaching 50%, with high rates of overweight and obesity among adults living in areas of Novato (60.7%), Marin City (75.1%) and the Canal (40%) area of San Rafael –all targeted by this grant.

f. Modification of Project Methods/Strategies

None.

g. Use of Existing Educational Materials

The project will utilize materials from the FFY 2012 USDA Approved Nutrition Education Materials.

h. Development of New Educational Materials

With the exception of items listed below, it is not anticipated that new educational materials will be developed:

- “My Plate”-based signage for use in identifying and promoting healthy options offered by the Fair’s food vendors,
- Map of Fair identifying location and vendors selling healthy food items,
- **Scavenger Hunt and Smart Phone Application** for Make Your World Pavilion participants
- Signage for Make Your World Pavilion subcontractors
- Printing of Paseos del Canal activity maps

i. Key Performance Measures/Indicators

- 1) Track number of Promotores (especially those SNAP eligible) trained as Health Ambassadors (goal = 15 SNAP eligible Health Ambassadors)
- 2) Track number of pre-Fair presentations, promotional mailings and outreach efforts (goal = 26 outreach events/ 355 individuals)
- 3) Measure direct contacts at all program-specific venues at Fair by tracking incentives and educational materials given out to CalFresh/SNAP eligible individuals (goal = 150 individuals)

- 4) Track total number of healthy options offered by food vendors at Marin County Fair, trended over a period of 5 years (goal = 10% increase from previous year)
- 5) Track participation in Healthy Choices Showcase (goal = participation by 50% of vendors)
- 6) Post evaluation assessments of Health Ambassadors and other program partners.
- 7) Efforts will be coordinated with USDA and/or CDFA to assure outcomes are appropriately tracked and measured to assure proper reporting.

2. Evaluation Plans

Summary documentation of key performance measures using USDA evaluation components will be conducted as required. Efforts will be coordinated with USDA and/or CDFA to assure outcomes are appropriately tracked and measured to assure proper reporting.

3. Coordination of Efforts

The Marin County Fair has ongoing established relationships with the following public and private sector organizations and agencies that will be integral to the grant programs and/or outreach efforts:

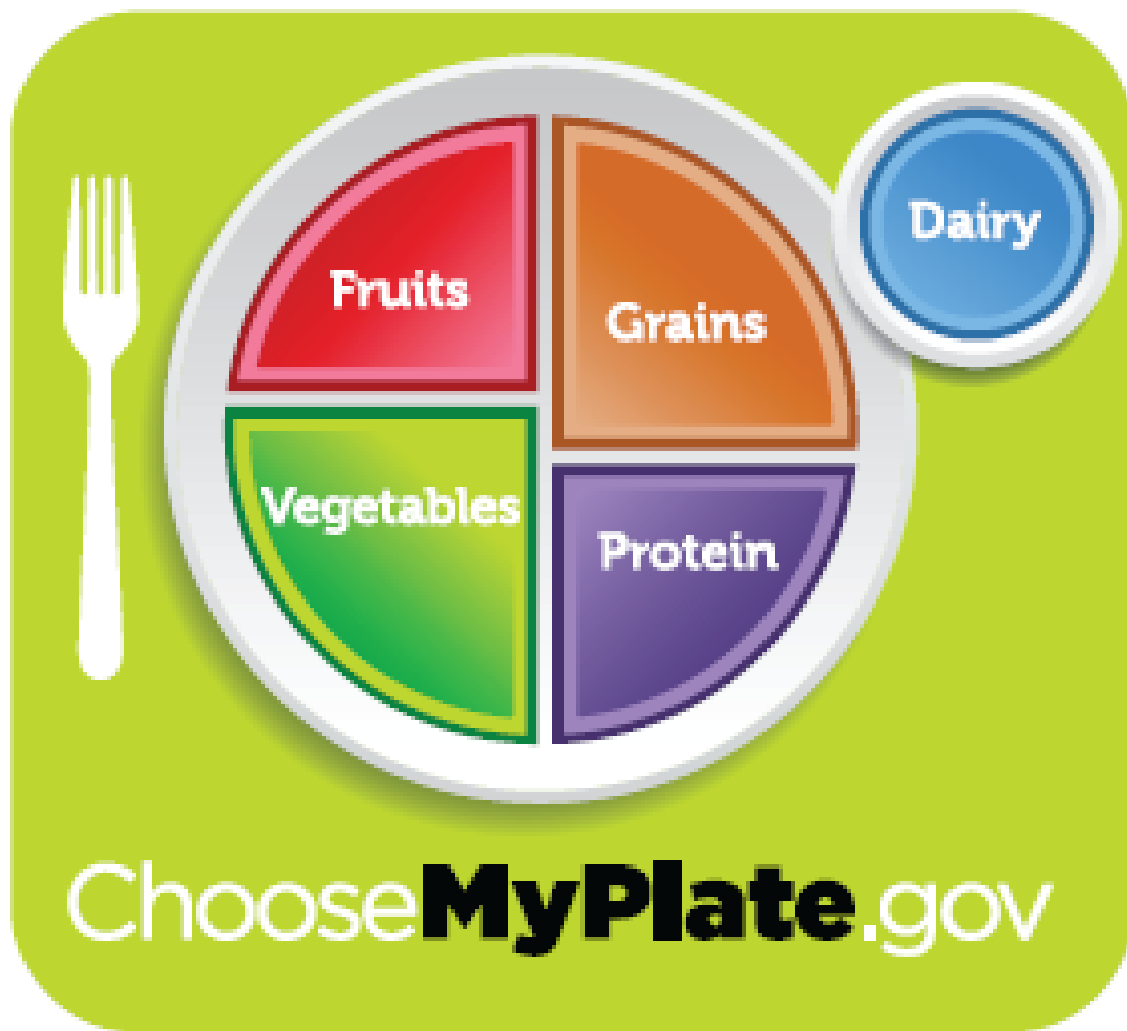
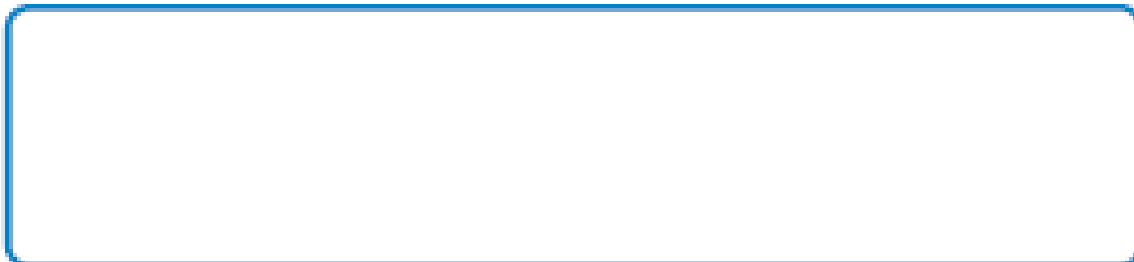
- | | |
|---|--|
| <ul style="list-style-type: none"> ▪ Play Fair Marin (fn. 1) ▪ Marin County Department of Health & Human Services ▪ Kaiser Permanente San Rafael Medical Center ▪ University of California Cooperative Extension – Marin ▪ Agricultural Institute of Marin (Marin County Farmers Market) ▪ Marin Promotores/First 5 Marin ▪ LIFT/Levántate ▪ Concilio Del Canal ▪ Standards of Excellence ▪ Marin CalFresh Office | <ul style="list-style-type: none"> ▪ WIC ▪ Marin (San Francisco) Food Bank ▪ San Rafael School District ▪ Novato Unified School District ▪ Sausalito School District ▪ Marin County Office of Education ▪ Canal Alliance ▪ Canal Welcome Center ▪ Marin City Community Services District ▪ Marin City Health Center ▪ Marin Community Clinics ▪ Marin YMCA ▪ Head Start |
|---|--|

While not directly related to this funding opportunity, other Play Fair initiatives include:

- Play Fair 1K Fun Run is a FREE 1K for fair-goers 2-12 years of age, motivating participation and continued physical activity with medals for all participants and prizes for many.
- Smoke-Free Fair: Marin County was the first fair in the Nation to implement and enforce a smoke-free policy (smokers are directed to smoking tents located off the fairgrounds premises).
- Alcohol Aware: In 2005 Marin County implemented a policy precluding alcohol marketing, sponsorship or promotion at the Fair. It also requires all alcohol sellers participate in responsible beverage service trainings, with daily compliance checks conducted throughout the fair.

While no grant funds will be spent financing or supporting these initiatives, each initiative will support and promote the other.

