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Director

State of California—Health and Human Services Agency
California Department of Public Health



ARNOLD SCHWARZENEGGER
Governor

April 20, 2010

TO: PROSPECTIVE BIDDERS

SUBJECT: REQUEST FOR PROPOSALS (RFP) NUMBER 10-10029
NETWORK FOR A HEALTHY CALIFORNIA (NETWORK)
MEDIA, ADVERTISING AND PUBLIC RELATIONS CAMPAIGN

The California Department of Public Health (CDPH) is soliciting responses from qualified vendors to develop and implement a comprehensive media, advertising and public relations campaign to support its larger multi-level social marketing campaign known as the *Network*. The contract term will be for 36 months, and is anticipated to be effective on October 1, 2010 through September 30, 2013. The maximum amount of \$39,500,000 is anticipated to be made available for the contract term for services described in Exhibit A, Scope of Work.

Please read all instructions and forms thoroughly to ensure your proposal is in compliance with the requirements of the RFP. Regardless of postmark or method of delivery, CDPH's Contract Management Unit must receive proposal packages no later than **4 p.m. on July 27, 2010**, as specified in this RFP.

In the opinion of CDPH, this RFP is complete and without need of explanation. However, if questions arise or there is a need to obtain clarifying information, put all inquiries in writing and mail or fax them to CDPH according to the instructions in the RFP section entitled Proposer Questions.

Thank you for your interest in the *Network*.

Kathleen H. Acree, MD, JD, MPH, Chief
Cancer Control Branch

Enclosure



Request for Proposal 10-10029

Network for a Healthy California
Media, Advertising and Public Relations Campaign

California Department of Public Health
Prevention Services Division of Chronic Disease and Injury Control
Network for a Healthy California
MS Code 7204
P. O. Box 997377
Sacramento, CA 95899-7377

[Do not submit proposals to the above address.]

Table of Contents

A.	Purpose, Background and Description of Services.....	6
1.	Purpose.....	6
2.	Background	6
	<i>Network for a Healthy California (Network)</i>	6
B.	Time Schedule	8
C.	Contract Term	8
D.	Proposer Questions	8
1.	What to include in an inquiry	9
2.	Question deadline	9
3.	How to submit questions	9
4.	Proposer warning	10
5.	Verbal questions	10
E.	Data Library.....	10
1.	Location.....	10
2.	Appointments	11
3.	Proposer warning	11
4.	Contents.....	12
5.	Obtaining Copies of Library Materials	12
F.	Pre-Proposal Conference.....	12
G.	Reasonable Accommodations	13
H.	Mandatory Non-Binding Letter of Intent	14
1.	General information.....	14
2.	Submitting the Letter of Intent	14
I.	Scope of Work.....	15
J.	Qualification Requirements	15
K.	Proposal Format and Content Requirements.....	16
1.	General instructions	16
2.	Format requirements	17
3.	Content requirements.....	18
a.	<u>Proposal Cover Page</u>	18
b.	<u>Table of Contents</u>	18
c.	<u>Executive Summary Section</u>	18
d.	<u>Agency Capability Section</u>	18
e.	<u>Work Plan Section</u>	19
1)	Overview	19
2)	Rejection of tasks, activities or functions.....	20

3) Work Plan content	20
f. <u>Management Plan Section</u>	21
g. <u>Project Personnel Section</u>	22
h. <u>Facilities and Resources Section</u>	24
i. <u>Creative Marketing Samples Section</u>	25
j. <u>Audience Diversity Section</u>	25
<u>This section must not exceed five (5) pages in length. Evaluators may not review or evaluate excess pages.</u>	25
k. <u>Cost Section</u>	26
1) Basic content	26
2) General instructions	26
3) Required Budget Detail Work Sheets	26
4) Required cost justification/documentation	29
l. <u>Appendix Section</u>	31
m. <u>Forms Section</u>	33
L. Proposal Submission	35
1. General Instructions	35
2. Proof of timely receipt	36
3. Proposer costs	36
M. Evaluation and Selection	36
1. Stage 1 – Required Attachment / Certification Checklist review	37
2. Stage 2 – Narrative proposal evaluation/scoring	37
3. Stage 3 – Scoring the Cost Section	39
4. Stage 4 – Combining Narrative Proposal Score and Cost Section Score	40
5. Stage 5 – Adjustments to Score Calculations for Bidding Preferences	40
6. Stage 6 – Oral Interview	40
7. Stage 7 – Final Score Calculation	41
N. Narrative Proposal Rating Factors	41
1. Executive Summary	41
2. Agency Capability	42
1. Work Plan	42
2. Management Plan	43
3. Project Personnel	44
4. Facilities and Resources	45
5. Creative Samples	45
6. Audience Diversity	45
O. Bid Requirements and Information	46
1. Nonresponsive proposals	46

2.	Proposal modifications after submission.....	46
3.	Proposal mistakes.....	46
4.	Withdrawal and/or Resubmission of Proposals.....	47
a.	Withdrawal deadlines	47
b.	Submitting a withdrawal request	47
c.	Resubmitting a proposal.....	47
5.	Contract award and protests	47
a.	Contract award	47
b.	Settlement of ties.....	48
c.	Protests	48
1)	Who can protest	48
2)	Grounds for protests.....	48
3)	Protest time lines.....	48
4)	Submitting a protest	49
6.	Disposition of proposals	49
7.	Inspecting or obtaining copies of proposals	50
a.	Who can inspect or copy proposal materials.....	50
b.	What can be inspected / copied and when.....	50
c.	Inspecting or obtaining copies of proposal materials	50
8.	Verification of Proposer information	51
9.	CDPH rights	51
a.	RFP corrections.....	51
b.	Collecting information from Proposers	52
c.	Immaterial proposal defects	52
d.	Correction of clerical or mathematical errors.....	52
e.	Right to remedy errors.....	52
f.	No contract award or RFP cancellation.....	53
g.	Contract amendments after award	53
h.	Proposed use of subcontractors and/or independent consultants	53
i.	Staffing changes after contract award.....	53
P.	Bidding Certification Clauses	53
1.	Certificate of Independent Price Determination	53
2.	Debarment and Suspension Certification.....	54
3.	Lobbying Restrictions and Disclosure	54
Q.	Preference Programs	55
1.	Small Business / Microbusiness Preference	55
2.	Non-Small Business Subcontractor Preference	56
3.	DVBE Bid Incentive	56

4. Nonprofit Veteran Service Agency (NVSA) Small Business Preference	57
5. Target Area Contract Preference Act and Enterprise Zone Act	57
6. Local Military Base Recovery Area (LAMBRA) Act Preference	58
7. Combined preferences.....	58
R. Contract Terms and Conditions	58
1. Sample contract forms / exhibits	59
2. Unanticipated tasks.....	59
3. Resolution of language conflicts (RFP vs. final agreement)	60
S. Required Attachments	

Attachment #	Attachment Name
Attachment 1	Proposal Cover Page
Attachment 2	Required Attachment / Certification Checklist
Attachment 3	Business Information Sheet
Attachment 4	Client References
Attachment 5	RFP Clause Certification
Attachment 6	CCC 307 - Certification
Attachment 7	Payee Data Record
Attachment 8	Darfur Contracting Act of 2008
Attachment 9	Follow-on Consultant Contract Disclosure
Attachment 10	DVBE Instructions / Forms with Attachment 10a, Actual DVBE Participation
Attachment 11	Non-Small Business Subcontractor Preference Instructions with Non-Small Business Subcontractor Preference Request (Attachment 11a) and Small Business Subcontractor/Supplier Acknowledgment (Attachment 11b).
Attachment 12	DVBE Incentive Request Instructions with DVBE Subcontractor Incentive Request (Attachment 12a) and DVBE Subcontractor/Supplier Acknowledgment (Attachment 12b).
Attachment 13	Target Area Contract Preference Act (TACPA) Request
Attachment 14	Enterprise Zone Act (EZA) Preference Request
Attachment 15	Work Plan
Attachment 16	Cost Proposal form
Attachment 17	Budget Detail Work Sheet (Year 1)

Attachment #	Attachment Name
Attachment 18	Subcontractor Budgets (Year 1)
Attachment 19	Budget Detail Work Sheet (Year 2)
Attachment 20	Subcontractor Budgets (Year 2)
Attachment 21	Budget Detail Work Sheet (Year 3)
Attachment 22	Subcontractor Budgets (Year 3)
Attachment 23	Mandatory Letter of Intent
Attachment 24	Conflict of Interest Compliance Certificate

T. Sample Contract Forms / Exhibits

Exhibit #	Exhibit Name
Exhibit A1	Standard Agreement
Exhibit A	Scope of Work
Exhibit B	Budget Detail and Payment Provisions
Exhibit C – View on-line.	General Terms and Conditions (GTC 307). View or download at this Internet site http://www.ols.dgs.ca.gov/Standard+Language/default.htm .
Exhibit D(F)	Special Terms and Conditions
Exhibit E	Additional Provisions
Exhibit F	Contractor's Release
Exhibit G	Travel Reimbursement Information
Exhibit H	Resumes
Exhibit I	HIPAA Business Associate Addendum (BAA)
Exhibit J	Information Privacy and Security Requirements

U. Program Appendices

Appendix #	Appendix Name
Appendix 1	SNAP-Ed Target Audience(s) by Designated Market Area
Appendix 2	Branding Guidelines Manual
Appendix 3	<i>Network for a Healthy California</i> FFY 2009 Projects by Region

Appendix #	Appendix Name
Appendix 4	<i>Network for a Healthy California</i> 2008-2009 Project Directory
Appendix 5	Driving and Parking Instructions

A. Purpose, Background and Description of Services

1. Purpose

The California Department of Public Health (CDPH), *Network for a Healthy California*, is soliciting proposals from firms that are able to develop and implement a comprehensive media, advertising and public relations campaign to support the larger multi-level social marketing campaign. Proposals must address all of the services described in Exhibit A entitled, "Scope of Work".

The *Network for a Healthy California* intends to make a single contract award to the most responsive and responsible firm earning the highest score. This procurement is open to all eligible firms and/or individuals that meet the qualification requirements, including commercial businesses, nonprofit organizations, State or public universities (including auxiliary organizations), and other entities.

2. Background

Network for a Healthy California (Network)

The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases.

The *Network* is a statewide social marketing initiative administered by the CDPH, Cancer Control Branch. It represents a statewide movement of local, state, and national partners collectively working toward improving the health status of low-income Californians through increased fruit and vegetable consumption to the recommended levels in the United States *Dietary Guidelines for Americans* and to promote daily physical activity to at least 30 minutes a day for adults and 60 minutes a day for children. For more information on the recommended dietary and activity guidelines as per the 2005 *Dietary Guidelines for Americans*, please visit www.mypyramid.gov.

Principal funding for the *Network* is provided through matching reimbursement funds from the United States Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program Education (SNAP-Ed), formerly known as the Food Stamp Program. This funding is dedicated to highly defined target audiences and uses a variety of state, regional, and local strategies to encourage families to make healthy food choices, to eat the recommended amount of fruits and vegetables and be physically active every day. SNAP-Ed also aims to promote full utilization of federal food assistance programs, especially food stamps, in order to achieve nutrition goals. The *Network for a Healthy California* is the largest program of its kind in the United States.

The target audience is comprised of Californians eligible for SNAP-Ed and is further defined as follows:

- Californians who are currently receiving or who are eligible to receive food stamps, qualified by household incomes $\leq 130\%$ Federal Poverty Level (FPL).

- Californians qualified by household incomes of 131% FPL to $\leq$ 185% FPL.

Collectively, this audience includes an estimated 10.1 million Californians. For advertising purposes, the *Network* has further delineated a target audience of families with school-aged children meeting the prerequisite income levels, with an emphasis on the mother. These segments align with persons using the California Food Stamp Program.

The *Network* uses direct service and targeted, large-scale approaches to organize a set of integrated, complementary interventions that work together to facilitate healthier eating and physical activity practices. The target audiences are reached directly at schools, community gatherings, retail food stores, worksites, and in service settings like food stamp offices, shelters, food banks, job training centers; and in multiple other community venues where they live, work, go to school, socialize, worship, buy food, and get physical activity. especially in the 1,700 California census tracts where over half the households have incomes $\leq$ 185% FPL. Indirect contact is made with the target through media and public relations activities.

The *Network* contracts with Local Incentive Awardees (LIAs) that represent almost 100 local agencies in a variety of different community channels, including 37 low resource school districts, 26 local health departments, 10 county offices of education, 6 public colleges and universities, 4 Indian tribal organizations, 2 city governments, 2 First Five Commissions, 2 cooperative extension agencies, as well as sister programs within the California Department of Public Health, park and recreation departments, and non-profit organizations.

Local assistance projects are supported by a statewide infrastructure of eleven *Regional Networks* (RN's) and targeted campaigns and programs to promote fruit and vegetable consumption and physical activity. These include the *Be Active! Worksite Program*, the *Retail Program*, *Harvest of the Month*, and interventions for special populations including Latinos, African Americans and children.

The eleven *Regional Networks* are designed to conduct activities in three major areas including: 1) maximizing local impact through trainings, coordination and communication support to all *Network*-funded programs; 2) mobilizing community action through regional collaboratives; and 3) implementing *Network* campaigns regionally. The RNs consolidate nutrition education efforts and address issues facing the FSNE-eligible populations to promote healthful eating and physical activity.

The *Network* contracts with the California Association of Food Banks and the Central Valley Health Network to conduct food stamp outreach through the California Food Stamp Program Access Improvement Plan.

Additionally, the *Network* supports local agencies to conduct special projects that provide ways to promote fruit and vegetable consumption, physical activity and utilization of SNAP. Nearly 50 projects are currently funded within three community-based channels: Faith-Based Community Projects, California Healthy Cities, and Local Food and Nutrition Education projects.

Those interested in applying to this RFP are strongly encouraged to review USDA's *Supplemental Nutrition Assistance Program Education (SNAP-Ed) Plan Guidance for Federal Fiscal Year 2009* to become familiar with program and advertising limitations. To view more information, please visit www.snap.nal.usda.gov. The *Network* also encourages interested parties to become knowledgeable about the *Network* regional activities led by the eleven *RNs*, regional collaboratives and local *Nutrition Network* program leads. To view further information about the *Network for a Healthy California*, please see our web site at www.networkforahealthycalifornia.net and www.championsforchange.net.

B. Time Schedule

Below is the tentative time schedule for this procurement.

Event	Date	Time (If applicable)
RFP Released	4/20/10	
Questions Due	5/6/10	4:00 p.m.
Voluntary Pre-Proposal Conference	5/27/10	9:00 a.m.
Mandatory Non-Binding Letter of Intent	6/29/10	4:00 p.m.
Proposal Due Date	7/27/10	4:00 p.m.
Cost Proposal Opening	7/28/10	10:00 a.m.
Notice of Intent to Award Posted	9/20/10	
Protest Deadline	9/27/10	5:00 p.m.

C. Contract Term

The term of the resulting agreement is expected to be 36 months and is anticipated to be effective on October 1, 2010 through September 30, 2013. The agreement term may change if CDPH makes an award earlier than expected or if CDPH cannot execute the agreement in a timely manner due to unforeseen delays. CDPH reserves the right to extend the term of the resulting agreement via an amendment as necessary to complete or continue the services. Contract extensions are subject to satisfactory performance, funding availability, and possibly approval by the Department of General Services.

The resulting contract will be of no force or effect until it is signed by both parties and approved by the Department of General Services, if required. The Contractor is hereby advised not to commence performance until all approvals have been obtained. Should performance commence before all approvals are obtained, said services may be considered to have been volunteered if all approvals have not been obtained.

D. Proposer Questions

Immediately notify CDPH if clarification is needed regarding the services sought or questions arise about the RFP and/or its accompanying materials, instructions, or requirements. Put the inquiry in writing and transmit it to CDPH as instructed below. At its discretion, CDPH reserves the right to contact an inquirer to seek clarification of any inquiry received.

Proposers that fail to report a known or suspected problem with the RFP and/or its accompanying materials or fail to seek clarification and/or correction of the RFP and/or its accompanying materials shall submit a proposal at their own risk. In addition, if awarded the contract, the successful Proposer shall not be entitled to additional compensation for any additional work caused by such problem, including any ambiguity, conflict, discrepancy, omission, or error.

If an inquiry appears to be unique to a single firm or is marked "Confidential", CDPH will mail, email, or fax a response only to the inquirer if CDPH concurs with the Proposer's claim that the inquiry is sensitive or proprietary in nature. If CDPH does not concur, the inquiry will be answered in the manner described herein and the Proposer will be so notified. Inquiries and/or responses that CDPH agrees should be held in confidence shall be held in confidence only until the Notice of Intent to Award is posted.

To the extent practical, inquiries shall remain as submitted. However, CDPH may consolidate and/or paraphrase similar or related inquiries.

1. What to include in an inquiry

- a. Inquirer's name, name of firm submitting the inquiry, mailing address, email address, area code and telephone number, and fax number.
- b. A description of the subject or issue in question or discrepancy found.
- c. RFP section, page number and other information useful in identifying the specific problem or issue in question.
- d. Remedy sought, if any.

A prospective proposer that desires clarification about specific RFP requirements and/or whose inquiry relates to sensitive issues or proprietary aspects of a proposal may submit individual inquiries that are marked "Confidential". The Inquirer must include with its inquiry an explanation as to why it believes questions marked "Confidential" are sensitive or surround a proprietary issue.

2. Question deadline

Proposers are encouraged to submit written inquiries about this RFP to CDPH no later than two (2) working days before the Pre-Proposal Conference date so answers can be prepared in advance. Notwithstanding the initial question submission deadline, CDPH will accept written or faxed inquiries received by the date and time stated for the Pre-Proposal Conference/teleconference in the section entitled, "Time Schedule." At its discretion, CDPH may contact an inquirer to seek clarification of any inquiry received.

Notwithstanding the initial question submission deadline, CDPH will accept questions or inquiries about the following issues if such inquiries are received prior to the proposal submission deadline.

- a. DVBE participation requirements and how to complete the DVBE attachments,
- b. The reporting of RFP errors or irregularities.

3. How to submit questions

Submit inquiries using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Email:
Questions RFP 10-10029 California Department of Public Health <i>Network for a Healthy California</i> Ian Tovar MS 7204 1616 Capitol Avenue, Suite 74.516 P.O. Box 997377 Sacramento, CA, and 95899-7377	Questions RFP 10-10029 California Department of Public Health <i>Network for a Healthy California</i> Ian Tovar Email: Ian.Tovar@cdph.ca.gov

Proposers submitting inquiries by email are responsible for confirming the receipt of all emailed materials by the question deadline.

Call Ian Tovar at (916) 552-9981 to confirm faxed transmissions.

4. Proposer warning

- a. CDPH's internal processing of United States (U.S.) mail may add 48 hours or more to the delivery time. If questions are mailed, consider using certified or registered mail and request a receipt upon delivery.
- b. For hand deliveries, allow sufficient time to locate parking and to sign-in at the security desk. If detained at the security desk, ask security personnel to call Barbara Ward at (916) 449-5400 to arrange for question pickup and receipt issuance by program staff.
- c. Courier service personnel must sign-in at the security station and must obtain an access key card. Couriers will then be able to access pre-determined areas. If detained at the security desk, ask security personnel to call Barbara Ward at (916) 449-5400 to collect the question envelope and to issue a receipt.

For driving and parking instructions, see Appendix 5.

5. Verbal questions

Verbal inquiries are discouraged. CDPH reserves the right not to accept or respond to verbal inquiries. **Spontaneous verbal remarks provided in response to verbal inquiries are unofficial and are not binding on CDPH unless later confirmed in writing.**

Direct all verbal requests for DVBE assistance to CDPH's Advocate at (916) 650-0228 up to the proposal deadline.

E. Data Library

A Data Library for the sole use of proposers will be established on Tuesday, April 20, 2010 through Tuesday, July 27, 2010. The Data Library will be accessible by appointment on State working days Monday through Friday from 8:00 a.m. to noon, and 1:00 p.m. to 4:00 p.m. Access to the Data Library is restricted to authorized proposers and/or their authorized representatives who have established an advance appointment through the process described below.

1. Location

CDPH will maintain the Data Library at the following location:

California Department of Public Health
Network for a Healthy California
 1616 Capitol Avenue, Suite 74.516
 Sacramento, CA 95814

For driving and parking instructions, see Appendix 5.

2. Appointments

Appointments to access the Data Library may be arranged by contacting CDPH through one of the following methods: Include the following information in the appointment request:

- a. Name of requester
- b. Title of requester
- c. Firm represented
- d. Telephone number
- e. Fax number
- f. Email address, if applicable
- g. Desired date of visit
- h. Desired time of visit

U.S. Mail, Hand Delivery or Overnight Express:	Email:
Library Appointment RFP 10-10029 California Department of Public Health <i>Network for a Healthy California</i> MS 7204 Ian Tovar 1616 Capitol Avenue, Suite 74.516 P.O. Box 997377 Sacramento, CA, 95899-7377	Library Appointment RFP 10-10029 California Department of Public Health <i>Network for a Healthy California</i> Ian Tovar Email: Ian.Tovar@cdph.ca.gov
Telephone: Contact Ian Tovar at (916) 552-9981	

3. Proposer warning

- a. CDPH's internal processing of U.S. mail may add 48 hours or more to the delivery time. If the appointment request is mailed, consider using certified or registered mail and request a receipt upon delivery.
- b. For hand deliveries, allow sufficient time to locate parking and to sign-in at the security desk. If detained at the security desk, ask security personnel to call Barbara Ward at (916) 449-5400 to arrange for appointment request pickup and receipt issuance.
- c. Courier service personnel must sign-in at the security station and must obtain an access key card. Couriers will then be able to access pre-determined areas. If detained at the security desk, ask security personnel to call Barbara Ward at (916) 449-5400 to have appropriate staff collect the appointment request and to issue a receipt.
 For driving and parking instructions, see Appendix 5.

