

CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE

Supplemental Nutrition Assistance Program - Education

2013

Nutrition Promotion Project

Request for Proposals

November 1, 2012



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

**FFY2013 SNAP-Ed
Nutrition Promotion Project
Request for Proposals**

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Overview:

CDFA SNAP-Ed Nutrition Promotion Project

How much funding is available?

Up to \$1.75 million in federal grant funding for projects at California fairs.

When will the funds be available?

Project funding is available for a two-year span from October 1, 2012 to September 30, 2014.

What kinds of projects?

The goals of SNAP-Ed are to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles. Projects should focus on growing, preparing and eating fresh food. Funding can be provided for kitchen equipment and supplies necessary for food storage, preparation, and demonstrations.

Schedule of Proposal Submission Due Dates (Postmark)

Project Concept Worksheet due.....Thursday, November 29, 2012

Final Project Synopsis due.....Thursday, January 24, 2013

Additional Information

Copies of the information and forms in this packet can be obtained from the California Department Food and Agriculture website at: <http://www.cdfa.ca.gov/fe>

Please direct all submissions and any questions to:

Department of Food and Agriculture
Inspection Services Division
1220 N Street
Sacramento, CA 95814
Attn: SNAP-Ed Project Manager
Phone: (916) 900-5020 Fax: (916) 900-5344

What is SNAP-Ed?

An estimated 45 million Americans received CalFresh in 2011 — more than ever — distributing \$78 billion. These funds are administered by the United States Department of Agriculture's (USDA) Food and Nutrition Service through the Supplemental Nutrition Assistance Program (SNAP). California receives funding from the USDA SNAP program for CalFresh, formerly known as California's Food Stamp Program.

The Supplemental Nutrition Assistance Program – Education (SNAP-Ed) is a federal/state partnership that supports nutrition education for persons eligible for the SNAP.

The focus of SNAP-Ed is:

- Health promotion to help SNAP eligibles establish healthy eating habits and a physically active lifestyle
- Primary prevention of diseases to help SNAP eligibles that have risk factors for diet-related chronic disease prevent or postpone the onset of disease by establishing healthier eating habits and being more physically active.

Each year, California submits a statewide plan to the USDA Food and Nutrition Service for nutrition education funding through the SNAP-Ed program. In 2013 California received approval for almost \$144.7 million in federal funds for SNAP education. The Department of Food and Agriculture has been asked to be a partner for the 2013 program with \$1.75 million to focus on projects at California fairs.

CDFA SNAP-Ed Nutrition Promotion Project for 2013:

The CDFA project has three components:

- I. Enhance and expand existing programs at fairs.
- II. Develop community gardens and food preparation teaching programs at fairs.
- III. Develop “Health Ambassadors” in conjunction with fair programs.

I. Enhance and expand existing programs at fairs.

All of California’s fairs provide educational programs focusing on health and nutrition in conjunction with their annual fair events. In addition, many fairs have developed permanent ongoing agriculture and nutrition education programs that have evolved around fair garden and demonstration farm projects that have established school tour programs.

Example major regional project: Cal Expo “The Farm” Demonstration Programs. “The Farm” was established in 1984 to showcase California’s number one industry – Agriculture. It was the first demonstration farm in North America. “The Farm” features a number of educational, environmental, interactive programs and events including spring and fall School Tours. The “Dirt to Dish” outdoor kitchen at The Farm showcases agricultural products grown right on The Farm as well as products from throughout the state. The Kitchen, located in the heart of The Farm, features cooking demonstrations, product displays and food sampling. Agriculture experts and chefs are on hand to answer questions. Annually 8,000 students have been attending the School Tours. In addition, this year The Farm donated about 1,400 pounds of produce grown at the 3.5 acre garden to a local food bank.

Key Strategies: Establish new SNAP-Ed elements leveraging existing major regional programs and smaller scale local programs offered by fairs to include and enhance SNAP-Ed promotional elements. Collaborate with schools and other organizations to host programs at fairs for schools within fair geographic constituencies; host programs with child care and school programs already located on fair sites including HeadStart, day care and charter schools. Resources can be used to promote public awareness and marketing of the nutrition education events to the SNAP-Ed target audience. The funds should not be used for marketing the fair. The marketing should be delivered in areas or venues where at least 50% of the population is within 185% of the Federal Poverty Limit.

Key Educational Messages: increased fruit and vegetable consumption; physical activity promotion (integrated with nutrition education); and chronic disease and obesity prevention, including messages from the 2010 Dietary Guidelines of Americans (i.e., Make half your plate fruits and vegetables) and reducing consumption of sugar-sweetened beverages; CalFresh promotion.