Healthy Fare at the Marin County Fair



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE



SNAP provides nutrition assistance for people with low incomes. It can help you buy nutritious food to eat healthier. Visit www.fns.gov for more info. Call 1-877-444-3463 or visit us at 2025 Market Street, Room 2000, Sacramento, CA 95834.



The Fair at Your Fingertips

Upload the Fair app on your Smart Phone, get a free pedometer, win prizes and track your steps as you travel around the Fairgrounds with the Healthy Fare Scavenger Hunt.

Answer a Riddle & Win a Prize

A team of Health Ambassadors, visible in bright orange shirts, will be handing out sunscreen, chatting with fairgoers and asking healthy riddles. It's easy being healthy at the Marin County Fair, where healthier choices are easier than ever before!

10 ways to Stay Healthy at the Marin County Fair:

- ▶ Run the 1K Fun Run on Children's Day
- ▶ Drink lots of water in a reusable container
- ▶ Wear sunscreen and reapply often
- ▶ Keep infants and small ones happy and rested at the Baby Sanctuary
- ▶ Sample delicious, healthy foods from award winning vendors
- ▶ Limit high sugar, high fat snacks – they'll make you thirsty and slow you down!
- ▶ Wash your hands often, especially after eating and after being on a ride
- ▶ Recycle & compost your waste - help our environment and keep it out of the landfill
- ▶ Practice random acts of kindness (pick up trash, let a kid get on the ride ahead of you)
- ▶ Forget about alcohol and cigarettes – they are definitely old school!



SNAP provides nutrition assistance to people with low incomes. It can help you buy nutritious foods for a better diet. To find out more, contact 415-437-3460 or toll free at 877-647-3663 (FOOD).

Healthy Fare at the

MARIN COUNTY FAIR SCHOOLS RULE

JULY 3 - 7 | SAN RAFAEL, CA | MARINFAIR.ORG



Enjoy a day of healthy food & fun at the Marin County Fair.

Use this map to lead you to the healthy fare available from all of the Fair's food vendors.

The Marin County Fair and its community partners are excited to be part of your family's healthy summer traditions!

MARIN COUNTY FAIR 2013



HEALTHY MENU ITEMS

- **Ben & Jerry's**: Lemonade Sorbet, Black Raspberry Low Fat Frozen Yogurt, Real Fresh Smoothies, Sorbet Spinach
- **Butlers** (midway): Fresh fruit slices --
- **Capital Cookery**: Corn on cob w/ butter, Garden Veggie Burger, Fresh Garden Salad
- **Caral Reed Smoothies**: Small Fruit Smoothie, Strawberries on a Stick, Fruit Cup, Whole Fresh Fruit, Low Sugar Strawberry Lemonade.
- **Corn Roasters**: Corn on cob w/ butter
- **Earth Delights**: Spinach Salad w/ Raspberries & Almonds
- **Egg Roll on a Stick**: Chicken Teriyaki Bowl
- **Epicurean Group** (Island): Grilled Garden Burger, Organic Caesar Salad, Grilled Chicken Bread Sandwich
- **Extreme Food & Beverage**: Organic Lemonade, Sugar-free Lemonade (w/ Splenda)
- **Funnel Cake & Ice Cream** (midway): Fresh fruit parfait with low fat yogurt & granola
- **Funnel Cake Express**: Fresh Fruit Platter w/ low fat Mozzarella
- **Good Shepherd Lutheran**: Low Fat and Non-Fat Milk
- **Greek Orthodox Church**: Veggie Gyro Pita Sandwich
- **Hamburger Haven**: Boca Burger on wheat or regular bun
- **Hamburger Palace** (midway): Fresh fruit bowl
- **Helen Wine Distro**: Broiled Chicken (quarter), Green Beans (w/ oil)
- **L&M** (on occasion): Italian Salad w/ light dressing, Caesar Salad w/ low fat dressing
- **Lydia's Latin Foods**: Super Salad, Green Soup, Steamed Salad, Kale Salad+
- **Marin Artists International**: Veggie Dog on Bun or Tortilla, Garden Salad, Sole Stack, Donna's Tamales
- **Marin Catholic Rotary Interact**: Rain bow Sherbet
- **Marin Chinese International**: Fresh Fruit Bowl - not certain if this was included on menu
- **Marisco's Mexican**: Grilled Fish Taco, Shrimp Cocktail
- **Marin's Pizzeria Shack**: Penne Pasta Marinara, Fresh Watermelon Slices
- **New Orleans Catering**: Seafood Gumbo, Blackened Shrimp w/ Rice
- **Noel's Fine Food**: Bacon & Rice combo, Grilled Shrimp Fish Taco, Chicken/Pork Taco w/ lettuce wrap and no cheese, Grilled Chicken Taco w/ cheese
- **Novato Rain bow Gifts**: Soft Pretzel, Baby Carrots, Juicy Juice, Apple Juice
- **Podemonte's**: Chopped Vegetable Salad w/ Avocado & Lemon with or without Grilled Chicken
- **Petaluma Rain bow Gifts**: Green Salad w/ Lite Dressing, Pasta w/ Marinara Sauce
- **Ross Valley Players**: Apple Juice, Cranberry Juice
- **Sant's Yummy Yogurt**: Fresh Banana Milkshake, Apple Juice, Orange Juice, Low fat Milk
- **Terra Lin da Leo's**: Vanilla or Chocolate Frozen Yogurt