4. Contents

The Data Library contains various documentation and information that proposers may find beneficial in the preparation of their proposal responses. Examples of Data Library materials to be included on a DVD and CD-ROM:

- a. TV Spots
- b. Radio Spots
- c. Educational Materials: brochures, posters, tool kits, press releases and various other items
- d. Current research reports
- e. *Network for a Healthy California* Bench Mark Survey (advertisement survey)
- f. Public relations materials and coverage
- g. 2009 Annual Reports to USDA for Nutrition Education and Food Stamp Outreach

Examples of Data Library materials which will be made available only as hard copies and by appointment:

- h. Proposal in response to media RFP 07-65671, contract term 2008-2010
- i. Media and public relations contractor year-end reports

Data Library materials may be periodically updated and additional documents may be added. Proposers that have requested access to the Data Library will be notified of the additions and/or changes by way of written notice.

5. Obtaining Copies of Library Materials

Proposers that wish to obtain a CD of Data Library materials may, do so by contacting Barbara Ward at (916) 449-5400.

CDPH will fulfill all requests for reproduced copies of Data Library materials as promptly as possible.

CDPH may assess a fee of \$25 for the Data Library CD, applicable fees to cover the cost of reproducing other media and mailing and delivery costs. A check made payable to the California Department of Public Health will be required before materials are mailed or released.

F. Pre-Proposal Conference

CDPH will conduct a voluntary Pre-Proposal Teleconference on the date and time stated in the section entitled, "Time Schedule." To participate in the teleconference, use a touch-tone telephone to dial 1-888-606-5949, and then enter the following access code BIDDERS CALL.

Prospective proposers that intend to submit a proposal are encouraged to participate in the voluntary Pre-Proposal Teleconference. It shall be each prospective proposer's responsibility to join the teleconference promptly at the time stated in the section entitled, "Time Schedule." CDPH reserves the right not to repeat information for participants that join the teleconference after it has begun.

If a potential prime contractor is unable to attend the voluntary Pre-Proposal Teleconference, an authorized representative of its choice may attend on its behalf. The representative may only sign-in for one potential prime contractor. Subcontractors may represent a potential prime contractor at the voluntary Pre-Proposal Teleconference.

The voluntary Pre-Proposal Teleconference is a public event or meeting and anyone can join.

The purpose of the teleconference is to:

1. Allow prospective proposers to ask questions about the services sought or RFP requirements and/or instructions.
2. Share the answers to general questions and inquiries received before and during the teleconference.

Spontaneous verbal remarks provided in response to questions/inquiries are unofficial and are not binding on CDPH unless later confirmed in writing.

Carefully review this RFP before the teleconference date to become familiar with the qualification requirements, scope of work and proposal content requirements. Teleconference attendees are encouraged to have their copy of this RFP available for viewing during the teleconference.

Refer to the RFP section D. entitled, "Proposer Questions" for instructions on how to submit written questions and inquiries before the teleconference date.

If CDPH is unable to respond to all inquiries received before and/or during the teleconference, CDPH will provide written answers shortly thereafter. CDPH reserves the right to determine which inquiries will be answered during the teleconference and which will be answered later in writing.

After the teleconference, CDPH will summarize all general questions and issues raised before and during the teleconference and mail, email, or fax the summary and responses to all persons who received this RFP and to those who attended/participated in the teleconference. If an inquiry appears to be unique to a single firm or is marked "Confidential", CDPH will mail, email, or fax a response only to the inquirer if CDPH concurs with the inquirer's claim that the inquiry is sensitive or proprietary in nature. If CDPH does not concur, the inquiry will be answered in the manner described herein and the inquirer will be so notified. Inquiries and/or responses that CDPH agrees should be held in confidence shall be held in confidence only until the Notice of Intent to Award is posted.

To the extent practical, inquiries shall remain as submitted. However, CDPH may consolidate and/or paraphrase similar or related inquiries.

Teleconference attendees are responsible for their costs to attend/participate in the teleconference. Those costs cannot be charged to CDPH or included in any cost element of a Proposer's price offering.

G. Reasonable Accommodations

For individuals with disabilities, CDPH will provide assistive services such as sign-language interpretation, real-time captioning, note takers, reading or writing assistance, and conversion of Pre-Proposal Teleconference handouts, RFP, questions/answers, RFP Addenda, applicable library materials, or other Administrative Notices into Braille, large print, audiocassette, or computer disk. To request such services or copies in an alternate format, please call the number below no later than May 6, 2010 to arrange for reasonable accommodations.

Ian Tovar
 Network for a Healthy California
 Program telephone number (916) 552-9981
 (TTY) California Relay telephone number 711-1-800-735-2929

NOTE: The range of assistive services available may be limited if requests are received less than ten State working days prior to the conference date or requestors cannot allow ten or more State working days prior to date the alternate format material is needed.

H. Mandatory Non-Binding Letter of Intent

1. General information

Prospective proposers that intend to submit a proposal are **required** to indicate their intention to submit a proposal. Failure to submit the mandatory Letter of Intent will result in proposal rejection. The mandatory Letter of Intent is not binding and prospective proposers are not required to submit a proposal merely because a Letter of Intent is submitted. **Use the Letter of Intent (Attachment 23) for this purpose.**

2. Submitting the Letter of Intent

Regardless of delivery method, the mandatory Letter of Intent must be received by the date and time stated in the section entitled, "Time Schedule."

Submit the Letter of Intent using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Email:
Letter of Intent RFP 10-10029 California Department of Public Health <i>Network for a Healthy California</i> MS 7204 Ian Tovar 1616 Capitol Avenue, Suite 74.516 P.O. Box 997377 Sacramento, CA 95899-7377	Letter of Intent RFP 10-10029 California Department of Public Health Network for a Healthy California Ian Tovar Email: Ian.Tovar@cdph.ca.gov Fax: (916) 449-5414

Proposers transmitting a Letter of Intent by email are responsible for confirming the receipt of the faxed Letter of Intent by the stated deadline.

Call Ian Tovar at (916) 552-9981 to confirm faxed transmissions.

3. Proposer warning

- a. CDPH's internal processing of U.S. mail may add 48 hours or more to the delivery time. If the Letter of Intent is mailed, consider using certified or registered mail and request a receipt upon delivery.
- b. For hand deliveries, allow sufficient time to locate parking and to sign-in at the security desk. If detained at the security desk, ask security personnel to call Barbara Ward at (916) 449-5400 to arrange for Letter of Intent pickup and receipt issuance.
- c. Courier service personnel must sign-in at the security station and must obtain an access key card. Couriers will then be able to access pre-determined areas. If detained at the

security desk, ask security personnel to call Barbara Ward at (916) 449-5400 to have appropriate staff collect the Letter of Intent request and to issue a receipt.

For driving and parking instructions, see Appendix 5.

I. Scope of Work

See Exhibit A entitled, "Scope of Work" that is included in the Sample Contract Forms and Exhibits section of this RFP. Exhibit A contains a detailed description of the services and work to be performed as a result of this procurement.

J. Qualification Requirements

Failure to meet the following requirements by the proposal submission deadline will be grounds for CDPH to deem a proposer nonresponsive. Evaluators may choose not to thoroughly review or score proposals that fail to meet these requirements. In submitting a proposal, each proposer must certify and prove that it possesses the following qualification requirements.

1. At least three consecutive years of experience of the type(s) listed below. All experience must have occurred within the past five years. It is possible to attain the experience types listed below during the same time period. Proposers must have experience:
 - a. A current fully-functioning California-based office to service this account, have been conducting business in California as a marketing agency for at least three years, and for each of the last three years and have annual gross billings of at least \$7.0 million.
 - b. Experience with diverse governmental, non-profit or business organizations, public schools, food industry groups, agricultural organizations and/or community-based coalitions, particularly carrying out multi-level social marketing campaigns with community interventions using a variety of channels and developing relevant collateral materials including: innovative consumer or media incentives, print materials, electronic Public Service Announcements (PSA), paid advertisements, merchandising, and other media materials, such as distinctive press kits with backgrounders, fact sheets, graphics, and photography/art.
 - c. Experience establishing, implementing and evaluating large-scale, moderate budget, and complex social marketing projects aimed at modifying lifestyle practices of the general public or of targeted subgroups.
 - 1) **Large-scale** is defined as a statewide population segment of at least one million persons, or regional media markets where contracts are set up to encompass multiple media markets or the entire state.
 - 2) **Moderate budget** is defined as having conducted a statewide program with a total annual budget of at least \$3,000,000.
 - 3) **Complex** is defined as including multiple channels and using multiple collateral materials to reach multiple target populations, particularly those who are low-income and under-served. Experience with languages in addition to English and Spanish such as Hmong, Cantonese, Mandarin, Vietnamese and Korean is desirable. Examples of channels are: units of state and local government; schools and school districts; food and physical activity; businesses, restaurants, supermarkets, and other food outlets; non-profit service organizations like community youth organizations, and community- based coalitions.
 - d. Working with low-income populations with diverse ethnic and cultural backgrounds, and children/youth.

2. Proposers must certify they have read and are willing to comply with all proposed terms and conditions addressed in the RFP section entitled, "Contract Terms and Conditions", including the terms appearing in the referenced contract exhibits.
3. Corporations must certify they are in good standing and qualified to conduct business in California.
4. Non-profit organizations must certify their eligibility to claim nonprofit status.
5. Proposers must have a past record of sound business integrity and a history of being responsive to past contractual obligations.
6. Proposers must certify they are financially stable and solvent and have adequate cash reserves to meet all financial obligations while awaiting reimbursement from the State.
 - a. The proposer must submit evidence of adequate financial reserves or a Letter of Commitment from Creditor (lender) recognizing that initial payment may be delayed for approximately four (4) months. The proposer must have adequate financial resources to cover approximately four (4) months of delayed payments, (which could total more than \$4 million) particularly during the initial start-up period. The proposer must include a letter of commitment from a creditor (lender) only if borrowing will provide any or all of the monies necessary to meet initial expenses.
7. Proposers must certify their proposal response is not in violation of the requirements of the Darfur Contracting Act of 2008, Public Contract Code (PCC) Sections 10475, et seq.; Stats. 2008, Ch 272.
8. Proposers must certify their proposal response is not in violation of PCC Section 10365.5 and, if applicable, must identify previous consultant services contracts that are related in any manner to the services, goods, or supplies being acquired in this solicitation. Detailed requirements are outlined in **Attachment 9**.
9. Proposers must achieve actual Disabled Veteran Business Enterprise (DVBE) participation. Detailed requirements are outlined in **Attachment 10** (DVBE Instructions/Forms). This requirement applies if the total cost or price offered equals \$10,000 or more.
10. The winning Proposer must supply, before contract execution, proof of liability insurance that meets the requirements of Exhibit E, Provision 8.
11. Proposers must agree to contain their indirect costs at a percentage rate not to exceed 26% of modified direct costs (total direct costs less rent and subcontracts).
12. Proposers must certify and submit proof that no prohibited conflict of interest exists.

K. Proposal Format and Content Requirements

1. General instructions

- a. Each firm or individual may submit only one proposal.

For the purposes of this paragraph, "firm" includes a parent corporation of a firm and any other subsidiary of that parent corporation. If a firm or individual submits more than one proposal, CDPH will reject all proposals submitted by that firm or individual.

A firm or individual proposing to act as a prime contractor may be named as a subcontractor in another Proposer's proposal. Similarly, more than one proposer may use the same subcontractors and/or independent consultants.

- b. Develop proposals by following all RFP instructions and/or clarifications issued by CDPH in the form of question and answer notices, clarification notices, Administrative Bulletins or RFP addenda.
- c. Before submitting a proposal, seek timely written clarification of any requirements or instructions that are believed to be vague, unclear or that are not fully understood.
- d. In preparing a proposal response, all narrative portions should be straightforward, detailed and precise. CDPH will determine the responsiveness of a proposal by its quality, not its volume, packaging or colored displays.
- e. Arrange for the timely delivery of the proposal package(s) to the address specified in this RFP. Do not delay until shortly before the deadline to submit the proposal.

2. Format requirements

- a. Submit one (1) original proposal and nine (9) copies or sets and (1) electronic copy on a CD-ROM (excluding work samples).
 - 1) Write "**Original**" on the original proposal set. The original copy is the official copy of the proposal.
 - 2) Each proposal set must be complete with a copy of all required attachments and documentation.
- b. Format the narrative portions of the proposal as follows:
 - 1) Use one-inch margins at the top, bottom, and both sides.
 - 2) Use a font size of not less than 11 points.
 - 3) Print pages single-sided on white bond paper.
 - 4) Sequentially paginate the pages in each section. It is not necessary to paginate items in the Forms Section or Appendix Section.
- c. Bind each proposal set in a way that enables easy page removal. Loose leaf or three-ring binders are acceptable.
- d. All RFP attachments that require a signature must be signed in ink, preferably in a color other than black.
 - 1) Have a person who is authorized to bind the proposing firm sign each RFP attachment that requires a signature. Signature stamps are not acceptable.
 - 2) Place the originally signed attachments in the proposal set marked "Original".
 - 3) The RFP attachments and other documentation placed in the extra proposal sets may reflect photocopied signatures.

- e. Do not mark any portion of the proposal response, any RFP attachment, or other item of required documentation as “Confidential” or “Proprietary”. CDPH will disregard any language purporting to render all or portions of a proposal confidential.

3. Content requirements

This section specifies the order and content of each proposal. Assemble the materials in each proposal set in the following order:

- a. Proposal Cover Page

A person authorized to bind the Proposer must sign the Proposal Cover Page (**Attachment 1**). If the proposer is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the Proposal Cover Page.

- b. Table of Contents

Properly identify each section and the contents therein. Paginate all items in each section with the exception of those items placed in the Forms Section and Appendix Section.

- c. Executive Summary Section

This section must not exceed four (4) pages in length. Evaluators may not review or evaluate excess pages.

In preparing the Executive Summary, do not simply restate or paraphrase information in this RFP. Describe or demonstrate, in the Proposer’s own words, the following information.

- 1) An understanding of CDPH’s needs and the importance of this project.
- 2) The tangible results that are expected to be achieved.
- 3) A sincere commitment to perform the scope of work in an efficient and timely manner.
- 4) How this project will be effectively integrated into the proposing firm’s current obligations and existing workload.
- 5) Why the proposing firm should be chosen to undertake this work at this time.

- d. Agency Capability Section

- 1) Include a brief history of the proposing firm, including:
 - a) Date of establishment. If applicable, explain any changes in business history (i.e., name change, ownership, partnership arrangements, etc.) or organizational structure that will assist CDPH in determining the qualifications of the proposing firm.
 - b) A description of the proposing firm’s goals that are relevant, closely related, or will complement this project.
- 2) Describe experience that qualifies the proposing firm to undertake this project. At a minimum, demonstrate the proposing firm possesses three consecutive years of

experience of the types listed in this section. All experience must have occurred within the past five years. It is possible to attain the experience types listed below during the same time period. Proposers must have experience:

- a) Working with diverse governmental or private agencies, food industry groups, agricultural organizations and/or community-based coalitions, particularly carrying out multi-level social marketing campaigns with community interventions using a variety of channels and developing materials including: paid advertising, graphically enhanced print and merchandising materials, collateral materials, and media materials, such as distinctive press kits.
 - b) Establishing, implementing and evaluating large-scale, moderate budget, complex public health, social marketing or community-based media and public relations projects aimed at modifying lifestyle practices of the general public or of targeted subgroups. Describe any innovations that were initiated and the results. Explain success of specific outcomes achieved as a result of the project
 - c) Working with low-income populations, low-income populations with diverse ethnic backgrounds, children/youth, low-resource communities, and intermediary agencies that serve these consumer segments.
 - d) Implementing projects similar to this SOW within 45 days of contract execution.
- 3) Briefly, describe the accounts or work projects begun and/or completed in the past three years that involved services similar in nature or closely related to the Scope of Work in this RFP. For each account or project listed, include the following information:
- a) Name of agency or firm for whom services were performed,
 - b) Duration or length of the project,
 - c) Total cost or value of the project,
 - d) Indicate if the account or project is “active/open” or “closed/settled”,
 - e) Describe briefly the type and nature of the services performed.
- 4) Briefly describe any experience that demonstrates the proposing firm's ability to establish and maintain effective working relationships with government entities, local or community-based organizations, and private nonprofit organizations.
- 5) Identify three client references that the proposing firm has serviced in the past five years that can confirm their satisfaction with the services and confirm if the proposing firm provided timely and effective services or deliverables. Use the Client References form (**Attachment 4**) for this purpose. **Place the completed Client References form in the Forms Section of the proposal.**
- 6) Conflict of interest, refer to Appendix 1, Section 8.
- e. Work Plan Section
- 1) Overview
 - a) CDPH is interested in proposals that provide well-organized, comprehensive, and technically sound business solutions. Vague explanations will undermine the proposing firm's credibility and will result in reduced proposal scores.

- b) The Work Plan must include an in-depth discussion and description of the methods, approaches, and step-by-step actions that will be carried out to fulfill all Scope of Work requirements.
 - c) If the nature of a task or function hinders specific delineation of in-depth methods and procedures (e.g., a task is dependent upon a future action or multiple approaches may be used), explain the probable methods, approaches, or procedures that will be used to accomplish the task or function. Also, describe, in this instance, how the proposing firm will propose the ultimate strategies and detailed plans to CDPH for full consideration and approval before proceeding to carry out the project.
- 2) Rejection of tasks, activities or functions
- a) If full funding does not become available, is reduced, or CDPH determines that it does not need all of the services described in this RFP; CDPH reserves the right to offer an amended contract for reduced services.
 - b) If the Work Plan contains proposed methods or approaches; functions, tasks, or activities known by CDPH to be ineffective or determined to be unacceptable, CDPH reserves the right to require the substitution of comparable items that can be performed at the same or similar cost.
- 3) Work Plan content

Complete Work Plan (**Attachment 15**).

- a) The Work Plan must include projected performance time lines and a detailed description of the step-by-step actions, methods, and approaches used to fulfill all Scope of Work requirements.
- b) Complete Work Plan Form (Attachment 15). See Exhibit A for minimum activities expected during the course of the three-year contract. Proposers are restricted to a 250-page limit.
- c) Briefly, explain or describe the overall approach and/or methods that will be used to accomplish the scope of work.
- d) Explain why the particular approaches and methods that are proposed were chosen (e.g., proven success or past effectiveness, etc.).
- e) If applicable, explain what is unique, creative, or innovative about the proposed approaches and/or methods.
- f) If any major complications or delays are envisioned at any stage of performance, describe those complications or delays and include a proposed strategy for overcoming those issues. Likewise, indicate if no major complications or delays are anticipated.
- g) If, for any reason, the Work Plan does not wholly address each SOW requirement, fully explain each omission. Likewise, indicate if the Work Plan contains no omissions.
- h) Indicate the assumptions made in developing the Work Plan in response to CDPH's Scope of Work. For each assumption listed, explain the reasoning or

rationale that led to each assumption. Likewise, indicate if no assumptions were made.

- i) If applicable, identify any additional Contractor and/or State responsibilities that were included in the Work Plan that are believed to be necessary to ensure successful performance, but were omitted from CDPH's SOW. Likewise, indicate if no additional Contractor and/or State responsibilities, outside of those identified in CDPH's SOW were included in the Work Plan.
- j) Identify the specific tasks/activities and functions that will be performed in the order they are likely to occur. Include the following in-depth information for each task/activity or function in the work plan:
 - i. Indicate who will have primary responsibility for performing each major task/activity or function. If known, identify the name and position title of all key personnel, subcontractors, and/or consultants that will perform the work.

If the responsible party is unknown or not yet identified, identify a staff position title or project name/title and indicate "TBD" which is the abbreviation for "to be determined".

- ii. Include a performance time line for each major task/activity or function. Indicate the approximate beginning and ending month and year. If a task/activity or function will only occur in one fiscal period or year, indicate the beginning and ending month and year.

If desirable, in addition to start and end dates, proposers may use other terms such as start-up, on-going, continuous, take-over, turn-over, etc. to describe the performance time line. In doing so, proposers must define the meaning of each unique term that is used.

- iii. Explain/describe how the proposer intends to measure or prove successful completion of each major task, function, or activity.

If applicable, identify the key events or outcomes that will signify completion or identify tangible items (deliverables) that will result at the conclusion of the various tasks/activities or functions.

f) Transition Plan

Describe an initial overall plan and/or approach for coordinating the take-over of existing activities from the current contractor. Address any foreseeable transition complications and potential methods for dealing with or resolving transition complications to minimize the disruption of existing services. Proposers must submit a finalized take-over plan to the State for approval within 45 days after the contract start date.

f. Management Plan Section

- 1) Describe how the proposing firm will effectively coordinate, manage, and monitor the efforts of the assigned staff, including subcontractors and/or consultants, if any, to ensure that all tasks, activities, and functions are completed effectively and in a timely manner.

- 2) Describe the fiscal accounting processes and budgetary controls that will be employed to ensure the responsible use and management of contract funds and accurate invoicing. Include at a minimum, a brief description of all of the following:
 - a) How the costs incurred under this project will be appropriately accounted for and only applicable project expenses will be billed to CDPH (e.g., use of unique account/project codes, etc.).
 - b) The proposing firm's fiscal reporting and monitoring capabilities (e.g., spread sheets, automated fiscal reports, quality controls, checks and balances, etc.) to ensure contract funds are managed responsibly.
 - c) Proposed billing or invoicing frequency (not more frequently than once per month). Electronic billing is not possible.
 - d) Identify the documentation that will be retained on file or submitted to CDPH upon request to prove, support, and/or substantiate the expenses that are invoiced to CDPH.
- 3) Include an organization chart. Instructions are explained in Appendix 1 Section. **Place the organization chart in the Appendix Section of the proposal.**
- 4) Include financial statements. Instructions are explained in the Appendix Section. **Place the financial statement in the Appendix Section of the proposal.**

g. Project Personnel Section

This section must not exceed five (5) pages in length (excluding duty statements).
Evaluators will not review or evaluate excess pages.