II. Develop community gardens and food prep teaching programs at fairs.

California's fairs have land available for community gardens to grow food and to establish new kitchen facilities or utilize existing certified commercial kitchens to teach healthy ways to prepare food. Participants will help build and cultivate the gardens, harvest and learn how to prepare healthy food in the fair kitchens.

Key Strategies: Establish one major community garden project and up to eight smaller-scale local community gardens and initiate three new food preparation education programs at fairs that serve SNAP eligible constituencies. Collaborate with school districts and other organizations to host programs for school programs located within fair geographic constituencies; host programs with child care and school programs already located on fair sites including HeadStart, day care and charter schools. Fairs have established marketing programs in place that employ a variety of mass media resources to promote public awareness of events and services at fairs. These resources will be utilized to target SNAP eligible participants.

Key Educational Messages: Physical activity promotion (integrated with building of the gardens and cultivating food); healthier eating; food safety; cooking skills; and CalFresh promotion.

III. Develop "Health Ambassadors" in conjunction with fair programs.

Identify natural leaders in low-income communities and train them to deliver nutrition education and promote the SNAP-Ed projects at fairs.

Key Strategies: Expand the existing Health Ambassador program in coordination with the California Association of Food Banks. This program would identify and recruit neighborhood leaders and train them to promote nutrition education (train-the-trainer modeled approach) including a possible fair policy change for food vendors to have healthy food and beverage options or menu labeling. Training will be provided by registered dietitians who have conducted advanced nutrition courses, instructional field trips to farmers' markets and supermarkets, and cooking demonstrations to strengthen the program message. Fairs have established marketing programs in place that employ a variety of mass media resources to promote public awareness of events and services at fairs. These resources will be utilized to target SNAP eligible participants.

Key Educational Messages: Physical activity promotion (integrated with building of the gardens and cultivating food); healthier eating; food safety; cooking skills; and CalFresh promotion.

Please Note: Projects cannot duplicate SNAP-Ed projects funded by other agencies i.e. California Department of Public Health (CDPS), California Department of Social Services

(CDSS) and the University of California (UC) CalFresh Program. Projects must work in coordination with any existing nutrition education or physical promotion efforts at fairs.

The target market for this funding is 50% of the population that is at or below 185% of the federal poverty level. Proposals will need to have benchmarks and objectives that are measurable to quantify the target market.

Those proposals which do not adequately demonstrate that they are reaching the target population will NOT be considered for full proposal.

PROCESS OVERVIEW:

Eligibility Criteria:

Class I – VI fairs subject to the following criteria:

- CDFA approved Statement of Operations
- CDFA approved budget
- CDFA annual audit review: audit findings addressed
- Evidence of financial stability
- Evidence of compliance with state reporting and contracting requirements
- History of meeting CDFA financial obligations
- History of public funding received over the past 5 years

Project Selection Process:

The Inspection Services Division will be forming an advisory committee to evaluate the Project Concept Worksheets and the Project Proposals. The advisory committee will include, but not be limited to, representatives from the Department of Food and Agriculture, the Department of Social Services and the California fair industry.

Schedule:

November 2, 2012	Department of Food and Agriculture (CDFA) issues Request for Proposals to California fairs
November 6-8, 2012	California Fair Alliance Fall Management Conference: Project introduction Q&A session
November 29, 2012	Project Concept Worksheets due to CDFA CDFA staff prepares review and recommendations for committee
December 6, 2012	Advisory committee meets to review Project Concept Worksheets and make recommendations for those to be developed into proposals
December 7, 2012 -January 23, 2013	CDFA assists fairs with Project Proposal development
January 24, 2013	Individual project proposals due to CDFA for approval by USDA
March 2013	Project funding available

Funding Disbursement:

Funding may be distributed directly to fairs by the Department of Food and Agriculture upon authorization.

**Attachment A:
PROJECT CONCEPT WORKSHEET**

**Concept proposals due to the Department of Food and Agriculture on Thursday,
November 29, 2012:**

Department of Food and Agriculture
Inspection Services Division
1220 N Street
Sacramento, CA 95814
Attn: SNAP-Ed Project Manager
Phone: (916) 900-5020 Fax: (916) 900-5344

The Project Concept Worksheet may be found at: <http://www.cdfa.ca.gov/fe>

Fair:

Contact:

**Mailing
Address:**

Telephone:

Fax:

E-Mail:

Project Title:

Project Description:

Attachment B: PROJECT SYNOPSIS - SAMPLE TEMPLATE

1. Description of projects/interventions.

Project Title:

a. Related State Objectives.