THREE FRESH WAYS TO STAY HEALTHY:
 ✓ **Choose seasonal ingredients to eat, shop and cook healthy, all while having fun!**
 ✓ **Use produce and local products.**
 ✓ **Participate in all food vendor refreshment events.**
 ✓ **Sample local produced products our farmers need.**

✓ **Supporting domestic food.**
 ✓ **Check your local recycling 10 thoughts by Ag Cultural Institute of Marin, Marin Organic, IFF - Sustainable, Our World is Better w/ Sustainable Solutions, and the University of California Cooperative Extension (UCCE).**



Clues To Good Health

SCAVENGER HUNT AT MARIN COUNTY FAIR

Look for this sign to identify Clues to Good Health



Name _____
 Phone Number (_____) _____
 Street You Live On _____
 City _____
 Age _____ Gender _____

START HERE

Your first stop in the "Clues to Health" hunt should be at LIFT Up for Health in the Make Your World Pavilion where you can pick up your FREE pedometer to keep track of the steps you take at the Fair and beyond.

Q: How many teaspoons of sugar are in a 12 oz can of soda?

- 5
- 10
- 12

About 50% of the land in Marin is farm or ranch land. Marin farmers and ranchers produce a wide variety of products including dairy and meat products, fruits and vegetables, grapes, and aquaculture.

Q: What animal in the barnyard area drinks up to 100 gallons of water per day and eats 30-50 pounds of food?

- Elephant
- Cow
- Chicken
- Pig

Q: In 2012, how many tons of compostable materials were collected and diverted from landfill at the Marin County Fair?

- 10 tons
- 25 tons
- 58 tons

The Baby Sanctuary is a cool, comfortable place for parents to care for their infants while visiting the fair.

Q: The Baby Sanctuary is sponsored by:

- WIC (Women, Infant & Children Program)
- Stork & Feathers, Inc.
- Sports Un-illustrated

MyPlate signs at all of the fair's food booths identify the vendor's healthy menu options.

Q: Which of these is a healthy menu item at Pedemonte's food booth?

- Corn on the Cob
- Fruit Smoothie
- Mexican Chopped Salad

The Marin Master Gardeners bring their love of gardening to the fair. Through community service and education the Master Gardeners support home gardeners and community organizations skills to create a healthy environment.

Q: Which of these are edible plants that will grow easily in your garden, are lovely to look at, and tasty to eat?

- Nasturtiums
- Lavender
- Rosemary
- Hibiscus
- All of the above

Q: Which of these should you do while at the fair to stay healthy and hydrated:

- Drink lots of water in a reusable container
- Avoid sugary and alcoholic drinks
- Limit high sugar, high fats snacks
- All of the above

Marin is home to some of the coolest technology and 21st century learning. Marin ovators is where you'll see fascinating technologies from Microsoft and Autodesk, future learning projects, and a walk down school memory lane with the Marin Historical society.

Q: Which Marin company makes 3D software tools?

- Autodesk
- Buck Institute for Education
- Edutopia

FINISH HERE

Your final "Clue to Health" returns you to the Make Your World Pavilion and the Local Food: Grow It, Buy It, Eat It tent, hosted by Agricultural Institute of Marin and Marin Organic.

Q: Which of these is NOT a major agricultural product of Marin?