- 1) In this section, describe the proposed staffing plan. In the staffing plan, include at a minimum:
 - a) Position titles for all proposed employees (persons on the proposing firm's payroll).
 - b) Number of personnel in each position.
 - c) By position, indicate the full time equivalent (FTE) or percentage of staff time devoted to this project (e.g., full time = 1.0, 1/2 time = .50, 3/4 time = .75, 1/4 time = .25, projected number of hours, if hourly, etc.).
 - d) Monthly salary rate or wage range for each position title. It is the Proposer's responsibility to project annual merit increases and/or cost of living increases into each wage rate.

Note: Salary rates paid to contract staff should not normally exceed the rates paid to State personnel holding comparable classifications or performing duties with a comparable level of responsibility. CDPH reserves the right to require substantiation of any proposed cost of living percentage/rate increase that exceeds those anticipated to be granted to California state civil service employees during the resulting contract term. CDPH further reserves the right to negotiate a lower cost of living percentage increase/amount if CDPH determines the proposed cost of living percentage/rate increase is less than fully justified or is excessive.

- e) Include a job description or duty statement for each position title or classification that will perform work under this project. The job descriptions must indicate the typical tasks and responsibilities that will be assigned to the position and may include desired or required education and experience. **Place all job descriptions or duty statements at the end of the Project Personnel Section.**
 - f) Identify by name and/or position title, each key staff person that will have primary responsibility for managing, directing, overseeing and/or coordinating the work of assigned staff, subcontractors and/or independent consultants and who will maintain effective communications with CDPH (i.e., Project or Program Manager, Project or Program Director, Contract Manager, etc.).
 - i. Briefly, describe each person's expertise, capabilities, and credentials.
 - ii. Emphasize any relevant past experience in directing, overseeing, coordinating, or managing other government projects.
 - g) Include a one to two (1-2) page resume for each key staff person (professional, managerial or supervisory) that will exercise a major administrative, policy, or consulting role in carrying out the project work. **Place staff resumes in the Appendix Section.** To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, sex, birth date, age, etc.
- 2) Briefly, describe the administrative policies or procedures will be used to ensure that the proposing firm will recruit and select well-qualified, competent, and experienced in-house staff, subcontractors and/or independent consultants.
- a) If employee recruitment/selection policies or procedures are present in an operations manual, Proposers may cite excerpts from such manuals. Do not simply indicate that such policies exist and do not attach copies of any policies or manuals to the proposal. If deemed necessary, CDPH may request copies of the Proposer's existing manuals or policies.
- 3) Briefly, describe the processes or procedures that will be used to ensure that vacancies are filled expeditiously and that services are continued despite the presence of vacancies.
- 4) If subcontractors (including independent consultants) will be used to perform contract services, proposers must do the following at the time of proposal submission:
- a) Indicate if the Proposer has pre-identified any firms/persons to perform the work or if the Proposer will recruit them later.
 - i. For each pre-identified subcontractor and independent consultant include:
 - A. Full legal name.
 - B. A job description or duty statement that outlines the duties and functional responsibilities that will be assigned to the subcontracted firm or independent consultant.
 - C. A brief explanation as to why the subcontracted firm or independent consultant was chosen. Stress things such as applicable skills,

knowledge, capabilities, past experience or accomplishments, availability, reasonableness of rates, notoriety in a field or specialty, etc.

- D. A one to two (1-2) page resume for each pre-identified subcontractor and independent consultant. **Place all subcontractor and/or consultant resumes in the Appendix Section.** To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, sex, birth date, age, etc.
- E. A letter of agreement, signed by an official representative of each subcontracted firm or independent consultant. **Place all subcontractor and/or consultant letters of agreement in the Appendix Section.**

Specific subcontractor and/or independent consultant relationships proposed in response to this RFP (i.e., identification of pre-identified subcontractors and independent consultants) shall not be changed during the procurement process or prior to contract execution. The pre-identification of a subcontractor or independent consultant does not affect CDPH's right to approve personnel or staffing selections or changes made after the contract award.

- ii. For subcontractors and/or independent consultants that cannot be identified when the proposal is submitted to CDPH or are to be determined (TBD) after the contract is executed, include:
 - A. An identification of the functions, activities, and responsibilities that will be assigned to each subcontractor and/or independent consultant.
 - B. A description of the process that will be used to obtain CDPH approval of each subcontractor and/or independent consultant selection along with approval of their budgeted costs and assigned responsibilities.

h. Facilities and Resources Section

This section must not exceed two (2) pages in length. Evaluators may not review or evaluate excess pages.

Describe the following as it relates to the Proposer's capacity to perform the scope of work:

- 1) Current office facilities at the Proposer's disposal including number of offices owned or leased, square footage, number of staff housed and physical location or address.
- 2) Current support services and office equipment capabilities immediately available and/or accessible for use in carrying out the proposed scope of work. Include such things as, but not limited to:
 - a) A description of the range and/or type of support services available and number of staff.
 - b) Messenger, delivery, shipping, distribution, or transport capabilities.
 - c) Teleconferencing or telecommunications capabilities.

- d) Printing/reproduction or photocopying capabilities.
 - e) Computer hardware and system capabilities (i.e., number, type, size, age, capacity and speed of personal computers or work stations and servers; Local Area Network capabilities, Wide Area Network capabilities; data transfer capabilities (disk or tape), data storage capacity, video/graphics capabilities, etc.).
 - f) Software applications in use (word processing applications, spread sheet applications, data base applications, graphics development applications, Web page design applications, unique or other specialized software applications, etc.).
 - g) Other support functions or capabilities that can be accessed and/or utilized.
- 3) Identify any facilities, support services, or equipment that the Proposer must purchase, rent, or lease on a long or short-term basis to perform the services described in this RFP.

i. Creative Marketing Samples Section

Provide two (2) copies and one (1) original of each sample.

The following creative samples must all have been produced by the office(s) that will service this account. Samples must have been produced within the last two (2) years.

- 1) Submit a minimum of three (3) television advertisements and three (3) radio advertisements. One television and one radio advertisement should be ethnic specific. All advertisements should be combined onto one DVD.
- 2) Submit a minimum of three (3) samples of comprehensive press kits including a media advisory, news release, supporting materials and wrap-up report.
- 3) Submit a minimum of two (2) samples of press event minute-by-minute overviews with accompanying speaking points.
- 4) Submit a minimum of four (4) samples of collateral material such as brochures, direct mail pieces, promotional items/materials, and education resource / tool kits.

For each of the above, list the marketing objective and strategies, the target audience, the creative strategy, total cost, the creative team/names of persons who worked on the project, qualitative and/or quantitative results including program impact/benefit and/or community action or policy change.

j. Audience Diversity Section

This section must not exceed five (5) pages in length. Evaluators may not review or evaluate excess pages.

Describe expertise and experience in marketing to low-income consumers and ethnic populations including African American, Latino and Asian-language dominant speakers (Hmong, Cantonese, Mandarin, Vietnamese, Korean). Also describe expertise in marketing to children ages 6 to 18, and the specific products/services involved with this expertise.

Provide a case history of one (1) campaign that demonstrates the proposer's ability to address one or more of the target populations of this proposal.

- 1) What steps did you take to define and characterize the target audience and shape the communications plan?
- 2) Describe how the audience diversity was addressed in the strategy and message(s), and how the marketing mix (advertising, public relations, promotions, etc.) was selected.
- 3) What measures were used to evaluate the campaign's effectiveness with the audience, and for the client?
- 4) How was the project managed? Describe how staff, including subcontractors, were brought into the project and how the client relationship worked.

k. Cost Section

1) Basic content

The Cost Section will consist of the following documents:

- a) Cost Proposal form (**Attachment 16**).
- b) Budget Detail Work Sheet(s) (**Attachment 17, 19, and 21**) for each budget period.
- c) Subcontractor Budgets (**Attachment 18, 20, and 22**) for any budget period.
- d) Required cost justification and documentation described later in this section.

2) General instructions

- a) All cost forms (Cost Proposal form and Budget Detail Work Sheets) and Subcontractor Budgets must be typewritten or completed in ink. Errors, if any, should be crossed out and corrections should be printed in ink or typewritten adjacent to the error. The person who signs the Cost Proposal should initial all corrections preferably in blue ink.
- b) On the Cost Proposal form, indicate the annual cost for each full or partial budget period and include a total cost.
- c) When completing the cost forms, include all estimated costs to perform the services for the entire term, including applicable annual rate adjustments attributable to merit increases, profit margins, and inflation or cost of living adjustments.

3) Required Budget Detail Work Sheets

- a) Include with the Cost Proposal form (**Attachment 16**), a Budget Detail Work Sheet (**Attachment 17, 19, and 21**) and Subcontractor Budgets (**Attachment 18, 20, and 22**) for each state fiscal year or budget period.

- b) On each Budget Detail Work Sheet, provide specific cost breakdowns for the budget line items identified in this section.
- c) All unit rates/costs, if any (i.e., square footage, salary rates/ranges, hourly rates, etc.), must be multiplied out and totaled for each budget period.
- d) Please report costs using whole dollars only. Round fractional dollar amounts or cents to the nearest whole dollar amount.
- e) When completing the Budget Detail Work Sheet(s) and Subcontractor Budgets, Proposers may create like images or computerized reproductions of the Budget Detail Work Sheets and Subcontractor Budgets included in this RFP. Use as many pages as are necessary to display the detailed budgeted costs. The Budget Detail Work Sheet attachments included in this RFP are not intended to dictate the specific costs that are to be reported, but are intended to show the required format for reporting proposed budget detail.
- f) Identify the projected detailed expenses for each line item identified below by following the instructions herein.

i. Personnel costs

- A. Identify each funded position title or classification.
- B. Indicate the number of personnel in each position/classification.
- C. Indicate the full time equivalent (FTE) or annual percentage of time/effort for each position (i.e., full time = 1.0, 1/2 time = .50, 3/4 time = .75, 1/4 time = .25, number of hours, if hourly, etc.).
- D. Identify the monthly salary rate or range for each position/classification. Include paid leave benefits such as sick leave, vacation, annual leave, holiday pay, etc. in the salary rates or ranges.
- E. Project an annual total for each position/classification.
- F. If applicable, enter \$0 if no personnel costs will be incurred.
- G. Enter the grand total for salary/wage expenses.

ii. Fringe Benefits

Include fringe benefit expenses including, but not limited to, costs for worker's compensation insurance; unemployment insurance, health, dental, vision and/or life insurance; disability insurance; pension plan/retirement benefits; etc.

- A. Display fringe benefit costs as a percentage rate of the total personnel costs.
- B. If applicable, enter \$0 if no fringe benefit costs will be incurred.

iii. Operating Expenses (also referred to as General expenses)

Identify all direct project costs. Direct project costs may include but are not limited to the following expense items:

- A. Facility rental (i.e., office space, storage facilities, etc.). Include the amount of square footage and the rate per square foot.
- B. Consumable office supplies.

- C. Minor equipment purchases (i.e., items with a unit cost of less than \$5,000 and a useful life of one year or more).
- D. Telecommunications (i.e., telephone or cellular telephones, fax, Internet service provider fees, etc.).
- E. Reproduction/printing/duplication.
- F. Postage or messenger/delivery service costs.
- G. Equipment/furniture rental/lease and maintenance.
- H. Software (including license fees, upgrade/maintenance fees, etc.).
- I. If applicable, enter \$0 if no operating expenses will be incurred.

iv. Equipment Expenses

- A. CDPH will not reimburse equipment purchases under the resulting contract.
- B. CDPH primarily classifies equipment as Major Equipment, Minor Equipment, and Miscellaneous Property. Major Equipment is defined as a tangible or intangible item with a base unit cost of \$5,000 or more and a life expectancy of one year or more that is purchased or reimbursed with agreement funds. Major equipment expenses, when allowed, is budgeted in this expense line item. Minor Equipment is defined as a tangible item with a base unit cost of less than \$5,000 and a life expectancy of one year or more and is on CDPH's Minor Equipment List and that is purchased or reimbursed with agreement funds. Minor equipment expenses, when allowed, are budgeted as an operating expense
- C. Enter \$0 in this line item.

v. Subcontract Expenses

- A. Specify a total cost for all subcontracted services (including those performed by independent consultants). Subcontractors include any persons/firms performing contract services that are not on the Proposer's payroll.
- B. If a proposer intends to use subcontractors (including independent consultants), provide the information below depending on whether subcontractors are known/pre-identified or have yet to be determined.
 - 1. For **known/pre-identified** subcontractors or independent consultants, identify each subcontractor/consultant by name and include a separate expense breakdown for each of the subcontractor's costs for personnel expenses including fringe benefits, operating or general expenses, travel, subcontracts, and indirect costs. **Use Attachments 18, 20, and 22 if more than two subcontracts are anticipated.**
 - 2. For **unknown/unidentified** subcontractors or independent consultant, list a title for each subcontracted activity/function and indicate a total projected cost for each activity/function to be out sourced.
- C. If applicable, enter \$0 if no subcontract expenses will be incurred.

vi. Travel Expenses

- A. Indicate the total cost for travel and per diem. Include costs for expenses such as airfare, mileage reimbursement, parking, toll bridge fees, taxicab fares, overnight lodging and meal expenses, etc.

B. If applicable, enter \$0 if no travel expenses will be incurred.

vii. Other Costs

- A. Indicate here those direct project expenses that do not clearly fit into the other budget line items. Such costs may include, but are not limited to training/conference registration fees, publication production costs, costs for educational material development or other items unique to performance. If deemed necessary, identify the type of costs that Proposers are to list under "Other costs".
- B. Itemize each expense item and its cost.
- C. If any service, product or deliverable will be provided on a fixed price or lump sum basis, name the items and/or deliverable and indicate "fixed price" or "lump sum" next to the item along with the price or fee.
- D. If applicable, enter \$0 if no other costs will be incurred.

viii. Indirect Costs

- A. Express the indirect costs as a percentage rate. Proposers must contain indirect costs at a rate no greater than 26% of total modified direct costs (total direct costs less subcontractors). CDPH will deem a proposal non-responsive if a proposer offers an indirect cost rate that exceeds this limit.

ix. Total Costs

Enter a total annual cost for the stated fiscal year or budget period. Make sure all itemized costs equal this figure when added together.

4) Required cost justification/documentation

In the Cost Section of the proposal, include the following facts and information to explain the reasonableness and/or necessity of the proposed budgeted costs.

- a) Discuss how the number of project-funded staff, their proposed duties, and time commitments are sufficient to achieve the proposed services and activities.
- b) Include wage and/or salary justifications, including but not limited to:
 - i. How salary rates or ranges were determined.
 - ii. Explain any cost of living, merit or other salary adjustments that are included in the personnel line item. Explain how the amount of each adjustment was determined and explain the frequency or interval at which the adjustment is to be granted. **This only applies if the personnel expense line item includes merit increases, cost of living, or other salary adjustments.**

In light of the State's fiscal uncertainties, CDPH reserves the right to negotiate a lower cost of living percentage increase/amount or withhold approval of any projected cost of living increase in any contract budget year if the Proposer's projected increase exceeds the cost of living adjustment granted to civil service employees during the same fiscal period.

- c) Fringe benefit explanation. **This requirement only applies if fringe benefit expenses are budgeted.**

- i. Identify and/or explain the expenses that make up fringe benefit costs. Typical fringe benefit costs can include worker's compensation insurance; unemployment insurance, health, dental, vision and/or life insurance; pension plan/retirement benefits; etc.
 - ii. If applicable, identify any positions that do not earn fringe benefits and/or that receive different benefit levels.
- d) Subcontractor/independent consultant use and fees/rates and costs. **This requirement only applies if subcontractor (including independent consultant) costs are budgeted.**
- i. Discuss the necessity of using each subcontractor and/or independent consultant. Explain what contributions their services and expertise will add to the funded project.
 - ii. Provide a justification for the fees/wages budgeted for **known/pre-identified** subcontractors (including independent consultants). Include information, such as, but not limited to, the subcontractor's or consultant's current pay rate, past wage/salary/fee history, standard industry rates paid for comparable/similar services. If applicable, explain other factors used to determine the proposed pay levels such as notoriety in a specific field, possession of expert credentials, etc. that explain the reasonableness of the proposed costs/fees or wage rates.
 - iii. For **unknown/unidentified** subcontractors (including consultants), explain how the budgeted amount for each proposed subcontracted activity or function was determined.
- e) Travel expense justification/explanation. **This requirement only applies if travel expenses are budgeted.**
- i. If proposed travel expenses equal \$50,000 or more in any budget period, itemize all major travel and per diem expenses. At a minimum, include an estimated number of trips, to and from destinations, length of travel per trip (i.e., number of days and nights), number of travelers, and mode of transportation.
 - ii. **Note:** Travel reimbursement generally may not exceed the current rates paid to nonrepresented State employees.

Expenses exceeding current State rates must be explained and justified and are subject to prior CDPH approval. Request a copy of the State employee travel reimbursement rates if CDPH failed to attach the rates to the RFP (e.g., the Travel Reimbursement Information exhibit).

State employees receive discounted lodging rates in many areas. In justifying per diem costs, indicate if the Proposer does not have access to the same discounted rates offered to State employees.
 - iii. If travel expenses are less than \$50,000 in any budget period, briefly explain how the proposed travel costs were determined.
- f) Other costs explanation. **This requirement only applies if "Other costs" are budgeted.**

- i. Itemize each expense item making up the “Other Costs” line item.
 - ii. Explain why each expense item is necessary. Also, explain how the amount of each expense was determined.
 - iii. If any services or deliverables are offered on a fixed price or lump sum basis, explain how the price or cost was determined.
- g) Include, at the Proposer’s option, any other information that will assist CDPH to understand how the proposed costs were determined and why the proposed costs are reasonable, justified, and/or competitive. Unless discussed elsewhere within this section, explain any unusually high or disproportionate cost elements appearing in any budget line item.

I. Appendix Section

Place the following documentation in the Appendix Section of the proposal in the order shown below.

1) **Proof of Corporate status**

If the Proposer is a Corporation, submit **either** a copy of the proposing firm’s most current Certificate of Status issued by State of California, Office of the Secretary of State **or** submit a downloaded copy of the proposing firm’s on-line status information from the California Business Portal website of California’s Office of the Secretary of State. Include an explanation if this documentation cannot be submitted. Unless otherwise specified, do not submit copies of the proposing firm’s Bylaws or Articles of Incorporation.

2) **Proof of Nonprofit status**

Nonprofit organizations must prove they are legally eligible to claim “nonprofit” and/or tax-exempt status by submitting a copy of an IRS determination letter indicating nonprofit or 501 (3) (c) tax-exempt status.

3) **An organization chart**

The organization chart must show the distinct lines of authority between and among the divisions that will perform the project work and the primary reporting relationships within the Proposer’s organization. Show the relationships between management, key decision makers, supervisory personnel and subcontractors and/or independent consultants, if any.

4) **Financial statements**

Submit copies of financial statements for the past two years or most recent twenty-four (24) month period.

- a) Annual income statement(s), and
- b) Quarterly **or** annual balance sheets

Audited statements are preferred, but not required. If audited financial statements are supplied, all noted audit exceptions must be explained. CDPH will accept financial statements prepared by a Proposer’s financial accounting department, accounting firm or an auditing firm. A statement signed by a Proposer’s Chief

Financial Officer certifying that the financial statements are accurate and complete must accompany all financial statements.

5) **Staff resumes**

Resume specifications appear in the G. Project Personnel Section. To the extent possible, resumes should not exceed 1-2 pages in length per person and should not include personal information such as a social security number, home address, home telephone number, home email address, marital status, sex, birth date, age, etc.

6) **Subcontractor/Consultant resumes**

Submit a resume for each pre-identified subcontractor or independent consultant, if any, as discussed in the Project Personnel Section. To the extent possible, resumes should not exceed 1-2 pages in length per person and should not include personal information such as a social security number, home address, home telephone number, home email address, marital status, sex, birth date, age, etc.

7) **Subcontractor/Consultant letters of agreement**

For each pre-identified subcontractor and independent consultant that will be used to perform services under the resulting contract, submit a letter of agreement to work on this project.

A letter of agreement must be signed by an official representative of each subcontracted firm or independent consultant, indicating his or her acknowledgement of being named as a subcontractor or consultant, their availability to work on this project and acknowledgement that they have read or been made aware of the proposed contract terms, conditions and exhibits. Include an explanation if a letter of agreement cannot be obtained from each pre-identified subcontractor and consultant and indicate when a letter of agreement will be forthcoming.

8) **Conflict of Interest Compliance Certificate**

- a) Any firm that intends to submit a proposal is required to submit **Attachment 24** certifying that the proposing firm:
 - i. An instance where the proposer/Contractor or any of its subcontractors, or any employee, officer, or director of the proposer/Contractor or any subcontractors is currently involved or connected with the *Network for a Healthy California* of the California Department of Public Health in either a contracting or decision making capacity and/or engaging in the exchange of information.
 - ii. An instance where the proposer/Contractor or any of its subcontractors, or any employee, officer, or director of the proposer/Contractor or any subcontractors holds a position of interest, financial or otherwise, which would allow use or disclosure of information obtained while performing services for private or personal benefit or for any purpose that is contrary to the goals and objectives of the contract.
 - iii. An instance when the proposer/Contractor or any of its subcontractors, or any employee, officer, or director of the proposer/Contractor or any subcontractor has responsibility for the strategy, development, media purchasing, media planning, or media relations for the *Network for a Healthy California Media, Advertising and Public Relations Campaign* and simultaneously has a direct

and substantial contractual or corporate responsibility to promote, or assist in the promotion of, the use of, or the sale of tobacco products for a company involved in, or company with a subsidiary involved in, the production, distribution, or marketing of tobacco products.