This project supports State objectives 1, 2, 3, and 4.

b. Audience.

Gender: Female and Male

Ethnicity: All races and ethnicities with specific targeting for African American and Latino communities and selected material available in Asian languages.

Languages: English, Spanish, and select Asian languages, which may include Chinese, Vietnamese and/or Hmong.

Ages: Adults 18+, primarily women with children, children 5 – 17 years and seniors

Needs Assessment Methodology

CDFA has conducted preliminary research on the demographics and nutrition education needs of the local Supplemental Nutrition Assistance Program (SNAP) participants by assessing current reports and data to establish the following target criteria:

- California fairs serving geographic constituencies that include a low percentage of CalFresh participants.
- California fairs serving geographic constituencies that include census tracts where at least 50% of the population lives in households at or below 185% of the Federal Poverty Level.
- California fairs serving geographic constituencies that include a high percentage of overweight and obese adults

1. CDPH Network for a Healthy California <http://www.cnngis.org/>
2. USDA Food Desert Locator <http://www.ers.usda.gov/data-products/food-desert-locator/go-to-the-locator.aspx>
3. USDA Food and Nutrition Services FY2012 SNAP-Ed Guidance
4. California Food Policy Advocates. Lost Dollars, Empty Plates: the Impact of CalFresh Participation on State and Local Economies. <http://cfpa.net/lost-dollars->



Attachment B: PROJECT SYNOPSIS - SAMPLE TEMPLATE

[empty-plates-2012 http://cfpa.net/CalFresh/CFPAPublications/PAI-FullReport-2012.pdf](http://cfpa.net/CalFresh/CFPAPublications/PAI-FullReport-2012.pdf). February 2012

5. California Food Policy Advocates. Measuring County CalFresh Performance in 2010. <http://cfpa.net/CalFresh/CFPAPublications/PAI-FullReport-2012.pdf> February 2012
6. Public Policy Institute of California. Poverty in California. http://www.pplic.org/content/pubs/jtf/jtf_povertyjtf.pdf December 2011
7. Centers for Disease Control: County Level Estimates of Obesity http://apps.nccd.cdc.gov/DDT_STRS2/CountyPrevalenceData.aspx?mode=OBS

Needs Assessment Findings

Refer to Attachment A for data summary

Low CalFresh participation:

CalFresh participation was found to be below the 53% state average in thirty-five (35) counties.

Poverty levels:

Poverty rates were found to exceed 20% in fifteen (15) counties. Our research indicates that every fair constituency, with the exception of Modoc County, includes census tracts where at least 50% of the population lives in households at or below 185% of the Federal Poverty Level.

High percentage of overweight and obese adults:

There are nineteen (19) counties designated with a high percentage of adults that are obese (greater than 26.3% of the population).

c. Focus on SNAP Target Audience

This project will enable the Department of Food and Agriculture to implement programs at California fairs:

- Increase nutrition education services in counties where CalFresh is underutilized and counties that have a high percentage of overweight and obese adults.
- Establish new collaborations between the Department of Food and Agriculture and local agencies by mobilizing California's fairs to implement community nutrition interventions and educate CalFresh participants on making healthier choices within their limited budgets.
- Establish successful and long-lasting partnerships between the Department of Food and Agriculture, California fairs, local social services agencies and community non-profits such as food banks, community garden coalitions and neighborhood organizations to promote the Dietary Guidelines.

Attachment B: PROJECT SYNOPSIS - SAMPLE TEMPLATE

Project Description

1. Enhance and expand existing nutrition education programs at California fairs.

Narrative Summary:

Key Strategies:

Key Educational Messages: increased fruit and vegetable consumption; physical activity promotion (integrated with nutrition education); and chronic disease and obesity prevention, including messages from the 2010 Dietary Guidelines of Americans (i.e., Make half your plate fruits and vegetables) and reducing consumption of sugar-sweetened beverages; CalFresh promotion.

2. Develop community gardens and food prep teaching programs at California fairs.

Narrative Summary:

Key Strategies:

Key Educational Messages: Physical activity promotion (integrated with building of the gardens and cultivating food); healthier eating; food safety; cooking skills; and CalFresh promotion.

3. Develop Health Ambassadors in conjunction with each fair program.

Narrative Summary: Identify natural leaders in low-income communities and train them to deliver nutrition education and promote the SNAP-Ed projects at fairs.

Key Strategies:

Key Educational Messages: Physical activity promotion (integrated with building of the gardens and cultivating food); healthier eating; food safety; cooking skills; and CalFresh promotion.



Attachment B: PROJECT SYNOPSIS - SAMPLE TEMPLATE

d. Summary of Research.