- Cheese
- Organic Vegetables
- Pork
- Oysters

Everyone completing the Clues to Good Health scavenger hunt will receive a 1 week pass to the Marin YMCA and be entered for a chance to win two tickets to a celebrity chef cooking demonstration at Fresh Start Culinary Academy in Novato, California or a 1 Year Pass to the Marin YMCA



More Parks You Can Reach on Transit
 City of San Juan de los Rios
 Various parks and trails are accessible via transit. The City is working to improve the transit system to make it easier for residents to reach parks and trails. This includes expanding the transit system to cover more areas and improving the transit system to make it easier for residents to reach parks and trails.

Trail connections to
 various parks and trails are accessible via transit. The City is working to improve the transit system to make it easier for residents to reach parks and trails.

Primary access route to
 Professional Pool and Community Center

San Juan de los Rios Elementary School

Blue section runs to
 City of San Juan de los Rios

Map to Community Health and Wellness Center

Professional Pool and Community Center

San Juan de los Rios Boardwalk Park
 (San Juan de los Rios Boardwalk Park)

PARSEOS del CANAL Community Trails

Map Legend:
 - Red line: Primary access route to Professional Pool and Community Center
 - Orange line: Secondary access route to Professional Pool and Community Center
 - Blue line: Access route to City of San Juan de los Rios
 - Green line: Access route to San Juan de los Rios Boardwalk Park
 - Yellow line: Access route to San Juan de los Rios Boardwalk Park
 - Grey line: Access route to San Juan de los Rios Boardwalk Park

Sample D

The Baby Sanctuary

*Bringing Baby to the Fair just got easier!
Come to the Baby Sanctuary for a cool,
comfortable place to care for your baby.*

- Comfortable chairs for feeding and snuggling
- Diaper changing area with diapers & wipes
- Water and healthy snacks for moms
- Staffed by helpful volunteers
- Information on how communities can support breastfeeding



Breastfeeding is welcome anywhere at the Marin County Fair.



Health Ambassadors at the Fair

Find one & win a prize!

Need Sunscreen? Wondering what's good to eat at the Fair?
Can't find the Baby Sanctuary?

The Marin County Fair's Health Ambassadors are eager to help you stay healthy at the Fair with sunscreen and other cool prizes.

Find a Health Ambassador, answer a "healthy riddle" and **win a prize!**

Health Ambassadors will help you find your way around the Fair, direct you to the Make Your World Pavilion, Healthy Choices Showcase, tell you all about the Kids Fun Run and share their favorite ways of making healthy choices while at the Fair and beyond.



Health Ambassadors also direct fair-goers to off-site Smoking Tents (*remember the Marin County Fair is 100% Smoke-Free*), provide maps of the Fair pointing you to healthy & yummy Fair snacks on the way to your next attraction, and share their **Top 10 ways of Staying Healthy at the Fair**.

If you see a Health Ambassador – wearing a bright orange shirt – stop and say hello. They always have sunscreen – and a healthy riddle to get you going!



HEALTHY FARE at the



Celebrating being a part of your family's healthy summer traditions



Healthy Food Choice Showcase

July 5th 3:00pm Blue Ribbon Stage

Celebrating healthy menu items at the Marin County Fair

Best salad or side • Best main dish • Best Healthy Choice Dessert • Best "Local Flavor" Ambassadors Award • Best in Show!

Celebrity judges. Prizes awarded for audience participation!



Kids (12 & Under) 1k Fun Run

FREE July 3rd 12:30pm
Fair admission is free to kids 12 and under on this special day

Prizes for all!

Preregister at www.MarinFair.org/funrun

Health Ambassadors

Answering all your Healthy Fare needs

Need sunscreen? Directions to the baby sanctuary or Make Your World Pavilion? What's healthy to eat?

Find a Health Ambassador in a bright orange shirt, answer a riddle and win a prize!



The Baby Sanctuary

A cool comfortable place to care for your baby

Comfortable chairs • Diaper changing • Water and healthy snacks for moms • Helpful volunteers

Breastfeeding welcomed anywhere at Marin County Fair



Healthy Cooking Contests

Blue Ribbon Stage
Youth & Adult Competitions in the following categories:

Kids Can Cook • School Lunch Box • Eat Your Veggies • Healthy Desserts • Baking with Low Fat Dairy Products • Recetas Latinas

Contestant will receive a special admission pass

www.marinfair.org/2013/competitive-exhibits

Make Your World Pavilion

Get inspired to make your world a healthier, happier one with:

- Cooking demonstrations with Chef Rachelle
- Participate in youth & family wellness with nonprofit LIFT-Levántate
- Create a backyard garden & sample local produce with Agricultural Institute of Marin and Marin Organic
- Check your healthy eating IQ with U.C. Cooperative Extension



Show your rainbow bracelet to Health Ambassadors & at the Make Your World Pavilion to win prizes!