- iv. An instance when the proposer/Contractor or any of its subcontractors, or any employee, officer, or director of the proposer/Contractor or any subcontractor has responsibility for the strategy, development, media purchasing, media planning, or media relations for the *Network for a Healthy California Media, Advertising and Public Relations Campaign* and simultaneously has a direct and substantial contractual or corporate responsibility to promote, or assist in the promotion of, the use of, or the sale of unhealthful food and beverages for a company involved in, or company with a subsidiary involved in, the production, distribution, or marketing of soft drinks and foods of minimal nutritional value such as candy, salty snacks, or restaurant foods high in fat and/or sugar. Potential conflicts shall be evaluated on a case by case basis in accordance with section (C) of **Attachment 24**.

- b) If a conflict of interest is determined to exist that cannot be resolved to the satisfaction of CDPH, before the award of the contract, the conflict will be grounds for deeming a proposal nonresponsive.

- c) Proposers must assess their own situation according to the Conflict of Interest Compliance Certification information in **Attachment 24**. Complete, sign, and attach any required documentation according to the instructions on the attachment. **Place Attachment 24 and any accompanying documentation in the Appendix Section of the proposal.**

m. Forms Section

Complete, sign, and include the forms/attachments listed below. When completing the attachments, follow the instructions in this section and any instructions appearing on the attachment. After completing and signing the applicable attachments, assemble them in the order shown below.

Attachment #, Name, or Documentation	Instructions
2 - Required Attachment / Certification Checklist	1) Check each item with "Yes" or "N/A", as applicable, and sign the form. If necessary, explain the choices. 2) If a proposer marks "Yes" or "N/A" and makes any notation on the checklist and/or attaches an explanation to the checklist to clarify their choice, CDPH considers this a "qualified response". Any "qualified response", determined by CDPH to be unsatisfactory or insufficient to meet a requirement, may cause a proposal to be deemed nonresponsive.
3 - Business Information Sheet	Completion of the form is self-explanatory.

Attachment #, Name, or Documentation	Instructions
4 - Client References	Identify three (3) clients serviced within the past five years that can confirm their satisfaction with the Proposer's services and confirm that the Proposer provided timely and effective services or deliverables. If possible, identify clients whose needs were similar in scope and nature to the services sought in this RFP. List the most recent first.
5 - RFP Clause Certification	Complete and sign this form indicating a willingness and ability to comply with the contract certification clauses appearing in the RFP section entitled, "Bid Requirements and Information," subsection "Bidding Certification Causes".
6 - CCC 307 – Certification	Complete and sign this form indicating a willingness and ability to comply with the Contractor Certification Clauses appearing in this Attachment. The attachment supplied in this bid represents only a portion of the contractor information in this document. Visit this web site to view the entire document: http://www.ols.dgs.ca.gov/Standard+Language/default.htm .
7 - Payee Data Record	Complete and return this form, <u>only</u> if the proposing firm has not previously entered into a contract with CDPH. If uncertain, complete and return the form.
8 – Darfur Contracting Act of 2008	Complete and sign this form.
9 - Follow-on Consultant Contract Disclosure	Complete and sign this form.
10a - Actual DVBE Participation and applicable DVBE certification(s)	Read and carefully follow the completion instructions in Attachment 10. Attach the documentation that is required for the form(s) that are submitted. Submission of the forms identified here only applies to contract awards that will equal \$10,000 or more for the entire contract term.
11a-Non-Small Business Subcontractor Preference Request 11b-Small Business Subcontractor / Supplier Acknowledgement	Submission of these forms is optional. Read and carefully follow the completion instructions in Attachments 11a, and 11b. Complete and return Attachments 11a and 11b <u>only</u> if the bidding firm is not a certified small business but is requesting a subcontractor bidding preference by committing to use one or more certified small business subcontractors for an amount equal to at least 25% of the total bid price.

Attachment #, Name, or Documentation	Instructions
12a-DVBE Subcontractor Incentive Request 12b- DVBE Subcontractor / Supplier Acknowledgment	Submission of these forms is optional. Read and carefully follow the completion instructions in Attachments 12a, and 12b. Complete and return Attachments 12a and 12b <u>only</u> if the bidding firm is requesting a subcontractor bidding incentive by committing to use one or more certified DVBE subcontractors for the percentage indicated in the bid document for the total bid price.
13 - Target Area Contract Preference Act Request	Submission of this form is optional. Complete and return this form, <u>only</u> if the proposing firm is based in California, <u>and</u> the total bid price is \$100,000 or more, <u>and</u> CDPH has not pre-set any part of the work location, <u>and</u> the Proposer wishes to apply for TACPA preference.
14 - Enterprise Zone Act (EZA) Preference Request	Submission of this form is optional. Complete and return this form, <u>only</u> if the proposing firm is based in California, <u>and</u> the total bid price is \$100,000 or more, <u>and</u> CDPH has not pre-set any part of the work location, <u>and</u> the Proposer wishes to apply for EZA preference.

L. Proposal Submission

1. General Instructions

- a. Assemble one (1) original and nine (9) copies and one (1) electronic copy on a CD ROM (excluding work samples) of the proposal together. Place the proposal set marked "Original" on top, followed by the one (1) electronic copy and nine (9) extra copies. The original copy is the official copy of the proposal
- b. Place all proposal copies in a single envelope or package, if possible. Seal the envelope or package.

If more than one envelope or package is submitted, carefully label each one as instructed below, and mark on the outside of each envelope or package "1 of X", "2 of X", etc.
- c. Mail or arrange for hand delivery of the proposal to the California Department of Public Health's Contract Management Unit (CMU). Proposals may not be transmitted electronically by fax or email.
- d. The Contract Management Unit must receive the proposal, regardless of postmark or method of delivery, by the date and time stated in the section entitled, "Time Schedule." Late proposals will not be reviewed or scored.
- e. Label and submit the proposal using one of the following methods.

Hand Delivery or Overnight Express:	U.S. Mail:
Proposal RFP 10-10029 California Department of Public Health Contract Management Unit Mail Station 1802 1501 Capitol Avenue, Suite 71.5178 Sacramento, CA 95814	Proposal RFP 10-10029 California Department of Public Health Contract Management Unit Mail Station 1802 P.O. Box 997377 Sacramento, CA 95899-7377

f. Proposer warning

- 1) CDPH's internal processing of U.S. mail may add 48 hours or more to the delivery time. If the proposal is mailed, consider using certified or registered mail and request a receipt upon delivery.
- 2) For hand deliveries, allow sufficient time to locate parking and to sign-in at the security desk. If detained at the security desk, ask security personnel to call the CDPH Contract Management Unit at (916) 650-0100 to arrange for proposal pickup and receipt issuance. Proposers are warned not to surrender their proposals in the care of a person other than CDPH Contract Management Unit staff.
- 3) Courier service personnel must sign-in at the security station and must obtain an access key card. Couriers will then be able to access pre-determined areas. If detained at the security desk, ask security personnel to call the CDPH Contract Management Unit at (916) 650-0100 to have a Contract Management Unit staff member collect the proposal package(s) and to issue a receipt. Couriers are warned not to surrender proposals in the care of a person other than CDPH Contract Management Unit staff.

2. Proof of timely receipt

- a. CDPH staff will log and attach a date/time stamped slip or bid receipt to each proposal package/envelope received. If a proposal envelope or package is hand delivered, CDPH staff will give a bid receipt to the hand carrier upon request.
- b. To be timely, CDPH's Contract Management Unit must receive each proposal at the stated delivery address **no later than 4:00 p.m.** on the proposal submission due date. Neither delivery to the department's mailroom, or to the CDPH program that issued this RFP, or a U.S. postmark will serve as proof of timely delivery.
- c. CDPH will deem late proposals nonresponsive.

3. Proposer costs

Proposers are responsible for all costs of developing and submitting a proposal. Such costs cannot be charged to CDPH or included in any cost element of a Proposer's price offering.

M. Evaluation and Selection

A multiple stage evaluation process will be used review and/or score technical proposals. CDPH will reject any proposal that is found to be nonresponsive at any stage of evaluation.

1. Stage 1 – Required Attachment / Certification Checklist review

- a. Shortly after the proposal submission deadline, CDPH staff will convene to review each proposal for timeliness, completeness, and initial responsiveness to the RFP requirements. This is a pass/fail evaluation.
- b. In this review stage, CDPH will compare the contents of each proposal to the claims made by the Proposer on the Required Attachment / Certification Checklist to determine if the Proposer's claims are accurate.
- c. If deemed necessary, CDPH may collect additional documentation (i.e., missing forms, missing data from RFP attachments, missing signatures, etc.) from a Proposer to confirm the claims made on the Required Attachment / Certification Checklist and to ensure that the proposal is initially responsive to the RFP requirements.
- d. If a Proposer's claims on the Required Attachment / Certification Checklist cannot be proven or substantiated, the proposal will be deemed nonresponsive and rejected from further consideration.

2. Stage 2 – Narrative proposal evaluation/scoring

- a. Proposals that appear to meet the basic format requirements, initial qualification requirements and contain the required documentation, as evidenced by passing the Stage 1 review, will be submitted to a rating committee.

Raters will individually and/or as a team review, evaluate and numerically score proposals based on the proposal's adequacy, thoroughness, and the degree to which it complies with the RFP requirements.

- b. CDPH will use the following scoring system to assign points. Following this chart is a list of the considerations that raters may take into account when assigning individual points to a technical proposal.

Points	Interpretation	General basis for point assignment
0	Inadequate	Proposal response (i.e., content and/or explanation offered) is inadequate or does not meet CDPH's needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
1	Barely Adequate	Proposal response (i.e., content and/or explanation offered) is barely adequate or barely meets CDPH's needs/requirements or expectations. The omission(s), flaw(s), or defect(s), are inconsequential and acceptable.
2	Fully Adequate	Proposal response (i.e., content and/or explanation offered) is fully adequate or fully meets CDPH's needs/requirements or expectations. The omission(s), flaw(s), or defect(s), if any, are inconsequential and acceptable.

Points	Interpretation	General basis for point assignment
3	Excellent or Outstanding	Proposal response (i.e., content and/or explanation offered) is above average or exceeds CDPH's needs/requirements or expectations. Minimal weaknesses are acceptable. Proposer offers one or more enhancing feature, method or approach that will enable performance to exceed CDPH's basic expectations.

c. In assigning points for individual rating factors, raters may consider issues including, but not limited to, the extent to which a proposal response:

- 1) Is lacking information, lacking depth or breadth or lacking significant facts and/or details, and/or
- 2) Is fully developed, comprehensive and has few if any weaknesses, defects or deficiencies, and/or
- 3) Demonstrates that the Proposer understands CDPH's needs, the services sought, and/or the contractor's responsibilities, and/or
- 4) Illustrates the Proposer's capability to perform all services and meet all scope of work requirements, and/or
- 5) If implemented, will contribute to the achievement of CDPH's goals and objectives, and/or
- 6) Demonstrates the Proposer's capacity, capability and/or commitment to exceed regular service needs (i.e., enhanced features, approaches, or methods; creative or innovative business solutions).

d. Below are the point values and weight values for each rating category that will be scored.

- 1) Proposals, excluding the Cost Section, will be scored on a scale of 0 to 204 points, as follows:

<u>Rating Category</u>	<u>Points</u>	<u>X</u>	<u>Weight</u>	<u>=</u>	<u>Total</u>
Executive Summary	15	X	1.0	=	15
Agency Capability	30	X	1.5	=	45
Work Plan	27	X	2.0	=	54
Management Plan	24	X	1.0	=	24
Project Personnel	24	X	1.0	=	24
Facilities and Resources	6	X	0.5	=	3
Creative Samples	15	X	2.0	=	30
Audience Diversity	9	X	1.0	=	9
Grand Total					204

- 2) CDPH will consider a proposal technically deficient and nonresponsive if the proposal earns a score that is not less than **165** points. Nonresponsive proposals will not advance to Stage 3.

3. Stage 3 – Scoring the Cost Section

- a. Proposers that earned a passing score in Stage 2 will have the Cost Section of their proposal scored and/or evaluated according to the multi-phase cost scoring process described herein.
- b. The rating team will evaluate the merits and effectiveness of the Cost Section of each proposal and assign cost points as described below. A total of 30 points can be earned in the cost evaluation phase.

Cost Section Rating Factors	Points Possible	Points Earned
Upon reviewing the Budget Detail Work Sheets, has the Proposer made a good use of the contract funds?	3	
Upon reviewing the Budget Detail Work Sheets, did the Proposer allocate sufficient funds to each of the budgeted line items?	3	
Upon reviewing the Budget Detail Work Sheets, did the Proposer allocate sufficient funds to support the major program objectives or elements?	3	
Upon reviewing the Budget Detail Work Sheets, are the amounts allocated to the individual line items reasonable with none of the line item totals appearing to be excessive?	3	
Upon reviewing the Budget Justification and explanation, is there sufficient detail to support the proposed activities in the Work Plan or Scope of Work?	3	
Do the budget justifications and explanation supplied by the Proposer show that the costs are reasonable and/or appropriate?	3	
Upon reviewing the proposed salary/wage rates for in-house and subcontracted personnel, do the rates appear to be reasonable based upon the assigned level of responsibility and/or the person's salary history?	3	
Is there an appropriate fiscal balance between the costs allocated for in-house staff versus subcontracted personnel? Two (2) points will be earned if in-house personnel costs exceed subcontracted costs by 50% or more. Three (3) points will be earned if subcontracted costs are 25% or less of the total personnel line item.	3	
Does it appear that the proposer's Total Operating costs are reasonable and have been kept to a minimum?	3	
To what extent are the budget summaries and justifications mathematically correct?	3	
Cost Evaluation Score	Points earned = _____	

- c. Following the cost evaluation phase, each proposer's cost shall be converted to a point score using the pre-defined formula shown below and the sum of both cost evaluation phases shall be tallied to arrive at a total cost score.
 - 1) The proposal offering the lowest total cost earns 170* Cost points plus the points earned for the cost evaluation score. The remaining proposals earn cost points through the cost conversion formula shown below. Final calculations shall result in numbers rounded to two decimal places.

- a) $\frac{\text{Lowest Cost}}{\text{Another Cost}} = \text{Result 1}$
- b) $\text{Result 1} \times (\text{multiplied by}) 170 (\text{cost points}) = \text{Result 2}$
- c) $\text{Result 2} + (\text{added}) \text{ to } 30 (\text{cost evaluation score}) = \text{Cost Section Score}$
- d) **Scoring example for illustration purposes only:**

Lowest price earns 170 points (cost points) + 30 (cost evaluation score).

Other proposers earn cost scores as follows:

(low cost) $\$100,000 \div (\text{another proposal cost}) \$127,000 = .7874$ (Result 1)
(Result 1) $.7874 \times 170 \text{ points (cost points)} = 134$ (Result 2)
(Result 2) $134 + 30 (\text{cost evaluation score}) = 164$

4. Stage 4 – Combining Narrative Proposal Score and Cost Section Score

CDPH will combine the narrative proposal score to the final Cost Section score and will tentatively identify the firm with the highest combined proposal score from each of the earlier evaluation stage(s).

5. Stage 5 – Adjustments to Score Calculations for Bidding Preferences

- a. CDPH will determine which firms, if any, are eligible to receive a bidding preference (i.e., small business or non-small business subcontractor preference, TACPA and/or EZA).
- b. To confirm the identity of the highest scored responsive Proposer, CDPH will adjust the total score for applicable claimed preference(s) for those Proposers eligible for bidding preferences. CDPH will apply preference adjustments to eligible Proposers according to State regulations following verification of eligibility with the appropriate office of the Department of General Services. More information about the allowable bidding preferences appears in the RFP section entitled, "Preference Programs".

6. Stage 6 – Oral Interview

CDPH may choose to conduct oral interviews with up to the top four (4) highest scoring Proposers. CDPH may, at its discretion, choose not to conduct oral interviews. The purpose of the oral interview is to assess and/or confirm:

- a. Each Proposer's understanding of CDPH's needs and the overall importance of the project.
- b. The Proposer's commitment to provide quality services in a timely manner.
- c. The Proposer's willingness and ability to establish effective working relationships with State staff.
- d. The capabilities and strengths of the Proposer's management team.
- e. The soundness and strengths of the Proposer's approach to accomplish the objectives and manage the project to ensure successful completion of all Scope of Work requirements.

If oral interviews are held, CDPH will evaluate the results of each oral presentation on a competitive basis by comparing the oral presentation responses of one proposer to those of another proposer. Proposers may earn 50 points for the oral interview stage. The earned

oral interview points will be added to the Technical Proposal Score in the final score calculation.

If CDPH chooses to conduct oral interviews, the length of each interview should not exceed 4 hour(s). CDPH anticipates that interviews will be held in Sacramento during the week of March 22-26, 2010. In addition to the Proposer's official authorized representative(s), CDPH may request the presence of primary and/or key project personnel to attend the interview. If applicable, CDPH will mail, email, or fax specific interview requirement information to each of the affected Proposers.

7. Stage 7 – Final Score Calculation

CDPH will use the formula shown below to calculate final proposal scores and to determine the highest scored proposal.

- | | | | |
|----|--|---------|-----------------|
| a. | Narrative Proposal Score | x 70% = | Technical Score |
| b. | Cost Section Score
(includes Oral Interview points, if conducted) | x 30% = | Cost Score |
| c. | Technical Score | | |
| | + <u>Cost Score</u> | | |
| | = <u>Total Point Score</u> | | |

N. Narrative Proposal Rating Factors

Raters will use the following criteria to score the narrative portion of each proposal.

1. Executive Summary

Executive Summary Rating Factors [Not to exceed 4 pages]	Points Possible	Points Earned
To what extent did the Proposer express, in its own words, its understanding of CDPH's needs and the importance of this project? Assign 1 point or 0 points if the Proposer restates or paraphrases information in the RFP.	3	
To what extent did the Proposer demonstrate the tangible results that it expects to achieve? Assign 1 point or 0 points if the Proposer restates or paraphrases information in the RFP.	3	
To what extent did the Proposer express a sincere commitment to perform this work in an efficient and timely manner?	3	
To what extent did the Proposer demonstrate that it can effectively integrate this project into its current obligations and existing workload?	3	
To what extent did the proposer adequately explain why it should be chosen to undertake this project at this time?	3	
Executive Summary Score	15 Points earned X 1.0 = _____	

2. Agency Capability

Agency Capability Rating Factors	Points Possible	Points Earned
Upon reviewing the Proposer's description of its business history, to what extent are the Proposing firm's goals relevant, closely related, or will their goals complement this project?	3	
From the experience described in its proposal, to what extent does the Proposer possess sufficient experience (at least three years) in establishing, implementing and evaluating large-scale, complex public health, social marketing or community based media and public relations projects aimed at modifying lifestyle practices of the general public or targeted subgroups?	3	
From the experience described in its proposal, to what extent does the Proposer possess sufficient experience (at least three years) in working with low-income populations including children, and low-income families with diverse ethnic backgrounds?	3	
From the experience described in its proposal, to what extent does the Proposer possess sufficient experience in implementing project within 45 days of contract execution?	3	
From the experience described in its proposal, to what extent does the Proposer's staff, consultants and subcontractors have appropriate expertise to undertake the proposed plan?	3	
From the experience described in its proposal, to what extent has the Proposer produced a variety of collateral materials and measured their effectiveness?	3	
Based on a review of the Proposer's information about its prior accounts or work projects in the past 3 years, to what extent did the Proposer demonstrate that it has performed services that were similar in nature or closely related to the RFP Scope of Work?	3	
To what extent did the Proposer demonstrate that it has had experience establishing and maintaining effective working relationships with government entities, local community based organizations, and private nonprofit organizations?	3	
To what extent did the Proposer's prior clients, as a whole, confirm their satisfaction with the Proposer's past work and did those clients indicate that they would use the Proposer's services again?	3	
To what extent did proposer address any potential conflict of interest as described on page 38 of the RFP?	3	
Agency Capability Score		30 Points earned X 1.5 = _____

1. Work Plan

Work Plan Rating Factors	Points Possible	Points Earned
To what extent are the Proposer's overall approaches and/or methods comprehensive and/or technically sound?	3	
To what extent did the Proposer offer a rationale basis for choosing its particular approaches and methods (i.e., proven success or past effectiveness)?	3	

Work Plan Rating Factors	Points Possible	Points Earned
To what extent are the proposed procedures, methods and approaches appropriate and reasonable (i.e., if implemented are they likely to produce the desired results)?	3	
To what extent does the Proposer describe in detail the specific actions (i.e., tasks/activities and functions) that the Proposer will perform to fulfill all scope of work requirements?	3	
Given the resources allocated, to what extent is the proposed work plan feasible and achievable?	3	
To what extent are the proposed performance time lines realistic and achievable, and not overstated?	3	
To what extent did the Proposer adequately demonstrate how it will measure and/or prove the completion of major tasks, functions, or activities (i.e., identification of key events/outcomes or deliverables)?	3	
To what extent can the Proposer implement a smooth transition of activities with little or no disruption to ongoing services?	3	
To what extent are all the required activities from this RFP included in the Proposer's work plan?	3	
Work Plan Score	27 Points earned X 2.0 = _____	

2. Management Plan

Management Plan Rating Factors	Points Possible	Points Earned
To what extent has the Proposer demonstrated its capability to effectively coordinate, manage and monitor the efforts of assigned staff (including subcontractors and consultants) to ensure that work is effectively completed and timely?	3	
Upon reviewing the Proposer's description of its fiscal accounting processes and budgetary controls, to what extent are the fiscal processes and controls appear adequate to ensure the responsible use and management of contract funds and accurate invoicing?	3	
Upon reviewing the Proposer's description of its fiscal accounting processes and budgetary controls, to what extent can the Proposer properly account for state project costs to ensure that only appropriate costs are billed to CDPH?	3	
Upon reviewing the Proposer's description of its fiscal accounting processes and budgetary controls, to what extent are the Proposer's fiscal reporting and monitoring capabilities adequate to ensure contract funds are managed responsibly?	3	
Upon reviewing the Proposer's description of its fiscal accounting processes and budgetary controls, to what extent has the Proposer demonstrated that it will maintain appropriate documentation to prove, support, or substantiate the expenses invoiced to CDPH?	3	
Upon reviewing the Proposer's organization chart in the Appendix Section, to what extent is the Proposer's organizational structure sound with distinct lines of authority and reporting relationships between management and all staff including subcontractors and independent consultants?	3	