California fairs are positioned to provide a coordinated effort targeting SNAP-eligible participants that will result in statewide impact.

Low CalFresh participation:

CalFresh participation was found to be below the 53% state average in thirty-five (35) counties. Fifty-one (51) fairs serve these geographic constituencies, with more than one fair facility serving many of the underserved districts or counties.

Poverty levels:

Poverty rates were found to exceed 20% in fifteen (15) counties. These counties are within the geographic constituency for twenty-two California fairs, with more than one fair facility serving many of the districts or counties. Our research indicates that every fair constituency, with the exception of Modoc County, includes census tracts where at least 50% of the population lives in households at or below 185% of the Federal Poverty Level. Fourteen (14) California fairs are located themselves within census tracts where at least 50% of the population lives in households at or below 185% of the Federal Poverty Level.

High percentage of overweight and obese adults:

There are nineteen (19) counties designated with a high percentage of adults that are obese (greater than 26.3% of the population). Twenty-eight (28) fairs serve these geographic constituencies, with more than one fair facility serving many of the districts or counties.

e. Modification of Project Methods/Strategies.

None

f. Use of Existing Educational Materials.

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

g. Development of New Educational Materials.

N/A

h. Key Performance Measures/Indicators.

Process evaluation measures will include the following:

- Record participation levels with sign-in sheets, agendas, and track numbers of events and classes, numbers of participants at events
- Education materials distributed will be documented

Attachment B: PROJECT SYNOPSIS - SAMPLE TEMPLATE

- Student data including – number of students participating; number of adult participants and schools participating
- Curriculum utilized and actual lessons learned
- The Food Behavior Checklist will be utilized to demonstrate changes in knowledge as a result of participation in classes
- Post evaluation assessments of teachers participating in Health Ambassador trainings will be conducted.

2. Evaluation Plans.

Summary documentation of key performance measures using USDA evaluation components will be provided. See Statewide Evaluation for full explanation of plans.

3. Coordination Efforts.

CDFA resources that can be applied to this project:

- Initiatives already under way at CDFA
 - Farm to Fork Office: The Farm to Fork office is a multi-agency collaborative effort to improve the structure for the development and implementation of recommendations to promote access to healthy and affordable food. Priority recommendations have been identified by Department of Education, Department of Public Health and Department of Food and Agriculture. Identified recommendations will encourage and expand the availability of affordable and locally grown produce through Farm-to-Fork policies and programs over the next two years.
 - Healthy Food Access Advisory Group: In response to Assembly Bill 581, the California Healthy Food Financing Initiative, CDFA convened and consulted the Food Access Advisory Group, comprised of members representing various stakeholder groups to develop recommendations to increase access to healthy food in underserved communities.
 - Specialty Crop Block Grant:
 - Phase 1: Production of educational materials to be used in classroom style workshops during Phase II. Materials produced include a 10 page booklet published in seven languages (including English) in addition to a simple food safety pamphlet that is currently being used by field staff.
 - Phase 2: Food Safety Workshops, emphasizing putting a small farm food safety plan into place, to be held statewide beginning in October 2012. The workshops will be available in Spanish or Hmong (using translators). This phase also has a Cost-Share reimbursement program to reimburse small specialty crop farmers, up to \$200, for specific food safety related activities. Both phases include(d) an exam phase to ensure that food safety knowledge was being learned by the participants.



Attachment B: PROJECT SYNOPSIS - SAMPLE TEMPLATE

- CDFA Inspection Services Division
Oversees the state's organic certification and certified farmer's market programs. Provides services for a safe, abundant, quality food supply; environmentally sound agricultural practices; and an equitable marketplace for California agriculture
- CDFA Marketing Division
Oversees the marketing of agricultural products including commodity promotion, research and maintenance of quality standards. Each marketing board is made up of industry members. Some boards also have public members.
- CDFA Division of Fairs & Expositions:
Provides oversight of the Network of California Fairs implementing statewide strategic initiatives to benefit the people of California and preserving California's agricultural heritage providing community benefits through fairs.
- CDFA has ongoing established relationships with private and public sector food industry partners including the following:
 - USDA Agricultural Marketing Service
 - The California grocers' industry
 - 812 Farmers' Markets and market Associations
 - 3,200 certified organic producers
 - Over 50 agricultural commodity boards, commissions and councils
 - Food Banks
 - California Farm Bureau Federation
 - Small Farm Conference
 - Organic certifiers
 - Regional Council of Rural Counties
 - The California Endowment
 - The Network of California's 78 fairs
 - Western Fairs Association
 - UC Davis Small Farm Program