Look for the MyPlate logo at Food Booths & make healthy choices.



SNAP provides nutrition assistance to people with low incomes. It can help you buy nutritious foods for a better diet. To find out more, contact 415-473-3460 or toll free at 877-847-3663 (FOOD)

FFY SNAP-Ed 2013
CDFA SNAP-Ed Nutrition Promotion Program
Budget Justification October 1, 2012-September 30, 2014

Fair: Marin County Fair
Contact: Jim Farley

A PERSONNEL SALARIES:

FFY 2013 1. Name and Position Title	2. Annual Salary FFY 12/13	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Janet Boddington Title: Program Assistant	\$ 62,000	0.20	25.0%	75.0%	\$ 12,400
2. Name: Title:					\$ -
Subtotal		0.2000	25%	75%	\$ 12,400

FFY 2014 1. Name and Position Title	2. Annual Salary FFY 13/14	3. Total FTE spent on SNAP-Ed (as a decimal)	4. Percentage FTE Time for Administrative Duties (% out of 100%)	5. Percentage FTE Time for Direct Delivery Duties (% out of 100%)	6. Total Dollars
POSITIONS		Full Time Equivalency			
1. Name: Janet Boddington Title: Program Assistant	\$ 65,000	0.20	25.0%	75.0%	\$ 13,000
2. Name: Title:					\$ -
Subtotal		0.2000	25%	75%	\$ 13,000
SUBTOTAL:					\$ 25,400

FFY SNAP-Ed 2013
CDFA SNAP-Ed Nutrition Promotion Program
Budget Justification October 1, 2012-September 30, 2014

POSITION DESCRIPTIONS:

1 Program Assistant	Provides general clerical support to the Program. Assists in development and maintenance of a data collection system with emphasis on fiscal information. Manages the contract including budgets, invoices, State Share Documentation reports, time studies, fiscal reporting and adherence to funding requirements. prepares Budget Adjustment Requests (BAR) as necessary. Arranges meetings and trainings, orders supplies and materials, creates correspondence, photocopies, and other duties as required to support the nutrition education contract.
----------------------------	---

B. FRINGE BENEFITS:

Includes payroll taxes and medical/dental benefits at 50% of salaries

FFY 2013

(\$12,400 x 50%)

\$ 6,200

\$ 6,200

FFY 2014

(\$13,000 x 50%)

\$ 6,500

\$ 6,500

SUBTOTAL: \$ 12,700

C. OPERATING EXPENSES:

FFY 2013

Miscellaneous office supplies (toner cartridges, ink cartridges, other miscellaneous supplies such as paper, postage) (\$200 month x 12 months)

\$ 2,400

FFY 2014

Miscellaneous office supplies (toner cartridges, ink cartridges, other miscellaneous supplies such as paper, postage) (\$250 month x 12 months)

\$ 2,500

SUBTOTAL: \$ 4,900

D. EQUIPMENT EXPENSES:

FFY 2013

Handwashing station (3 @ 360)

1080

Solar Panel Array (Make Your World Pavilion)

500

Tent Rental for Make Your World Pavilion

5,000

Tent Rental (for mutual use by Health Ambassadors & Baby Sanctuary)

1000

\$ 7,580

FFY 2014

Estimated Equipment Expenses based on above:

\$ 7,950

SUBTOTAL: \$ 15,530

FFY SNAP-Ed 2013
CDFA SNAP-Ed Nutrition Promotion Program
Budget Justification October 1, 2012-September 30, 2014

E. TRAVEL AND PER DIEM: Travel is estimated

Description of all travel activities. Travel Purpose for each event. Cost for entire travel: destination, mileage, which staff traveling, lodging.

FFY 2013

2013 Subtotal: \$ -

FFY 2014

2014 Subtotal: \$ -

SUBTOTAL: \$ -

F. SUBCONTRACTORS:

Include subcontractor(s) information. Can attach Subcontractor Budget Justification.