Management Plan Rating Factors	Points Possible	Points Earned
Upon reviewing the Proposer's financial statements in the Appendix Section, to what extent is the Proposer financially stable and sound?	3	
Upon reviewing the Proposer's financial statements in the Appendix Section, to what extent does the Proposer have access to appropriate fiscal resources to carry State expenses for several months while awaiting reimbursement?	3	
Management Plan Score	24 Points earned X 1.0 = _____	

3. Project Personnel

Project Personnel Rating Factors	Points Possible	Points Earned
Upon reviewing the Proposer's staffing plan, to what extent has the Proposer allocated a sufficient number of staff in the appropriate position levels or classifications to perform the full range of services?	3	
Upon reviewing the Proposer's staffing plan, to what extent has the Proposer allocated ample FTEs or percentages of staff time for each position or classification?	3	
Upon reviewing the proposed salary rates or ranges and proposed duties for the proposed personnel, to what extent are the salary rates or ranges appropriate in relation to the assigned duties and level of responsibility?	3	
Upon reviewing the proposed job descriptions or duty statements for the proposed personnel, to what extent has the Proposer reasonably assigned the job responsibilities and tasks among the different personnel?	3	
Upon reviewing the proposed job descriptions or duty statements for the proposed personnel (including subcontractors and independent consultants), to what extent has the Proposer reasonably divided the work between its in-house resources and proposed subcontractors (including independent consultants)? If no subcontracting or use of consultants is proposed, up to 3 points will be assigned based on the effectiveness of the Proposer's allocation of tasks to its in-house personnel.	3	
Upon reviewing the job descriptions and resumes of the proposed staff <i>[excluding the project director(s)/administrator(s) or project coordinator(s)]</i> , to what extent do the proposed personnel possess the qualifications and expertise needed to perform the assigned duties?	3	
Upon reviewing the job descriptions and resumes of the proposed project director(s)/administrator(s) or project coordinator(s), to what extent do the proposed personnel possess the qualifications, past experience and expertise needed to carry out their assigned responsibilities?	3	
Upon reviewing the Proposer's administrative policies and procedures, to what extent will the policies/procedures lead to the recruitment and selection of qualified, competent and experienced staff, subcontractors and/or independent consultants for this project?	3	
Project Personnel Score	24 Points earned X 1.0 = _____	

4. Facilities and Resources

Facilities and Resources Rating Factors	Points Possible	Points Earned
To what extent does the Proposer have access to office facilities accessible either by physical proximity or remote to state offices that are sufficient to enable performance of the scope of work?	3	
To what extent does the Proposer possess or have access to the following specific resources needed to ensure successful performance [identify the specific required resources such as configuration for computers, servers, software, etc.]?	3	
Facilities and Resources Score		6 Points earned X 0.5 = _____

5. Creative Samples

Creative Samples Rating Factors	Points Possible	Points Earned
To what extent has the Proposer provided innovative creative samples that utilize new innovative media and web-based applications for social marketing?	3	
To what extent are the advertisement and collateral materials persuasive, clear and innovative in capturing the attention of the public and/or target segments?	3	
To what extent are the public relations materials written with clarity, persuasion and ease of understanding?	3	
To what extent are the press kits comprehensive and well organized?	3	
To what extent do the samples provide demonstrate the Proposers' experience in utilizing a variety of communication approaches or techniques? Were the samples provided developed within the last two years?	3	
Creative Samples Score		15 Points earned X 2.0 = _____

6. Audience Diversity

Audience Diversity Rating Factors	Points Possible	Points Earned
To what extent does the Proposer describe the steps taken to define and characterize the target audience(s)?	3	
To what extent does the Proposer's example address audience diversity in the strategy and message(s), in the marketing mix (advertising, public relations, promotion, etc.) that was selected, and in the execution?	3	
To what extent does the Proposer use appropriate market research to develop effective approaches for each segment of the diverse audience to be targeted?	3	
Audience Diversity Score		9 Points earned X 1.0 = _____

O. Bid Requirements and Information

1. Nonresponsive proposals

In addition to any condition previously indicated in this RFP, the following occurrences **may** cause CDPH to deem a proposal nonresponsive.

a. Failure of a Proposer to:

- 1) Meet DVBE participation goals.
 - 2) Meet proposal format/content or submission requirements including, but not limited to, the sealing, labeling, packaging and/or timely and proper delivery of proposals.
 - 3) Pass the Required Attachment / Certification Checklist review (i.e., by not marking "Yes" to applicable items or by not appropriately justifying, to CDPH's satisfaction, all "N/A" designations).
 - 4) Submit a **mandatory** Letter of Intent in the manner required, if applicable.
 - 5) Submit a **mandatory** Conflict of Interest Compliance Certificate in the manner required, if applicable.
 - 6) Attend a **mandatory** Pre-Proposal Conference, if applicable.
- b. If a Proposer submits a proposal that is conditional, materially incomplete or contains material defects, alterations or irregularities of any kind.
- c. If a Proposer supplies false, inaccurate or misleading information or falsely certifies compliance on any RFP attachment.
- d. If CDPH discovers, at any stage of the bid process or upon contract award, that the Proposer is unwilling or unable to comply with the contract terms, conditions and exhibits cited in this RFP or the resulting contract.
- e. If other irregularities occur in a proposal response that is not specifically addressed herein (i.e., the Proposer places any conditions on performance of the scope of work, submits a counter proposal, etc.).

2. Proposal modifications after submission

- a. All proposals are to be complete when submitted. However, an entire proposal may be withdrawn and the Proposer may resubmit a new proposal.
- b. To withdraw and/or resubmit a new proposal, follow the instructions appearing in the RFP section entitled, "Withdrawal and/or Resubmission of Proposals".

3. Proposal mistakes

If prior to contract award, award confirmation, or contract signing, a proposer discovers a mistake in their proposal and/or cost offering that renders the proposer unable or unwilling to perform all SOW services as described in its proposal response for the price/costs offered, the proposer must immediately notify CDPH and submit a written request to withdraw its proposal following the procedures set forth in section N., paragraph 4.

4. Withdrawal and/or Resubmission of Proposals

a. Withdrawal deadlines

A proposer may withdraw a proposal at any time before the proposal submission deadline.

b. Submitting a withdrawal request

- 1) Submit a written withdrawal request, signed by an authorized representative of the Proposer.
- 2) Label and submit the withdrawal request using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Withdrawal RFP 10-10029 California Department of Public Health Contract Management Unit Mail Station 1802 1501 Capitol Avenue, Suite 71.5178 P.O. Box 997377 Sacramento, CA 95899-7377	Withdrawal RFP 10-10029 California Department of Public Health Contract Management Unit Fax: (916) 650-0110

- 3) **[For faxed withdrawal requests]** Proposers must call CDPH's CMU at (916) 650-0100 to confirm receipt of a faxed withdrawal request. Follow-up the faxed request by mailing or delivering the signed original withdrawal request within 24 hours after submitting a faxed request.

An originally signed withdrawal request is generally required before CDPH will return a proposal to a Proposer. CDPH may grant an exception if the Proposer informs CDPH that a new or replacement proposal will immediately follow the withdrawal.

c. Resubmitting a proposal

After withdrawing a proposal, Proposers may resubmit a new proposal according to the proposal submission instructions. Replacement proposals must be received at the stated place of delivery by the proposal due date and time.

5. Contract award and protests

a. Contract award

- 1) Award of the contract, if awarded, will be to the responsive and responsible Proposer, who earns the highest total score. The highest scored proposal will be determined after CDPH adjusts Proposer scores for applicable bidder preferences.
- 2) CDPH shall award the contract only after CDPH posts a Notice of Intent to Award for five (5) working days. CDPH expects to post the Notice of Intent to Award before the close of business on the date and time stated in the section entitled, "Time Schedule" in a Contract Award Notices Binder which will be available for viewing by the public during normal business hours, at the following location:

California Department of Public Health
Contract Management Unit
1501 Capitol Avenue, First Floor Guard Station
Sacramento, CA 95814

- 3) CDPH will mail, email, or fax a written notification and/or a copy of the Notice of Intent to Award to all firms that submitted a proposal.
- 4) CDPH will confirm the contract award to the winning Proposer after the protest deadline, if no protests are filed or following the Department of General Service's resolution of all protests. CDPH staff may confirm an award verbally or in writing.

b. Settlement of ties

- 1) In the event of a precise total high score tie between a responsive proposal submitted by a certified small business or microbusiness and a responsive proposal submitted by a certified DVBE that is also a certified small business, the contract will be awarded to the DVBE firm per Government Code Section 14838(f) et seq.
- 2) In the event of a precise total high score tie between a responsive proposal submitted by a firm that was granted non-small business subcontractor preference and a responsive proposal submitted by a certified small business or microbusiness, the contract will be awarded to the certified small business or microbusiness.
- 3) In the event of a precise total high score between a responsive proposal submitted by a nonprofit veteran service agency (NVSA) that is a certified small business and a responsive proposal submitted by a certified DVBE that is also a certified small business, the contract will be awarded to the certified DVBE.
- 4) In the absence of a California law or regulation governing a specific tie, CDPH will settle all other precise total high score ties by making an award to the Proposer who earns the highest narrative or Technical Proposal score. If narrative or Technical Proposal scores are also tied, CDPH will settle the tie in a manner that CDPH determines to be fair and equitable (e.g., coin toss, lot drawing, etc.). In no event will CDPH settle a tie by dividing the work among the tied Proposers.

c. Protests

- 1) Who can protest

Any proposer who submits a proposal may file protest if the Proposer believes its proposal is responsive to all RFP requirements.

- 2) Grounds for protests

Protests are limited to the grounds described in Public Contract Code (PCC) Section 10345. CDPH will not make an award until all protests are withdrawn by the protestant, denied, or resolved to the satisfaction of the Department of General Services (DGS).

- 3) Protest time lines

- a. If an eligible Proposer wishes to protest the intended contract award, the Proposer must file a "Notice of Intent to Protest" with both CDPH and the Department of General Services within five working days after CDPH posts the

Notice of Intent to Award. The Notice of Intent to Protest may be quite brief. Any Notice of Intent to Protest filed more than five working days after CDPH posts the Notice of Intent to Award shall be untimely.

- b. Within five calendar days after filing a "Notice of Intent to Protest", the protestant must file with both CDPH and the Department of General Services a full and complete written protest statement identifying the specific grounds for the protest. The statement must contain, in detail, the reasons, law, rule, regulation, or practice that the protestant believes CDPH has improperly applied in awarding the contract.

4) Submitting a protest

Protests must be filed with both the DGS and the CDHP. Proposers may hand deliver, mail or fax a protest.

Label, address, and submit the initial protest notice and detailed protest statement using one of the following methods.

U.S. Mail, Hand Delivery or Overnight Express:	Fax:
Protest to CDPH RFP 10-10029 California Department of Public Health Contract Management Unit Mail Station 1802 P.O. Box 997377 1501 Capitol Avenue, Suite 71.5178 Sacramento, CA 95899-7377	Protest to CDPH RFP 10-10029 California Department of Public Health Contract Management Unit Fax: (916) 650-0110
Protest to CDPH RFP 10-10029 Dept. of General Services Office of Legal Services Attention: Protest Coordinator 707 Third Street, 7 th Floor, Suite 7-330 P.O. Box 989052 West Sacramento, CA 95798-9052	Protest to CDPH RFP 10-10029 Dept. of General Services Office of Legal Services Fax: (916) 376-5088

For faxed protests

Faxed protests must be followed-up by sending an original signed protest, with all supporting material, within one (1) calendar week of submitting the faxed protest.

Call the telephone numbers below to confirm receipt of a fax transmission:

Department of General Services	(916) 376-5080
California Department of Public Health	(916) 650-0100

6. Disposition of proposals

- a. All materials submitted in response to this RFP will become the property of the CDPH and, as such, are subject to the Public Records Act (GC Section 6250, et seq.). CDPH will disregard any language purporting to render all or portions of any proposal confidential.

- b. Upon posting of a Notice of Intent to Award, all documents submitted in response to this RFP and all documents used in the selection process (e.g., review checklists, scoring sheets, letters of intent, etc.) will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public. However, proposal contents, proposer correspondence, selection working papers, or any other medium shall be held in the strictest confidence until the Notice of Intent to award is posted.
- c. CDPH may return a proposal to a Proposer at their request and expense after CDPH concludes the bid process.

7. Inspecting or obtaining copies of proposals

- a. Who can inspect or copy proposal materials

Any person or member of the public can inspect or obtain copies of any proposal materials.

- b. What can be inspected / copied and when

- 1) After CDPH releases the RFP, any existing Proposers List (i.e., list of firms or persons to whom this RFP is sent or released by the funding program) or information obtained from DGS on the firms or persons that downloaded this RFP from a DGS website is considered a public record and will be available for inspection or copying.
- 2) After the Pre-Proposal Conference, the sign-in or attendance sheet is a public record and will be available for inspection or copying.
- 3) On or after the date CDPH posts the Notice of Intent to Award, all proposals, Proposers Lists, RFP download lists, conference sign-in/attendance sheet, letters of intent, checklists and/or scoring/evaluation sheets become public records. These records shall be available for review, inspection and copying during normal business hours.

- c. Inspecting or obtaining copies of proposal materials

Persons wishing to view or inspect any proposal or award related materials must identify the items they wish to inspect and must make an inspection appointment by contacting **Ian Tovar** at **(916) 552-9981**.

Persons wishing to obtain copies of proposal materials may visit CDPH or mail a written request to the CDPH office identified below. The requestor must identify the items they wish to have copied. Materials will not be released from State premises for the purposes of making copies.

Unless waived by CDPH, a check covering copying and/or mailing costs must accompany the request. Copying costs, when applicable, are charged at a rate of **ten cents** per page. CDPH will fulfill all copy requests as promptly as possible. Submit copy requests as follows:

Request for Copies - RFP 10-10029

Barbara Ward
California Department of Public Health
Network for a Healthy California
MS 7204
P.O. Box 997377
Sacramento, CA 95899-7377

8. Verification of Proposer information

By submitting a proposal, Proposers agree to authorize CDPH to:

- a. Verify any and all claims made by the Proposer including, but not limited to verification of prior experience and the possession of other qualification requirements, and
- b. Check any reference identified by a Proposer or other resources known by the State to confirm the Proposer's business integrity and history of providing effective, efficient and timely services.

9. CDPH rights

In addition to the rights discussed elsewhere in this RFP, CDPH reserves the following rights.

a. RFP corrections

- 1) CDPH reserves the right to do any of the following up to the proposal submission deadline:
 - a) Modify any date or deadline appearing in this RFP or the RFP Time Schedule.
 - b) Issue clarification notices, addenda, alternate RFP instructions, forms, etc.
 - c) Waive any RFP requirement or instruction for all proposers if CDPH determines that the requirement or instruction was unnecessary, erroneous or unreasonable.
 - d) Allow Proposers to submit questions about any RFP change, correction or addenda. If CDPH allows such questions, specific instructions will appear in the cover letter accompanying the document.
- 2) If deemed necessary by CDPH to remedy an RFP error or defect that is not detected in a timely manner, CDPH may also issue correction notices or waive any unnecessary, erroneous, or unreasonable RFP requirement or instruction after the proposal submission deadline.
- 3) To reduce State costs of mailing procurement corrections to persons and entities that do not intend to bid, CDPH will mail, email, or fax written clarification notices and/or RFP addenda only to those persons and entities that submit a timely mandatory Letter of Intent.

If CDPH decides, just before or on the proposal due date, to extend the submission deadline, CDPH may choose to notify persons or entities who submitted a timely mandatory Letter of Intent of the extension by fax, email, or by telephone. CDPH will follow-up any verbal notice in writing by fax, email, or by mail.

b. Collecting information from Proposers

- 1) If deemed necessary, CDPH may request a Proposer to submit additional documentation during or after the proposal review and evaluation process. CDPH will advise the Proposers orally, by fax, email, or in writing of the documentation that is required and the time line for submitting the documentation. CDPH will follow-up oral instructions in writing by fax, email, or mail. Failure to submit the required documentation by the date and time indicated may cause CDPH to deem a proposal nonresponsive.
- 2) CDPH, at its sole discretion, reserves the right to collect, by mail, email, fax or other method; the following omitted documentation and/or additional information.
 - a) Signed copies of any form submitted without a signature.
 - b) Data or documentation omitted from any submitted RFP attachment/form.
 - c) Information/material needed to clarify or confirm certifications or claims made by a Proposer.
 - d) Information/material or form needed to correct or remedy an immaterial defect in a proposal.
- 3) The collection of proposer documentation may cause CDPH to extend the date for posting the Notice of Intent to Award. If CDPH changes the posting date, CDPH will advise the Proposers, orally, via email, or in writing, of the alternate posting date.

c. Immaterial proposal defects

- 1) CDPH may waive any immaterial defect in any proposal and allow the Proposer to remedy those defects. CDPH reserves the right to use its best judgment to determine what constitutes an immaterial deviation or defect.
- 2) CDPH's waiver of an immaterial defect in a proposal shall in no way modify this RFP or excuse a Proposer from full compliance with all bid requirements.

d. Correction of clerical or mathematical errors

- 1) CDPH reserves the right, at its sole discretion, to overlook, correct or require a Proposer to remedy any obvious clerical or mathematical errors occurring in the narrative portion of a proposal, on a Cost Proposal form or on a Budget Detail Work Sheet.
- 2) If the correction of an error results in an increase or decrease in the total price, CDPH shall give the Proposer the option to accept the corrected price or withdraw their proposal.
- 3) Proposers may be required to initial corrections to costs and dollar figures on the Cost Proposal form or a Budget Detail Work Sheet if the correction results in an alteration of the annual costs or total cost offered.
- 4) If a mathematical error occurs in a total or extended price and a unit price is present, CDPH will use the unit price to settle the discrepancy.

e. Right to remedy errors

CDPH reserves the right to remedy errors caused by:

- 1) CDPH office equipment malfunctions or negligence by agency staff,
- 2) Natural disasters (i.e., floods, fires, earthquakes, etc.).

f. No contract award or RFP cancellation

The issuance of this RFP does not constitute a commitment by CDPH to award a contract. CDPH reserves the right to reject all proposals and to cancel this RFP if it is in the best interests of CDPH to do so.

g. Contract amendments after award

As provided in the Public Contract Code governing contracts awarded by competitive bid, the CDPH reserves the right to amend the contract after CDPH makes a contract award.

h. Proposed use of subcontractors and/or independent consultants

Specific subcontract relationships proposed in response to this RFP (i.e., identification of pre-identified subcontractors and independent consultants) shall not be changed during the procurement process or prior to contract execution. The pre-identification of a subcontractor or independent consultant does not affect CDPH's right to approve personnel or staffing selections or changes made after the contract award.

i. Staffing changes after contract award

CDPH reserves the right to approve or disapprove changes in key personnel that occur after CDPH awards the contract.

P. Bidding Certification Clauses

1. Certificate of Independent Price Determination

a. The prospective proposer certifies that:

- 1) The prices in this bid or proposal have been arrived at independently without any consultation, communication or agreement with any other proposer or competitor for the purpose of restricting competition relating to:
 - a) The prices or costs offered,
 - b) The intention to submit a bid or proposal,
 - c) The methods or factors used to calculate the costs or prices offered.
- 2) The prices in this bid or proposal have not been and will not be knowingly disclosed by the proposer, directly or indirectly, to any other proposer or competitor before the bid/cost proposal opening date or date of contract award posting, unless otherwise required by law.
- 3) No attempt has been made or will be made by the proposer to induce any other firm or entity to submit or not to submit a bid or proposal for the purpose of restricting competition.

b. Each signature appearing on the documents contained in this bid package/proposal is considered to be a certification by the signatory that the signatory:

Is the person in the Proposer's organization that is either responsible for determining the prices offered in this bid or proposal and/or is designated to complete the bid or proposal forms on behalf of the bidding firm, and the signatory has not participated and will not participate in any action contrary to all subsections of paragraph a.

2. Debarment and Suspension Certification

- a. The Contractor certifies to the best of its knowledge and belief, that it and its principals:
- 1) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any federal department or agency;
 - 2) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - 3) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph a.2) of this certification; and
 - 4) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.
 - 5) It shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in such transaction, unless authorized by the State.
 - 6) It will include a clause entitled "Debarment and Suspension Certification" that essentially sets forth the provisions herein, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
- b. If the Contractor is unable to certify to any of the statements in this certification, the Contractor shall submit an explanation to the program funding this contract.

3. Lobbying Restrictions and Disclosure

(This certification only applies if the resulting contract total will equal or exceed \$100,000 and the contract will be federally funded in part or whole.)

- a. The Contractor certifies, to the best of its knowledge and belief, that:
- 1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the Contractor, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.

- 2) If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the Contractor shall complete and submit federal Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
 - 3) The Contractor shall require that the contents of this certification be collected from the recipients of all subawards, exceeding \$100,000, at all tiers (including subcontracts, subgrants, etc.) and shall be maintained for three years following final payment/settlement of those agreements.
- b. This certification is a material representation of fact upon which reliance was placed when this contract was made and/or entered into. The making of the above certification is a prerequisite for making or entering into this contract pursuant to 31 U.S.C. 1352 (45 CFR 93). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.
 - c. The Standard Form-LLL may be obtained from various federal agencies, federally sponsored World Wide Web Internet sites, CDPH upon request or may be copied from Exhibit D(F) entitled, Special Terms and Conditions.

Q. Preference Programs

To confirm the identity of the highest scored responsive Proposer, CDPH will adjust the total point score for applicable claimed preference(s). Bidding preferences shall not be applied to proposals that fail to pass the Checklist Review or fail to earn a minimum passing score during the narrative proposal scoring process. CDPH will apply preference adjustments to eligible Proposers according to State regulations following on-line or personal verification of eligibility with the appropriate office of the Department of General Services.

1. Small Business / Microbusiness Preference

- a. A responsive California small business or microbusiness proposer claiming preference and verified as a certified small business or microbusiness in a relevant business category or type will be granted a preference of five percent (5%) of the total point score earned by the responsive/responsible proposer with highest combined score, if the highest scored proposal is submitted by a non-small business. Non-small business means a responsive/responsible proposer that is not certified by the California Department of General Services as a California small business or microbusiness in a relevant business category or type. The "service" category or business type will most likely apply to this procurement. Nonprofit Veteran Service Agencies (NVSA) are to view the instructions in provision 3 of this section (Preference Programs).
- b. To be certified as a California small business or microbusiness and eligible for a bidding preference the business concern must meet the State's eligibility requirements and must have submitted an application for small business status no later than 5:00 p.m. on the proposal submission deadline.
- c. Firms desiring small business or microbusiness certification must obtain the appropriate Small Business Certification Application (STD 812 or other form) from the appropriate office of the Department of General Services, fully complete the application, and submit it to the Department of General Services as instructed in the application. Prospective proposing firms desiring small business certification assistance, may contact the Department of General Services by the following means:

- 1) (916) 322-5060 (24-hour recording and mail requests), or
- 2) (916) 375-4940 (Small business assistance) or (800) 559-5529 (live operator Central receptionist), or
- 3) Internet address: <http://www.pd.dgs.ca.gov/smbus/default.htm> or
- 4) Fax: (916) 375-4950, or
- 5) Email: osdchelp@dgs.ca.gov

2. Non-Small Business Subcontractor Preference

- a. Non-small business means a responsive/responsible proposer that is not certified by the California Department of General Services as a small business or microbusiness.
- b. If the responsive proposer earning the highest total score is not a certified small business/microbusiness, a bid preference up to five percent (5%) is available to a responsive non-small business proposer committing twenty-five percent (25%) small business subcontractor use of one or more small businesses. When applicable, the preference points will be calculated pursuant to the regulations in Title 2, California Code of Regulations (CCR) § 1896.8 and will be added to total score of an eligible non-small business. This preference is authorized pursuant to Title 2, CCR § 1896.2 and Government Code § 14835.
- c. If a proposer claims the non-small business subcontractor preference, the proposal response must identify each proposed small business subcontractor that will be used, the participation percentage and dollar amount committed to each identified small business subcontractor, and substantial proof to enable verification of each subcontractor's small business status. The total small business subcontractor use must equal no less than twenty-five percent (25%) of the total cost offered.
- d. To be granted preference, each proposed small business subcontractor must possess an active small business certification issued by the Department of General services, must perform a "commercially useful function" under the contract and the basic functions to be performed must be identified at the time of proposal submission.
- e. Complete **Attachment 11a (Non-Small Business Subcontractor Preference Request)** and **Attachment 11b (Small Business Subcontractor/Supplier Acknowledgement)** to request the non-small business subcontractor preference.
- f. Refer to the RFP section entitled, "Settlement of ties" to learn how tied costs will be resolved.

3. DVBE Bid Incentive

In accordance with Section 999.5(a) of the Military and Veterans code an incentive will be given to bidders who provide DVBE participation. For evaluation purposes only, CDPH shall apply an incentive to bids that propose California-Certified DVBE participation as identified on page 3 of Attachment 10, CDPH 2349, Actual DVBE Participation form, and confirmed by CDPH. The incentive amount for awards based on low price will vary in conjunction with the percentage of DVBE participation. Unless a table that replaces the one below has been expressly established elsewhere with this solicitation, the following percentages will apply for awards based highest score.

Confirmed DVBE Participation of:	Calculation:
Over 3%	5% x 800 = 40
3%	4% x 800 = 36
2% up to 3%	2% x 800 = 16

4. Nonprofit Veteran Service Agency (NVSA) Small Business Preference

- a. Pursuant to Military and Veteran Code Section 999.50 et seq., responsive/responsible nonprofit veteran service agencies (NVSAs) claiming small business/microbusiness preference and verified as such in the relevant category or business type prior to the proposal submission due date will be granted a preference up to five percent (5%) of the highest score, if the highest scored responsive proposal is submitted by a proposer not certified as a small business/microbusiness. The “service” category is the business type that will most likely apply to this procurement.
- b. To be eligible for the NVSA small business preference, the business concern must:
 - 1) Request small business preference at the time of proposal submission, and
 - 2) Become certified as a small business by the appropriate office of the California Department of General Services (DGS) prior to the proposal submission due date.
- c. Refer to the RFP section entitled, “Settlement of ties” to learn how tied proposals will be resolved.

5. Target Area Contract Preference Act and Enterprise Zone Act

- a. Government Code (GC) Section 4530 (TACPA) and GC Section 7070 (EZA) provide that California based companies shall be granted a 5% preference whenever a state agency prepares a solicitation for **services** in excess of \$100,000. The preference(s) shall apply if the worksite is not fixed by the government agency and the proposer can demonstrate and certify, under the penalty of perjury, that at least 90% of the total labor hours required to perform the services shall be performed at an identified worksite located in a distressed area (TACPA) or enterprise zone (EZA). TACPA/EZA preferences will only be applied if this procurement results in more than one responsive proposal receiving a passing narrative proposal score.
- b. Additional work force preferences ranging from 1% to 4% can be earned by eligible proposers that agree to hire 5% to 20% of persons with a high risk of unemployment or those living in a targeted employment area or that are enterprise zone eligible to perform a specified percentage of the contract work.
- c. The granting of TACPA or EZA preference cannot displace an award to a certified small business.
- d. Proposers seeking TACPA and/or EZA preference must submit a completed STD 830 - Target Area Contract Preference Act Request (**Attachment 13**) or a STD 831 - Enterprise Zone Act (EZA) Preference Request (**Attachment 14**) with their proposal. The applicable preference request form must include the following:
 - 1) All appropriate certifications. (TACPA and EZA)
 - 2) The proposing firm’s name and the name of all suppliers and subcontractors that will work with the proposer to fulfill the terms of the contract along with the addresses of each of the worksite(s) and estimated labor hours. (TACPA and EZA)
 - 3) County census tract number and block group number. (TACPA)
 - 4) Enterprise zone name(s). (EZA)
 - 5) Proposer’s original signature. (TACPA and EZA)
 - 6) A checkbox marked to identify the additional 1% to 4% preference sought for hiring persons with a high risk of unemployment. (TACPA and EZA)

- e. TACPA and/or EZA preference cannot be granted if:
 - 1) The lowest proposed cost does not equal or exceed \$100,000 for the entire term, **or**
 - 2) The work site or any part thereof is fixed or preset by the State, **or**
 - 3) The services involve construction or a public works project **or**
- f. A proposer who has claimed a TACPA and/or EZA preference and is awarded the contract will be obligated to perform in accordance with the preference(s) requested, provided the preference was granted in obtaining the contract. Firms receiving preference must:
 - 1) Report their labor hours to the State and
 - 2) Reference the state contract on which the award is based for the specific reporting requirements.
- g. Proposers wishing to learn more about TACPA and/or EZA requirements, designated work site(s) or enterprise zones in California should contact the appropriate office of the Department of General Services at (916) 375-4940. DGS will attempt to determine TACPA and/or EZA eligibility within two working days.

6. Local Military Base Recovery Area (LAMBRA) Act Preference

- a. LAMBRA preference may be granted for this procurement if the lowest cost offered is \$100,000 or more; if no part of the worksite is fixed by CDPH, and the proposer can demonstrate and certify, under the penalty of perjury, that 100% of the total labor hours required to perform the services shall be performed at an approved worksite located in a local military base recovery area. LAMBRA preference will only be applied if this procurement results in more than one responsive proposal receiving a passing Technical Proposal score.
- b. Proposers seeking to obtain a LAMBRA 5% preference must submit acquire and submit a completed STD 832 (Local Military Base Recovery Area Act for Goods and Services Solicitations) with their proposal response. The STD 832 may be accessed at this Internet site: <http://www.documents.dgs.ca.gov/osp/pdf/std832.pdf>.
- c. Proposers wishing to obtain more information about LAMBRA Preference should visit this website: <http://www.pd.dgs.ca.gov/edip/lambra.htm>.

7. Combined preferences

The maximum preference or score addition that any proposer may be granted for preference, non-small business subcontractor preference, DVBE Incentive, TACPA preference, EZA preference, or LAMBRA preference combined is 15%.

Any firm that claims and is granted non-small business subcontractor preference, DVBE Incentive, TACPA preference, EZA preference, and/or LAMBRA preference cannot displace an award to a certified small business or microbusiness.

R. Contract Terms and Conditions

The winning Proposer must enter a written contract that may contain portions of the Proposer's proposal (i.e., Budget Detail Work Sheets, Work Plan), Scope of Work, standard contract provisions, the contract form, and the exhibits identified below. Other exhibits, not identified herein, may also appear in the resulting contract.

The exhibits identified in this section contain contract terms that require strict adherence to various laws and contracting policies. A Proposer's unwillingness or inability to agree to the proposed terms and conditions shown below or contained in any exhibit identified in this RFP may cause CDPH to deem a Proposer non-responsible and ineligible for an award. CDPH reserves the right to use the latest version of any form or exhibit listed below in the resulting agreement if a newer version is available.

The exhibits identified below illustrate many of the terms and conditions that may appear in the final agreement between CDPH and the winning Proposer. Other terms and conditions, not specified in the exhibits identified below, may also appear in the resulting agreement. Some terms and conditions are conditional and may only appear in an agreement if certain conditions exist (i.e., contract total exceeds a certain amount, federal funding is used, etc.).

In general, CDPH will not accept alterations to the General Terms and Conditions (GTC), CDPH's Special Terms and Conditions, the Scope of Work, other exhibit terms/conditions, or alternate language that is proposed or submitted by a prospective contractor. CDPH may consider a proposal containing such provisions "a counter proposal" and CDPH may reject such a proposal as nonresponsive.

1. Sample contract forms / exhibits

Exhibit Label	Exhibit Name
a. Exhibit A1	Standard Agreement (2 page)
b. Exhibit A	Scope of Work (36 pages)
c. Exhibit B	Budget Detail and Payment Provisions (4 pages)
d. Exhibit C - View on-line.	General Terms and Conditions (GTC 307). View or download this exhibit at this Internet site: http://www.ols.dgs.ca.gov/Standard+Language/default.htm .
e. Exhibit D(F)	Special Terms and Conditions D(F) (25 pages)
f. Exhibit E	Additional Provisions
g. Exhibit F	Contractor's Release (1 page)
h. Exhibit G	Travel Reimbursement Information (2 pages)
i. Exhibit H	Resumes (1 page)
j. Exhibit I	HIPAA Business Associate Addendum (BAA)
k. Exhibit J	Information Confidentiality & Security Requirements
l. Exhibit K	SR1 CDPH-ISO Project Requirement

2. Unanticipated tasks

In the event unanticipated or additional work must be performed that is not identified in this RFP, but in CDPH's opinion is necessary to successfully accomplish the scope of work, CDPH will initiate a contract amendment to add that work. All terms and conditions appearing in the final contract including the salary/wage rates, unit rates and/or other

expenses appearing on the Proposer's Budget Detail Work Sheets will apply to any additional work.

3. Resolution of language conflicts (RFP vs. final agreement)

If an inconsistency or conflict arises between the terms and conditions appearing in the final agreement and the proposed terms and conditions appearing in this RFP, any inconsistency or conflict will be resolved by giving precedence to the final agreement.

RFP Attachments

Proposal Cover Page

Name of Bidding Firm *(Legal name as it will appear on the contract)*

Mailing Address *(Street address, P.O. Box, City, State, Zip Code)*

Person authorized to act as the primary contact for matters regarding this proposal:Printed Name *(First, Last)*:

Title:

Telephone number:

Fax number:

Email address, if applicable

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Person authorized to obligate this firm in matters regarding the resulting contract:Printed Name *(First, Last)*:

Title:

Telephone number:

Fax number:

Email address, if applicable

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(CORPORATIONS) Name/Title of person authorized by the Board of Directors to sign all proposal documents on behalf of the Board:Printed Name *(First, Last)*:

Title:

Signature of Proposer or Authorized Representative

Date:

Required Attachment / Certification Checklist

Qualification Requirements. I certify that my firm meets the following requirements:		Confirmed by the State
☐ Yes ☐ N/A	My firm possesses at least three consecutive years of experience of the various service types listed in Item 1 of the RFP section entitled, "Qualification Requirements". That experience occurred within the past five years.	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm has read and is willing to comply with the terms, conditions and contract exhibits addressed in the RFP section entitled, "Contract Terms and Conditions".	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm is in good standing and qualified to conduct business in California. [Check "N/A" if not a Corporation.]	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm is qualified to claim nonprofit status. [Check "N/A" if not a nonprofit organization.]	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm has a past record of sound business integrity and a history of being responsive to past contractual obligations. My firm authorizes the State to confirm this claim.	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm is financially stable and solvent and has adequate cash reserves to meet all financial obligations while awaiting reimbursement from the State.	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm has certified via Attachment 9 that its proposal response is not in violation of Public Contract Code Section 10365.5 and has, if applicable, identified previous State consultant services contracts entered into that were related in any manner to the services, goods, or supplies being acquired in this procurement.	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm has complied with the DVBE actual participation as instructed in the DVBE Instructions / Forms (Attachment 10). [Check "N/A" if the total bid price is under \$10,000.]	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm will supply, before contract execution, proof of self-insurance or copies of insurance certificates proving possession of general liability and/or automobile liability insurance as stipulated in Item 9 of the RFP section entitled, "Qualification Requirements".	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm will contain its indirect costs at a percentage rate not to exceed 26% of modified direct costs (total direct costs less rent and subcontracts).	☐ Yes ☐ No
☐ Yes ☐ N/A	My firm has no conflict of interest and has submitted the required certification and documentation necessary to prove this claim.	☐ Yes ☐ No
Technical Proposal format and content.		Confirmed by the State
☐ Yes ☐ N/A	My firm complied with the Technical Proposal format requirements and my firm submitted one original Technical Proposal and nine (9) copies. My proposal is assembled in the following order:	☐ Yes ☐ No
☐ Yes ☐ N/A	Proposal Cover Page (Attachment 1)	☐ Yes ☐ No
☐ Yes ☐ N/A	Table of Contents	☐ Yes ☐ No
☐ Yes ☐ N/A	Executive Summary Section consisting of four (4) or fewer pages.	☐ Yes ☐ No
☐ Yes ☐ N/A	Agency Capability Section	☐ Yes ☐ No
☐ Yes ☐ N/A	Work Plan Section	☐ Yes ☐ No
☐ Yes ☐ N/A	Management Plan Section	☐ Yes ☐ No
☐ Yes ☐ N/A	Project Personnel Section	☐ Yes ☐ No
☐ Yes ☐ N/A	Facilities and Resources Section	☐ Yes ☐ No

(Continued on next page)

Required Attachment / Certification Checklist

Cost Section with the following documentation:		Confirmed by the State
☐ Yes ☐ N/A	Attachment 16, Cost Proposal form. Form is signed. Corrections, if any, have been initialed. All cost figures have been double-checked for accuracy.	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 17, Budget Detail Work Sheet (Year 1).	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 18, Subcontractor Budgets (Year 1). [Check "N/A" if all subcontractors were identified on the Budget Detail Work Sheet.]	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 19, Budget Detail Work Sheet (Year 2).	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 20, Subcontractor Budgets (Year 2). [Check "N/A" if all subcontractors were identified on the Budget Detail Work Sheet.]	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 21, Budget Detail Work Sheet (Year 3).	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 22, Subcontractor Budgets (Year 3). [Check "N/A" if all subcontractors were identified on the Budget Detail Work Sheet.]	☐ Yes ☐ No
☐ Yes ☐ N/A	Required cost justification and documentation.	☐ Yes ☐ No
Appendix Section with the following documentation:		Confirmed by the State
☐ Yes ☐ N/A	Attach either a copy of the Certificate of Status issued by California's Office of the Secretary of State or submit a copy of the bidding firm's <u>active</u> on-line status information downloaded from the California Business Portal website. Attach an explanation if the required documentation cannot be supplied. [Check "N/A" if not a Corporation.]	☐ Yes ☐ No
☐ Yes ☐ N/A	A copy of an IRS determination letter proving eligibility to claim nonprofit and/or 501 (3) (c) tax exempt status. [Check "N/A" if not a nonprofit organization.]	☐ Yes ☐ No
☐ Yes ☐ N/A	An organization chart.	☐ Yes ☐ No
☐ Yes ☐ N/A	Copies of financial statements for the past two years or most recent 24-month period (i.e., annual income statements and quarterly/annual balance sheets).	☐ Yes ☐ No
☐ Yes ☐ N/A	Resumes of the Proposer's professional staff (i.e., managers, supervisors, technical experts) that will play a major administrative, policy or consulting role in carrying out the project work.	☐ Yes ☐ No
☐ Yes ☐ N/A	Resumes for each pre-identified subcontractor or independent consultant, if any, that will serve a major role in performing the services. [Check "N/A" if no subcontractors or consultants will be used or if none has been pre-identified.]	☐ Yes ☐ No
☐ Yes ☐ N/A	Letters of agreement, signed by each pre-identified subcontractor and independent consultant or applicable explanation. [Check "N/A" if no subcontractors or consultants will be used or if none has been pre-identified.]	☐ Yes ☐ No
☐ Yes ☐ N/A	Proof that no prohibited conflicts of interest exist via Attachment 24 with applicable documentation.	☐ Yes ☐ No

(Continued on next page)

Required Attachment / Certification Checklist

Form Section with the following attachments / forms:		Confirmed by the State
☐ Yes ☐ N/A	Attachment 2, Required Attachment / Certification Checklist	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 3, Business Information Sheet	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 4, Client References	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 5, RFP Clause Certification	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 6, CCC 307 – Certification	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 7, Payee Data Record. [Check “N/A” if the Proposer has had a prior contract with CDPH.]	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 8, Darfur Contracting Act of 2008.	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 9, Follow-on Consultant Contract Disclosure. Disclosure attachment is present when applicable.	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 10a, Actual DVBE Participation, and DVBE certifications for each DVBE subcontractor or supplier listed. Complete this form according to the instructions in Attachment 10 if partial or a full 3% DVBE participation was attained. [Check “N/A” if zero participation was achieved and the Proposer chose to complete the good faith effort form or check “N/A” if the proposed cost for the entire contract term is under \$10,000.]	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 11a, Non-Small Business Subcontractor Preference Request and Attachment 11b, Small Business Subcontractor/Supplier Acknowledgement Check “N/A” if not applying for this subcontractor preference.	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 12a DVBE Incentive Request and Attachment 12b, DVBE Subcontractor/Supplier Acknowledgement Check “N/A” if not applying for this subcontractor preference.	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 13, Target Area Contract Preference Act Request. [Check “N/A” if not applying for TACPA preference.]	☐ Yes ☐ No
☐ Yes ☐ N/A	Attachment 14, Enterprise Zone Act (EZA) Preference Request. [Check “N/A” if not applying for EZA preference.]	☐ Yes ☐ No
Name of Bidding Firm:		
Printed Name/Title:		
Signature		Date:

Business Information Sheet

A signature affixed hereon and dated certifies compliance with all bid requirements. The signature below authorizes the State to verify the claims made on this form.

Name of Bidding Firm:		CA Corp. No. (If applicable)		Federal ID Number
Name of Principal (If not an individual):	Title:		Telephone Number	Fax Number
Street Address / P.O. Box		City	State	Zip Code

Type of Business Organization / Ownership (Check all that apply)

Ownership

- ☐ Sole Proprietor
☐ Partnership
☐ Joint venture
☐ Association

Corporation

- ☐ Nonprofit
☐ For Profit
☐ Private
☐ Public

Governmental

- ☐ City/County, California State Agency, Federal Agency, State (other than California)
☐ Other: _____

Other Type of Entity

- ☐ Public or Municipal Corporation, School or Water District, California State College, University of California, Joint Powers Agency
☐ Auxiliary College Foundation
☐ Other: _____

California Certified Small Business Status

- ☐ N/A ☐ Microbusiness ☐ Small business ☐ NVSA

☐ Certified By DGS Certification No: _____ Expiration Date: _____

If certified, attach a copy of certification letter. If an application is pending, date submitted to DGS: _____

Small Business Type (If applicable)

- ☐ N/A ☐ Services ☐ Non-Manufacturer ☐ Manufacturer

☐ Contractor (Construction Type): _____ ☐ Contractor's License Type: _____

Veteran Status of Business Owner

- ☐ N/A (not a veteran or not certified by DGS)

☐ Disabled Veteran Certified by DGS Certification No. _____ Expiration Date: _____

If certified, attach a copy of certification letter. If an application is pending, date submitted to DGS: _____

Disadvantaged Business Enterprise Status:

- ☐ N/A ☐ Approved by the Cal Trans, Office of Civil Rights.

Certification number issued by Cal Trans: _____ Expiration Date: _____

Race/Ethnicity of Primary Business Owner

- ☐ N/A (No single owner possess more the 50% ownership)

Owner's Ethnicity (check one)

- ☐ Asian-Indian
☐ Black
☐ Hispanic
☐ Native American
☐ Pacific-Asian
☐ Other _____

Owner's Race (check one)

- ☐ American Indian/Alaska Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander
☐ White
☐ Other _____

If Asian, Native Hawaiian or Pacific Islander (check one):

- ☐ Asian-Indian ☐ Japanese
☐ Cambodian ☐ Korean
☐ Chinese ☐ Laotian
☐ Filipino ☐ Samoan
☐ Guamanian ☐ Vietnamese
☐ Hawaiian ☐ Other _____

Gender of Primary Business Owner

- ☐ N/A (Not independently owned) ☐ Male ☐ Female

Indicate possession of required licenses and/or certifications (if applicable):

- ☐ N/A (None required)

Contractor's State Licensing Board No.	PUC License Number CAL-T-	Required Licenses/Certifications (If applicable)
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Signature		Date Signed
Printed/Typed Name		Title

Public Records Information

The above information is required for statistical reporting purposes. Completion of this form is mandatory. This information will be made public upon award of the contract and will be supplied to department contract staff, Department of General Services and possibly other public agencies. To access contract related records, contact the CDPH Contract Management Unit, 1501 Capitol Avenue, Suite 71.5178, MS 1802, P.O. Box 997377, Sacramento, CA 95899-7377 or call (916) 650-0100.