2013	<u>Agricultural Institute of Marin</u> : MOU to be established to carry out pre-fair outreach and Fair-based nutritional education as described in the project narrative at the Marin Farmers Market and Make Your World Pavilion	\$8,500.00	\$46,950.00
	<u>LIFT/Levantate</u> : MOU to be established to carry out pre-fair outreach and Fair-based nutritional education as described in the project narrative at community based settings and Make Your World Pavilion	\$8,500.00	
	<u>LIFT/Levantate</u> : MOU to be established to recruit, train and pay health ambassadors for pre-Fair outreach efforts	\$3,500.00	
	<u>LIFT/Levantate</u> : MOU to be established to recruit, train and pay health ambassadors for outreach conducted at Fair	\$4,750.00	
	<u>LIFT/Levantate</u> : MOU to be established recruit, train and pay cadre of youth Health Ambassadors to serve as health ambassadors in Make Your World Pavilion	\$2,000.00	
	<u>Marin Organic</u> : MOU to be established to carry out pre-fair outreach and Fair-based nutritional education as described in the project narrative at school-sites and Make Your World Pavilion	\$8,000.00	
	<u>Chef Rachelle Boucher</u> : MOU to be established to carry out pre-fair outreach with food vendors and Fair-based Healthy Choices Showcase and Make Your World Pavilion	\$7,200.00	
	<u>Shepard Associates Graphic Designs</u> : MOU to be established to create vendor signage, fair map, scavenger hunt, Make Your World Pavilion signage	\$2,500.00	
	<u>Media & Marketing Contractor</u> : MOU to be established with contractor to assist with media & social marketing of program activities before and during the fair	\$2,000.00	
2014	Estimate (based on above 2013 estimate)	\$49,250.00	

SUBTOTAL: \$ 96,200

G. OTHER COSTS:

Type of Costs

My Plate stickers for food vendor menu boards	\$	50	\$	39,319
Cups, plates, utensils and other supplies for outreach and Fair activities	\$	200		
Health Ambassador Supplies & T-shirts	\$	2,250		
Facility rentals for cooking demonstrations and outreach in target communities (7@ \$300)	\$	2,100		

FFY SNAP-Ed 2013
CDFA SNAP-Ed Nutrition Promotion Program
Budget Justification October 1, 2012-September 30, 2014

Produce & supplies for bike blender, cooking demonstrations and tastings	\$	3,600	
Produce & supplies for pre-fair outreach cooking demonstrations and community/classroom outreach	\$	2,000	
Gardening Demonstration Supplies: (kids gardening tools (\$96), harvesting baskets (\$40) food tasting (\$1875), root vegetables for harvesting (\$120), seedlings for display (\$50) dirt & fertilizer (\$50), tarps (\$60), instructional signs (\$240), educational materials (\$260)	\$	2,791	
Printing: My Plate-template signage for food vendors (35@60 ea)	\$	2,100	
Printing: Maps of Fair identifying location of healthy food choices	\$	3,000	
Printing: Clues to Good Health scavenger hunt clues and signs	\$	2,000	
Printing: Paseos del Canal activity maps	\$	3,000	
Smart Phone Application for Clues to Good Health Scavenger Hunt	\$	1,000	
Turning Point Software	\$	1,500	
Give-away items (for use in incentivizing and tracking participationg by target population only: not to exceed \$4 ea: including jump ropes (600 @ \$2.82 ea), aprons (400 @ 3.98 ea), sports bottles (250 @ 3.92 ea), shopping bags (300 @ 3.75 ea), MyPlate portion plates (150 child & 150 adult @ \$3.89 ea), collabsible water bottles (830 @ \$1.79 ea), MyPlate activity books (100 @ 2.79), MyPlate stickers (10 rolls of 200 stickers at \$15.70 ea) plus set up, tax and shipping)	\$	10,000	
Eat a Rainbow of Fruits & Vegetables silicone bracelets for pre-fair outreach (4300 * .87 ea)	\$	3,728	
2014 Estimate (based on above 2013 estimate)	\$	41,250	
SUBTOTAL:			\$ 80,569

H. INDIRECT COSTS: Indirect cost rate.			
<u> </u> % of Total Salaries or % Total Direct Costs			
or <u> </u> % of Modified Directs (provide what costs to be included)			
SUBTOTAL:			\$ -

TOTAL	\$ -	0.2000		\$ 235,299
--------------	-------------	---------------	--	-------------------