Client References

List 3 clients served in the past 5-years for which the bidding firm provided similar services. List the most recent first.

REFERENCE 1

Name of Firm

Street address	City	State	Zip Code
Contact Person	Telephone number ()		
Dates of service	Value or cost of service		
Brief description of service provided			

REFERENCE 2

Name of Firm

Street address	City	State	Zip Code
Contact Person	Telephone number ()		
Dates of service	Value or cost of service		
Brief description of service provided			

REFERENCE 3

Name of Firm

Street address	City	State	Zip Code
Contact Person	Telephone number ()		
Dates of service	Value or cost of service		
Brief description of service provided			

If three references cannot be provided, explain why:

RFP Clause Certification

I, the official named below, Certify Under Penalty of Perjury that I am duly authorized to legally bind the prospective Contractor to the certification clauses located in the RFP section entitled, "Bidding Certification Clauses". This certification is made under the laws of the State of California.

Name of Firm (Printed)	Federal ID Number
By (<i>Authorized Signature</i>)	
Printed Name and Title of Person Signing	
Date Executed	Executed in the County of:

CCC 307 – CERTIFICATION

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind the prospective Contractor to the clause(s) listed below. This certification is made under the laws of the State of California.

<i>Contractor/Bidder Firm Name (Printed)</i>	<i>Federal ID Number</i>
<i>By (Authorized Signature)</i>	
<i>Printed Name and Title of Person Signing</i>	
<i>Date Executed</i>	<i>Executed in the County of</i>

CONTRACTOR CERTIFICATION CLAUSES

1. **STATEMENT OF COMPLIANCE:** Contractor has, unless exempted, complied with the nondiscrimination program requirements. (GC 12990 (a-f) and CCR, Title 2, Section 8103) (Not applicable to public entities.)

2. **DRUG-FREE WORKPLACE REQUIREMENTS:** Contractor will comply with the requirements of the Drug-Free Workplace Act of 1990 and will provide a drug-free workplace by taking the following actions:
 - a. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations.

 - b. Establish a Drug-Free Awareness Program to inform employees about:
 - 1) the dangers of drug abuse in the workplace;
 - 2) the person's or organization's policy of maintaining a drug-free workplace;
 - 3) any available counseling, rehabilitation and employee assistance programs; and,
 - 4) penalties that may be imposed upon employees for drug abuse violations.

 - c. Every employee who works on the proposed Agreement will:
 - 1) receive a copy of the company's drug-free workplace policy statement; and,
 - 2) agree to abide by the terms of the company's statement as a condition of employment on the Agreement.

Failure to comply with these requirements may result in suspension of payments under the Agreement or termination of the Agreement or both and Contractor may be ineligible for award of any future State agreements if the department determines that any of the following has occurred: (1) the Contractor has made false certification, or violated the certification by failing to carry out the requirements as noted above. (GC 8350 et seq.)

3. **NATIONAL LABOR RELATIONS BOARD CERTIFICATION:** Contractor certifies that no more than one (1) final unappealable finding of contempt of court by a Federal court has been issued against Contractor within the immediately preceding two-year period because of Contractor's failure to comply with an order of a Federal court which orders Contractor to comply with an order of the National Labor Relations Board. (PCC 10296) (Not applicable to public entities.)

4. **CONTRACTS FOR LEGAL SERVICES \$50,000 OR MORE- PRO BONO REQUIREMENT:** Contractor hereby certifies that contractor will comply with the requirements of Section 6072 of the Business and Professions Code, effective January 1, 2003.

(Continued on next page)

CCC 307 - CERTIFICATION

Contractor agrees to make a good faith effort to provide a minimum number of hours of pro bono legal services during each year of the contract equal to the lesser of 30 multiplied by the number of full time attorneys in the firm's offices in the State, with the number of hours prorated on an actual day basis for any contract period of less than a full year or 10% of its contract with the State.

Failure to make a good faith effort may be cause for non-renewal of a state contract for legal services, and may be taken into account when determining the award of future contracts with the State for legal services.

5. EXPATRIATE CORPORATIONS: Contractor hereby declares that it is not an expatriate corporation or subsidiary of an expatriate corporation within the meaning of Public Contract Code Section 10286 and 10286.1, and is eligible to contract with State of California.

6. SWEATFREE CODE OF CONDUCT:

- a. All Contractors contracting for the procurement or laundering of apparel, garments or corresponding accessories, or the procurement of equipment, materials, or supplies, other than procurement related to a public works contract, declare under penalty of perjury that no apparel, garments or corresponding accessories, equipment, materials, or supplies furnished to the state pursuant to the contract have been laundered or produced in whole or in part by sweatshop labor, forced labor, convict labor, indentured labor under penal sanction, abusive forms of child labor or exploitation of children in sweatshop labor, or with the benefit of sweatshop labor, forced labor, convict labor, indentured labor under penal sanction, abusive forms of child labor or exploitation of children in sweatshop labor. The contractor further declares under penalty of perjury that they adhere to the Sweatfree Code of Conduct as set forth on the California Department of Industrial Relations website located at www.dir.ca.gov, and Public Contract Code Section 6108.
- b. The contractor agrees to cooperate fully in providing reasonable access to the contractor's records, documents, agents or employees, or premises if reasonably required by authorized officials of the contracting agency, the Department of Industrial Relations, or the Department of Justice to determine the contractor's compliance with the requirements under paragraph a.

7. DOMESTIC PARTNERS: For contracts over \$100,000 executed or amended after January 1, 2007, the contractor certifies that contractor is in compliance with Public Contract Code section 10295.3.

NOTE: This form represents only the certification portion of the Contractor Certification Clauses (CCC). Additional information about contracting with the State appears in the full text of the applicable CCC. Visit this web site to view the entire document: <http://www.ols.dgs.ca.gov/Standard+Language/default.htm>.

PAYEE DATA RECORD

(Required when receiving payment from the State of California in lieu of IRS W-9)

STD. 204 (Rev. 5/06)_CDPH

1	INSTRUCTIONS: Complete all information on this form. Sign, date, and return to the State agency (department/office) address shown at the bottom of this page. Prompt return of this fully completed form will prevent delays when processing payments. Information provided in this form will be used by State agencies to prepare Information Returns (1099). See reverse side for more information and Privacy Statement. NOTE: Governmental entities, federal, state, and local (including school districts), are not required to submit this form.								
2	PAYEE'S LEGAL BUSINESS NAME (Type or Print) _____ <table style="width: 100%;"> <tr> <td style="width: 50%;">SOLE PROPRIETOR—ENTER NAME AS SHOWN ON SSN (Last, First, M.I.) _____</td> <td style="width: 50%;">E-MAIL ADDRESS _____</td> </tr> <tr> <td>MAILING ADDRESS _____</td> <td>BUSINESS ADDRESS _____</td> </tr> <tr> <td>CITY, STATE, ZIP CODE _____</td> <td>CITY, STATE, ZIP CODE _____</td> </tr> </table>			SOLE PROPRIETOR—ENTER NAME AS SHOWN ON SSN (Last, First, M.I.) _____	E-MAIL ADDRESS _____	MAILING ADDRESS _____	BUSINESS ADDRESS _____	CITY, STATE, ZIP CODE _____	CITY, STATE, ZIP CODE _____
SOLE PROPRIETOR—ENTER NAME AS SHOWN ON SSN (Last, First, M.I.) _____	E-MAIL ADDRESS _____								
MAILING ADDRESS _____	BUSINESS ADDRESS _____								
CITY, STATE, ZIP CODE _____	CITY, STATE, ZIP CODE _____								
3 PAYEE ENTITY TYPE CHECK ONE BOX ONLY	ENTER FEDERAL EMPLOYER IDENTIFICATION NUMBER (FEIN): - 		NOTE: Payment will not be processed without an accompanying taxpayer I.D. number.						
	<table style="width: 100%;"> <tr> <td style="width: 30%; vertical-align: top;"> ☐ PARTNERSHIP ☐ ESTATE OR TRUST ☐ INDIVIDUAL OR SOLE PROPRIETOR ENTER SOCIAL SECURITY NUMBER: - - </td> <td style="width: 70%; vertical-align: top;"> CORPORATION: ☐ MEDICAL (e.g., dentistry, psychotherapy, chiropractic, etc.) ☐ LEGAL (e.g., attorney services) ☐ EXEMPT (nonprofit) ☐ ALL OTHERS (SSN required by authority of California Revenue and Tax Code Section 18646) </td> </tr> </table>		☐ PARTNERSHIP ☐ ESTATE OR TRUST ☐ INDIVIDUAL OR SOLE PROPRIETOR ENTER SOCIAL SECURITY NUMBER: - - 	CORPORATION: ☐ MEDICAL (e.g., dentistry, psychotherapy, chiropractic, etc.) ☐ LEGAL (e.g., attorney services) ☐ EXEMPT (nonprofit) ☐ ALL OTHERS (SSN required by authority of California Revenue and Tax Code Section 18646)					
☐ PARTNERSHIP ☐ ESTATE OR TRUST ☐ INDIVIDUAL OR SOLE PROPRIETOR ENTER SOCIAL SECURITY NUMBER: - - 	CORPORATION: ☐ MEDICAL (e.g., dentistry, psychotherapy, chiropractic, etc.) ☐ LEGAL (e.g., attorney services) ☐ EXEMPT (nonprofit) ☐ ALL OTHERS (SSN required by authority of California Revenue and Tax Code Section 18646)								
4 PAYEE RESIDENCY TYPE	☐ California resident—qualified to do business in California or maintains a permanent place of business in California. ☐ California nonresident (see reverse side)—Payments to nonresidents for services may be subject to State income tax withholding. ☐ No services performed in California. ☐ Copy of Franchise Tax Board waiver of State withholding attached.								
5	I hereby certify under penalty of perjury that the information provided on this document is true and correct. Should my residency status change, I will promptly notify the State agency below. <table style="width: 100%;"> <tr> <td style="width: 50%;">AUTHORIZED PAYEE REPRESENTATIVE'S NAME (Type or Print) _____</td> <td colspan="2">TITLE _____</td> </tr> <tr> <td>SIGNATURE _____</td> <td>DATE _____</td> <td>TELEPHONE () _____</td> </tr> </table>			AUTHORIZED PAYEE REPRESENTATIVE'S NAME (Type or Print) _____	TITLE _____		SIGNATURE _____	DATE _____	TELEPHONE () _____
AUTHORIZED PAYEE REPRESENTATIVE'S NAME (Type or Print) _____	TITLE _____								
SIGNATURE _____	DATE _____	TELEPHONE () _____							
6	Please return completed form to: Department/Office: <u>California Department of Public Health</u> Unit/Section: _____ Mailing Address: _____ City/State/ZIP: _____ Telephone: () _____ FAX: () _____ E-Mail Address: _____								

PAYEE DATA RECORD

STD. 204 (Rev. 5/06)_CDPH (Page 2)

1	Requirement to Complete Payee Data Record, STD. 204 A completed Payee Data Record, STD. 204, is required for payments to all non-governmental entities and will be kept on file at each State agency. Since each State agency with which you do business must have a separate STD. 204 on file, it is possible for a payee to receive this form from various State agencies. Payees who do not wish to complete the STD. 204 may elect to not do business with the State. If the payee does not complete the STD. 204 and the required payee data is not otherwise provided, payment may be reduced for federal backup withholding and nonresident State income tax withholding. Amounts reported on Information Returns (1099) are in accordance with the Internal Revenue Code and the California Revenue and Taxation Code.						
2	Enter the payee's legal business name. Sole proprietorships must also include the owner's full name. An individual must list his/her full name. The mailing address should be the address at which the payee chooses to receive correspondence. Do not enter payment address or lock box information here.						
3	Check the box that corresponds to the payee business type. Check only one box. Corporations must check the box that identifies the type of corporation. The State of California requires that all parties entering into business transactions that may lead to payment(s) from the State provide their Taxpayer Identification Number (TIN). The TIN is required by the California Revenue and Taxation Code Section 18646 to facilitate tax compliance enforcement activities and the preparation of Form 1099 and other information returns as required by the Internal Revenue Code Section 6109(a). The TIN for individuals and sole proprietorships is the Social Security Number (SSN). Only partnerships, estates, trusts, and corporations will enter their Federal Employer Identification Number (FEIN).						
4	<u>Are you a California resident or nonresident?</u> A corporation will be defined as a "resident" if it has a permanent place of business in California or is qualified through the Secretary of State to do business in California. A partnership is considered a resident partnership if it has a permanent place of business in California. An estate is a resident if the decedent was a California resident at time of death. A trust is a resident if at least one trustee is a California resident. For individuals and sole proprietors, the term "resident" includes every individual who is in California for other than a temporary or transitory purpose and any individual domiciled in California who is absent for a temporary or transitory purpose. Generally, an individual who comes to California for a purpose that will extend over a long or indefinite period will be considered a resident. However, an individual who comes to perform a particular contract of short duration will be considered a nonresident. Payments to all nonresidents may be subject to withholding. Nonresident payees performing services in California or receiving rent, lease, or royalty payments from property (real or personal) located in California will have 7% of their total payments withheld for State income taxes. However, no withholding is required if total payments to the payee are \$1,500 or less for the calendar year. For information on Nonresident Withholding, contact the Franchise Tax Board at the numbers listed below: <table border="0"> <tr> <td>Withholding Services and Compliance Section:</td> <td>1-888-792-4900</td> <td>E-mail address: wscs.gen@ftb.ca.gov</td> </tr> <tr> <td>For hearing impaired with TDD, call:</td> <td>1-800-822-6268</td> <td>Website: www.ftb.ca.gov</td> </tr> </table>	Withholding Services and Compliance Section:	1-888-792-4900	E-mail address: wscs.gen@ftb.ca.gov	For hearing impaired with TDD, call:	1-800-822-6268	Website: www.ftb.ca.gov
Withholding Services and Compliance Section:	1-888-792-4900	E-mail address: wscs.gen@ftb.ca.gov					
For hearing impaired with TDD, call:	1-800-822-6268	Website: www.ftb.ca.gov					
5	Provide the name, title, signature, and telephone number of the individual completing this form. Provide the date the form was completed.						
6	This section must be completed by the State agency requesting the STD. 204.						
Privacy Statement Section 7(b) of the Privacy Act of 1974 (Public Law 93-579) requires that any federal, State, or local governmental agency, which requests an individual to disclose their social security account number, shall inform that individual whether that disclosure is mandatory or voluntary, by which statutory or other authority such number is solicited, and what uses will be made of it. It is mandatory to furnish the information requested. Federal law requires that payment for which the requested information is not provided is subject to federal backup withholding and State law imposes noncompliance penalties of up to \$20,000. You have the right to access records containing your personal information, such as your SSN. To exercise that right, please contact the business services unit or the accounts payable unit of the State agency(ies) with which you transact that business. All questions should be referred to the requesting State agency listed on the bottom front of this form.							

Darfur Contracting Act

Pursuant to Public Contract Code (PCC) sections 10475-10481, the Darfur Contracting Act's intent is to preclude State agencies from contracting with scrutinized companies that do business in the African nation of Sudan. A scrutinized company is a company doing specified types of business in Sudan as defined in PCC section 10476. Scrutinized companies are ineligible to, and cannot, contract with a State agency for goods or services (PCC section 10477(a)) unless obtaining permission from the Department of General Services according to the criteria set forth in PCC section 10477(b).

Therefore, to be eligible to contract with the California Department of Public Health, please initial **one of the following** three paragraphs and complete the certification below:

1. _____
Initials We do not currently have, or we have not had within the previous three years, business activities or other operations outside of the United States.

OR

2. _____
Initials We are a scrutinized company as defined in Public Contract Code section 10476, but we have received written permission from the Department of General Services (DGS) to submit a bid or proposal pursuant to Public Contract Code section 10477(b) or submit a contract/purchase order. A copy of the written permission from DGS is included with our bid, proposal or contract/purchase order.

OR

3. _____
Initials We currently have, or we have had within the previous three years, business activities or other operations outside of the United States, but we certify below that we are not a scrutinized company as defined in Public Contract Code section 10476.

CERTIFICATION

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind this company to the clause listed above. This certification is made under the laws of the State of California.

Company Name (Printed)		Federal ID Number
By (Authorized Signature)		
Printed Name and Title of Person Signing		
Date Executed	Executed in the County and State of	

Follow-on Consultant Contract Disclosure

Background Information:

1. PCC Section 10365.5 generally prohibits a person, firm, or subsidiary thereof that has been awarded a consulting services contract from submitting a bid for and/or being awarded an agreement for, the provision of services, procurement of goods or supplies, or any other related action that is required, suggested, or otherwise deemed appropriate in the end product of a consulting services contract.
2. PCC Section 10365.5 does not apply to any person, firm, or subsidiary thereof that is awarded a subcontract of a consulting services agreement that totals no more than 10 percent of the total monetary value of the consulting services agreement.
3. Consultants/employees of a firm that provides consulting advice under an original consulting contract are not prohibited from providing services as employees of another firm on a follow-on contract, unless the persons are named contracting parties or named parties in a subcontract of the original contract.
4. PCC Section 10365.5 does not distinguish between intentional, negligent, and/or inadvertent violations. A violation could result in disqualification from bidding, a void contract, and/or imposition of criminal penalties.

Disclosure [Mark one (1) box]:

- ☐ I hereby certify that neither my firm nor any subcontractor that my firm intends to use under the contract resulting from this procurement, is currently providing consulting services to the state under a state contract (or as a subcontractor providing more than 10 percent of dollar value of a consulting service contract with the state) or has provided such services within five (5) years prior to the release of this RFP that are related in any manner to the services, goods, or supplies being acquired pursuant to this RFP. **[Sign below.] This option is likely to apply to bidding firms that do not currently and/or never have provided consultant services to the State.**
- ☐ Attached is a disclosure of current and/or prior consulting services provided by my firm or a proposed subcontractor to the state under a state contract within five (5) years prior to the release of this RFP that may be related in some manner to the services, goods, or supplies being acquired pursuant to this RFP. **[Sign below and attach to this document a detailed disclosure.]**

Name of Bidding Firm

Signature

Date Signed

Printed/Typed Name

Title

DVBE Instructions / Forms

Disabled Veteran Business Enterprise Participation (DVBE) Information

**DVBE Definition
(for this
document only)**

- A California firm whose ownership, daily management, and operational controls meets all statutory DVBE certification requirements, as documented by the possession of a certification letter issued by the Department of General Services, Office of Small Business and DVBE Certification [OSDC] (hereafter referred to as DGS).

**California
Requirements**

- The State of California requires a three percent (3%) participation level in state contracts to further disabled veteran business enterprise (DVBE) participation in California.
- Only DVBEs, possessing a current DVBE certification issued by DGS, may be claimed for participation. Over 600 DVBE firms are presently certified.
- Effective January 1, 2004, legislation was enacted to require all small business, microbusinesses, and disabled veteran business enterprises to perform a “commercially useful function” in any contract they perform for the State.

A business that is performing a commercially useful function is one that does all of the following:

1. Is responsible for the execution of a distinct element of the work of the contract.
2. Carries out its obligation by actually performing, managing or supervising the work involved.
3. Performs work that is normal for its business, services and function.
4. Is not further subcontracting a portion of the work that is greater than that expected to be subcontracted by normal industry practices.

**CDPH Rights /
Requirements**

- Unless DVBE participation is exempted by the California Department of Public Health (CDPH), a 3% DVBE participation level is required for all service contracts with a total value of \$10,000 or more.
- CDPH reserves the right to exempt any contract from DVBE participation when it is determined to be in the Department's best interest to do so.
- CDPH reserves the right to waive DVBE participation requirements at any time prior to the bid/proposal submission deadline. Said waivers may be announced by way of a faxed or written correction notice, administrative bulletin, or bid document addendum.

**For answers
or help, dial:**

(916) 650-0228

- CDPH reserves the right to contact bidders/proposers during the bidding/evaluation process to collect clarifying information or to request corrections, as necessary, to DVBE documentation.
- **The accompanying instructions must be strictly followed.** Failure to do so may be grounds for bid/proposal disqualification.

Dial (916) 650-0228 if you have a question or need help.

**Participation
Requirements
of this
Solicitation**

- Each prime contractor must achieve 3% DVBE participation.
 - Firms submitting bid responses with less than 3% DVBE participation will be deemed nonresponsive and ineligible to receive a contract award.
-

DVBE Instructions

**How to Calculate
3% Participation**

Unless instructed otherwise in the bid document, first determine the total dollar value/amount that will be bid, then multiply this figure by 3% to determine how much of the contract budget should be spent on DVBE supplied services, labor, supplies, materials, or equipment.

**Use of Proposed
DVBEs**

If awarded the contract, the Contractor must faithfully use each DVBE proposed for use and listed on the form entitled “**Actual DVBE Participation**”. Exceptions are only allowed if the Contractor submits a Request for Substitution to the Contract Manager of the CDPH funding Program and that request is subsequently approved by CDPH.

Substitution request submission instructions appear in either the “Special Terms and Conditions” or “Additional Provisions” exhibit clause entitled “Use of Disabled Veteran Business Enterprises”. A copy of this exhibit is attached to the bid document and/or will be attached to the resulting contract.

Actual DVBE Participation

NAME OF DVBE FIRM PROPOSED FOR USE (Prime is to enter its own name, if the Prime is a certified DVBE)	FIRM THAT DVBE WILL CONTRACT WITH (Prime is to enter "Self", if the Prime is a certified DVBE)	COMMERCIALLY USEFUL FUNCTION TO BE PERFORMED OR PROVIDED BY A DVBE	DVBE % Claimed	TIER (See legend below)

DVBE % Claimed:

Enter the percentage level of actual DVBE participation met, regardless of whether or not the participation achieved equals a full three percent (3%) of the total bid amount. Participation may be expressed as a partial/fractional decimal percentage. **Do not enter dollar figures in the "DVBE % Claimed" column.** The budget sheets, if required, that are submitted in your proposal when responding to an RFP should include the DVBE service providers identified above, unless the bidding firm is uncertain of the budget period in which the DVBE will be used.

TIER = **0** = Prime Contractor **1** = Subcontractor/Supplier to the Prime **2** = Subcontractor/Supplier to Level 1
3 = Subcontractor/Supplier to Level 2, etc.

Attach to this form, a copy of the current DVBE certification issued by DGS for each DVBE listed in the first column. If a new or renewed certification request was recently approved by DGS, but confirmation of DVBE certification has not yet been received, place a footnote next to the DVBE's name and indicate on this form "DVBE Cert Pending" or "DVBE Cert to Follow".

Unless specifically indicated in the bid document, CDPH will not accept state or federal business utilization plans in lieu of meeting DVBE participation requirements when CDPH solicits bids/proposals from firms to perform non-IT services.

This form may be photocopied or reproduced in a like form for inclusion in a bid response. Bidding firms that choose to render a like copy of this form by computer or other means are advised to omit pages 1–4 that contain instructions.

Please do not return or include in the bid response, a copy of the DVBE instructions preceding this form.

Bidding/Proposing Firm's Name	Signature
Printed Name/Title of Person Signing Above	Date Signed

Non-Small Business Subcontractor Preference Instructions

Preference information	Non-small business proposers will be granted up to a five percent (5%) non-small business subcontractor preference on a proposal evaluation by an awarding department when a responsive non-small business has submitted a proposal that earns the highest total score and when a non-small business proposer: 1. Has included in its proposal a notification that it commits to subcontract at least twenty-five percent (25%) of its total cost proposal price with one or more small businesses; and 2. Has submitted a timely, responsive proposal; and 3. Is determined to be a responsible proposer; and 4. Lists the small businesses it commits to subcontract with for a commercially useful function in the performance of the resulting contract.
Commercially useful function	A subcontractor is deemed to perform a commercially useful function if the subcontractor does the following: 1. Is responsible for the execution of a distinct element of the contracted work; carrying out its obligation by actually performing, managing or supervising the work involved; and performing work that is normal for its business services and functions; and 2. Is not further subcontracting a greater portion of the work than would be expected by normal industry practices. 3. Is responsible, with respect to materials and supplies provided on the subcontract, for negotiating price, determining quality and quantity, ordering the material, installing (when applicable), and paying for the material itself. A subcontractor will not be considered as performing a commercially useful function if its role is limited to that of an extra participant in a transaction, contract, or project through which funds are passed in order to achieve the appearance of participation.
How to calculate 25% subcontract participation	Unless otherwise instructed in the solicitation document, first determine the total dollar value or amount that will be bid for the entire contract term, then multiply this figure by 25% to determine how much of the cost proposal price must be committed to small business subcontracts that will perform commercially useful functions including but not limited to things such as labor, supplies, materials, equipment, or support services.
Use of proposed subcontractors / substitution	If awarded the contract, the selected contractor must faithfully use each small business subcontractor proposed for use and identified in its preference request. No substitutions or alterations are allowed after a proposal is submitted. Substitutions are only allowed after contract execution if the Contractor submits a Request for Substitution to the CDPH Program Contract Manager and that request is subsequently granted by CDPH. Small business subcontract substitution instructions will appear in the resulting agreement in a clause entitled "Use of Small Business Subcontractors".
Preference request instructions	If preference is claimed, indicate so on the Cost Proposal Form and complete Attachment 10a identifying each small business or microbusiness subcontractor that will be used. For each subcontractor identified on Attachment 10a, obtain a completed and signed Small Business Subcontractor/Supplier Acknowledgment (Attachment 10b). Affix each Attachment 10b to Attachment 10a for submission with the proposal response. If a signed Attachment 10b cannot be collected from each subcontractor in time for proposal submission, indicate why. Submission of a signed Attachment 10b for each subcontractor listed on Attachment 10a is a prerequisite for contract award confirmation. Identify only currently certified small business or microbusiness subcontractors, as active certification is required and certification possession will be verified. The detailed budget worksheets submitted in a proposal response must list each subcontract service provider and its respective participation dollar value as identified on Attachment 10a. All proposed subcontracted services must appear in a Proposer's Work Plan.

Non-Small Business Subcontractor Preference Request

List each certified small business or microbusiness that will be subcontracted with. To be granted a bidding preference, total small business or microbusiness subcontractor use must equal at least 25% of the total price or cost offered. Each named subcontractor must be actively certified as a small business or microbusiness by the proposal submission due date and must acknowledge their participation as claimed herein via a Small Business Subcontractor/Supplier Acknowledgement (Attachment 10b). **Attach to this form an acknowledgement (Attachment 10b) signed by an authorized representative of each named subcontractor acknowledging their proposed use as described herein.**

Name of certified small business (or microbusiness) Subcontractor

Name of Subcontractor

Street address		City	State	Zip Code
Contact Person		Telephone number ()		
Small Business Certification No.	Certification exp. date	Participation dollar value \$	Committed % of total bid %	

Brief description of the commercially useful function(s) to be performed and/or provided:

Name of certified small business (or microbusiness) Subcontractor

Name of Subcontractor

Street address		City	State	Zip Code
Contact Person		Telephone number ()		
Small Business Certification	Certification exp. date	Participation dollar value \$	Committed % of total bid %	

Brief description of the commercially useful function(s) to be performed and/or provided:

Name of Bidding Firm

Signature	Date Signed
Printed/Typed Name	Title

If necessary or desired, this form may be photocopied or reproduced in a like form for use in a bid response. If the bidding firm chooses to render a like copy by computer or other means, the instructions appearing on Attachment 10 may be omitted.

Small Business Subcontractor/Supplier Acknowledgement

Name of Bidding Firm / Prime Contractor	Bid Number:
Total Dollar Value of Subcontractor Use \$	

This document confirms and acknowledges that the firm named below agreed to be identified by a bidding firm as a proposed small business or microbusiness subcontractor or supplier for a CDPH procurement.

Subcontractor acknowledgements:

- A. The subcontracting firm named herein has committed to perform or provide services/labor or supplies equal to a percentage of the total bid/cost proposal price submitted by the bidding firm named above.
- B. The subcontracting firm named herein acknowledges the total dollar value of claimed participation identified above.
- C. The subcontracting firm named herein agrees to provide the following subcontracted services/labor or supplies under the resulting contract if the bidding firm named above receives the contract award:

Below and/or continued on an attachment is a brief description of the commercially useful function(s) that the subcontractor/supplier identified herein will provide or supply:

The subcontracting firm named herein understands it is its sole responsibility to contact the bidding firm named above to learn if the Proposer was awarded the contract pursuant to the referenced bid number and to confirm its subcontract agreement. If the bidding firm named above receives an award based in part on non-small business subcontractor preference, the bidding firm/contractor is obligated to use each small and/or microbusiness subcontractor or supplier identified in its proposal unless a subcontractor substitution is requested after contract execution pursuant to Public Contract Code Section 4107 and Title 2 California Code of Regulations Section 1896.10.

The person signing below certifies the information supplied on this form is true and accurate to the best of its knowledge and agrees to allow the State to confirm this information, if deemed necessary.

Name of Proposed Subcontractor/Supplier		Date Signed
Signature of Subcontractor/Supplier Representative	Telephone number ()	Email address (if applicable)
Printed/Typed Name	Title	

DVBE Incentive Instructions

Incentive information	Bidders will be granted from 1% up to 5% DVBE incentive on a bid evaluation by CDPH when a responsive bidder has submitted the lowest priced responsive bid and: 1. Is a California-certified DVBE and has included in its bid a notification that it commits to subcontract the amount indicated in the bid documents which can range from 1% up to 5% of its total bid price with one or more California-certified DVBE(s); and 2. Lists the California-certified DVBE(s) it commits to subcontract with for a commercially useful function in the performance of the resulting contract.
Commercially useful function	A subcontractor is deemed to perform a commercially useful function if the subcontractor does the following: 1. Is responsible for the execution of a distinct element of the contracted work; carrying out its obligation by actually performing, managing or supervising the work involved; and performing work that is normal for its business services and functions; and 2. Is not further subcontracting a greater portion of the work than would be expected by normal industry practices. 3. Is responsible, with respect to materials and supplies provided on the subcontract, for negotiating price, determining quality and quantity, ordering the material, installing (when applicable), and paying for the material itself. A subcontractor will not be considered as performing a commercially useful function if its role is limited to that of an extra participant in a transaction, contract, or project through which funds are passed in order to achieve the appearance of participation.
How to calculate the incentive	Unless otherwise instructed in the solicitation document, first determine the total dollar value or amount that will be bid for the entire contract term, then multiply this figure by the percentage indicated in the bid documents for the specific DVBE use commitment to determine how much of the bid price must be committed to DVBE subcontracts that will perform commercially useful functions including but not limited to things such as labor, supplies, materials, equipment, or support services.
Use of proposed subcontractors / substitution	If awarded the contract, the selected contractor must faithfully use each DVBE subcontractor proposed for use and identified in its preference request. No substitutions or alterations are allowed after a bid is submitted. Substitutions are only allowed after contract execution if the Contractor submits a Request for Substitution to the CDPH Program Contract Manager and that request is subsequently granted by CDPH. DVBE subcontract substitution instructions will appear in the resulting agreement in a clause entitled "Use of DVBE Subcontractors".
Incentive request instructions	If the incentive is claimed, indicate so on the Bid Form and complete Attachment 12a identifying each DVBE subcontractor that will be used. For each subcontractor identified on Attachment 12a, obtain a completed and signed DVBE Subcontractor/Supplier Acknowledgment (Attachment 12b). Affix each Attachment 12b to Attachment 12a for submission with the bid response. If a signed Attachment 12b cannot be collected from each subcontractor in time for bid submission, indicate why. Submission of a signed Attachment 12b for each subcontractor listed on Attachment 12a is a prerequisite for contract award confirmation. Identify only currently California-certified DVBE, as active certification is required and certification possession will be verified. The detailed budget worksheets, if required to be submitted in a bid, must list each subcontract service provider and its respective dollar value as identified on Attachment 12a. All proposed subcontracted services must appear in the Scope of Work.

DVBE Incentive Request

List each California-certified DVBE to be utilized. To be granted a bidding incentive, total DVBE use must equal at least 1% up to a total of 5%, unless other specifications are included elsewhere in the agreement, of the total price or cost offered. Each named DVBE must be actively certified as a DVBE by the bid submission due date and must acknowledge their participation as claimed herein via a DVBE Subcontractor/Supplier Acknowledgement (Attachment 12b). **Attach to this form an acknowledgement (Attachment 12b) signed by an authorized representative of each named subcontractor acknowledging their proposed use as described herein.**

Name of certified DVBE

Name of DVBE

Street address		City	State	Zip Code
Contact Person		Telephone number ()		
DVBE Certification No.	Certification exp. date	Participation dollar value \$	Committed % of total bid %	

Brief description of the commercially useful function(s) to be performed and/or provided:

Name of certified DVBE

Name of DVBE

Street address		City	State	Zip Code
Contact Person		Telephone number ()		
DVBE Certification No.	Certification exp. date	Participation dollar value \$	Committed % of total bid %	

Brief description of the commercially useful function(s) to be performed and/or provided:

Name of certified DVBE

Name of DVBE

Street address		City	State	Zip Code
Contact Person		Telephone number ()		
DVBE Certification No.	Certification exp. date	Participation dollar value \$	Committed % of total bid %	

Brief description of the commercially useful function(s) to be performed and/or provided:

If necessary or desired, this form may be photocopied or reproduced in a like form for use in a bid response. If the bidding firm chooses to render a like copy by computer or other means, the instructions appearing on Attachment 9 may be omitted.

DVBE Subcontractor/Supplier Acknowledgement

Name of Bidding Firm/Prime Contractor	CDPH IFB or RFP Number:
Total Dollar Value of Subcontractor Use	CDPH Bid Number:

This document confirms and acknowledges that the firm named below agreed to be identified by a bidding firm as a proposed DVBE subcontractor or supplier for a CDPH procurement.

Subcontractor acknowledgements:

- A. The subcontracting firm named herein has committed to perform or provide services/labor or supplies equal to a percentage of the total bid/cost proposal price submitted by the bidding firm named above.
- B. The subcontracting firm named herein acknowledges the total dollar value of claimed participation identified above.
- C. The subcontracting firm named herein agrees to provide the following subcontracted services/labor or supplies under the resulting contract if the bidding firm named above receives the contract award:

Below and/or continued on an attachment is a brief description of the commercially useful function(s) that the subcontractor/supplier identified herein will provide or supply:

The subcontracting firm named herein understands it is its sole responsibility to contact the bidding firm named above to learn if the Proposer was awarded the contract pursuant to the referenced bid number and to confirm its subcontract agreement. If the bidding firm named above receives an award based in part on the DVBE subcontractor incentive, the bidding firm/contractor is obligated to use each DVBE subcontractor or supplier identified in its proposal unless a subcontractor substitution is requested after contract execution pursuant to Public Contract Code Section 4107 and Title 2 California Code of Regulations Section 1896.10 and Section 999.5(a) of the Military and Veterans Code.

The person signing below certifies the information supplied on this form is true and accurate to the best of its knowledge and agrees to allow the State to confirm this information, if deemed necessary.

Name of Proposed Subcontractor/Supplier		Date Signed
Signature of Subcontractor/Supplier Representative	Telephone number ()	Email address (if applicable)
Printed/Typed Name	Title	

ATTACHMENT 13

STD 830 (REV. 7/07)_CDPH (FRONT)

TARGET AREA CONTRACT PREFERENCE ACT PREFERENCE REQUEST FOR GOODS AND SERVICES SOLICITATIONS

STATE OF CALIFORNIA - DEPARTMENT OF GENERAL SERVICES
DISPUTE RESOLUTION AND PREFERENCE PROGRAMS

Complete this form to request TACPA preferences for this bid.

SOLICITATION NUMBER	AGENCY/DEPT
	California Department of Public Health (CDPH)

Target Area Contract Preference Act (TACPA) preferences are available only if the lowest responsible bid and resulting contract exceeds \$100,000. Your firm must be California based. You must certify, under penalty of perjury, to perform either **50%** of the labor hours required to complete a contract for GOODS, or **90%** of the labor hours required to complete a contract for SERVICES in the Target Area Contract Preference Act zone(s) you identify in Section I. The TACPA provides bid selection preferences of 5% for eligible worksites (Section I), and a 1% to 4% for hiring eligible workforce employees (Section II). To identify Census Tract and Block Group Numbers contact the city or county Planning Development Commission for the intended worksite or visit the U.S. Census bureau website (www.census.gov).

Section I. 5% WORKSITE(S) PREFERENCE ELIGIBILITY AND LABOR HOURS

To the bidder: Preference may be denied for failure to provide the following required information:

- (1) Identify each firm in the supply chain, including yours, that will perform any of the contract labor hours required to complete this contract. Identify your role in the distribution process. Transportation hours performed by each carrier must be reported separately.
- (2) List complete addresses for each firm named below.
- (3) Report projected number of labor hours required to perform the contract for each firm.
- (4) Enter the CENSUS TRACT number.
- (5) Enter the BLOCK GROUP number.
- (6) Identify the California designated TACPA worksite(s) by entering the proper Criteria letter A, B, C, D, E, F (See reverse for instructions) in the Criteria column.

(1) FIRM NAME and CONTRACT FUNCTION: (Manufacturing, transportation, shipping, warehousing, admin., etc.) Use additional pages, as needed, to fully report worksite information.	(2) WORKSITE ADDRESS Street Address, City, County, State, Zip Code, Phone Number	(3) PROJECTED LABOR HOURS	COMPLETE FOR ALL SITES LOCATED WITHIN A TACPA PREFERENCE AREA(S)		
			(4) TRACT NUMBER	(5) BLOCK NUMBER	(6) CRITERIA (A - F)
TOTAL PROJECTED LABOR HOURS:					

Section II. 1% TO 4% WORKFORCE PREFERENCE

Bidders must qualify their firm's worksite eligibility to request an additional 1% to 4% workforce preference in Section II.

- ☐ I request a 1% preference for hiring eligible persons to perform 5 to 9.99% of the total contract labor hours.
- ☐ I request a 2% preference for hiring eligible persons to perform 10 to 14.99% of the total contract labor hours.
- ☐ I request a 3% preference for hiring eligible persons to perform 15 to 19.99% of the total contract labor hours.
- ☐ I request a 4% preference for hiring eligible persons to perform 20% or more of the total contract labor hours.

Section III. CERTIFICATION FOR WORKSITE AND WORKFORCE PREFERENCES

To receive TACPA preferences, the following certification must be completed and signed by the Bidder.

I hereby certify under penalty of perjury that the bidder (1) is a California based company as defined in the TACPA regulations; (2) shall ensure that at least 50% of the labor hours required to complete a contract for Goods, or 90% of the labor hours to complete a Services contract shall be performed at the designated TACPA worksite(s) claimed in Section I; (3) shall hire persons who are TACPA eligible employees to perform the specified percent of total contract labor hours as claimed in Section II; (4) has provided accurate information on this request. I understand that any person furnishing false certification, willfully providing false information or omitting information, or failing to comply with the TACPA requirements is subject to sanctions as set forth in the statutes.

BIDDER'S NAME & TITLE	BIDDER'S SIGNATURE	PHONE NUMBER ()	DATE
		FAX NUMBER ()	

**TARGET AREA CONTRACT PREFERENCE ACT
PREFERENCE REQUEST FOR GOODS AND SERVICES SOLICITATIONS**

Target Area Contract Preference Act References and Instructions

The Target Area Contract Preference Act (TACPA), GC §4530 et seq. and 2 CCR §1896.30 et seq., promotes employment and economic development at designated distressed areas by offering 5% Worksite and 1% to 4% Workforce bidding preferences in specified state contracts. The TACPA preferences do not apply to contracts where the worksite is fixed by the contract terms. These preferences only apply to bidders who are California based firms, and only when the lowest responsible bid and resulting contract exceed \$100,000. Bidders must certify, under penalty of perjury to perform either 50% (for GOODS contracts) or 90% (for SERVICES contracts) of the labor hours required to complete this contract in the eligible TACPA area worksite(s) identified in Section I on the reverse side of this page. TACPA preferences are limited to 9%, or a maximum of \$50,000 per bid. In combination with any other preferences, the maximum limit is 15% of the lowest responsible bid; and, in no case more than \$100,000 per bid.

**Section I
Worksite Preference Eligibility and Labor Hours**

Bidders must identify at least one eligible TACPA worksite by entering the criteria letter A, B, C, D, E or F in the "Criteria" column and enter the "Census Tract" and "Block Group" Numbers to be Eligible for the preference. You must name each and every firm or site where contract labor hours will be worked. Preference requests may be denied if an eligible California TACPA worksite is not identified, or all firms performing contract labor hours are not identified. Enter one of the following "Criteria" letters to identify each TACPA worksite on the reverse page:

- A.** The firm is located in a California eligible distressed area(s).
- B.** The firm will establish a worksite(s) in a California eligible distressed area(s).
- C.** The firm is in a census tract with a contiguous boundary adjacent to a California eligible distressed area.
- D.** The firm will establish a worksite(s) located directly adjoining a valid TACPA census tract/block that, when attached to the California eligible distressed areas(s), forms a contiguous boundary.
- E.** The bidder will purchase the contract goods from a manufacturer(s) in a California eligible distressed area(s). **This option applies to solicitation for GOODS only.**
- F.** The bidder will purchase contract goods from a manufacturer(s) in directly adjoining census tract blocks that when attached to the California eligible distressed area(s) forms a contiguous boundary. **This option applies to solicitations for GOODS only.**

Enter labor hours for each listed firm and site. The hours shall be reasonable, shall only include the labor hours necessary and required to complete the contract activities. Artificially increasing hours at a claimed TACPA worksite, or understating labor hours worked outside the eligible worksite may result in a denied preference request. Do not include machine time and non-labor time when projecting contract labor hours. Report all bidder work hours and those of any subcontractor performing this contract. All transportation hours must be reported for each carrier separately and must not be combined or included with hours for manufacturing processing, or administration, or at any eligible TACPA site. Failure to list all the labor hours to be performed at the reportable sites will result in a denial of this preference request.

The bidder must explain, by activity, their firm's projected contract labor hours by completing and signing the *Bidder's Summary* form (included with this solicitation).

If supplying goods, the bidder must also provide a completed and signed *Manufacturer's Summary* form (included with this solicitation) that specifies the number of projected labor hours necessary to make the product(s).

**Section II
Workforce Preferences**

Eligibility to request a workforce preference is based on the bidder first claiming and receiving approval of the 5% TACPA worksite preference. The workforce preferences are only awarded if the bidder hires and employs the TACPA qualified individuals. Workforce preferences will not be approved for another firm's employees. By claiming a workforce preference percentage, the bidder must have its eligible employees perform the specified percentage of the total contract workforce labor hours. See Section I, "total Projected Labor Hours," STD. 830. To claim the workforce preferences select or check the appropriate box for percent of requested bid preferences in Section II.

**Section III
Certification for Worksite and Workforce Preferences**

Bidder must sign, under penalty of perjury, the certification contained in Section III to be eligible for any of the preferences requested pursuant to this form. The penalties associated with the TACPA statute are: GC §4535.1, a business which requests and is given the preference by reason of having furnished a false certification, and which by reason of that certification has been awarded a contract to which it would not otherwise have been entitled, shall be subject to all of the following:

- (a) Pay to the State any difference between the contract amount and what the State's cost would have been if the contract had been properly awarded.
- (b) In addition to the amount specified in subdivision (a), be assessed a penalty in an amount of not more than 10 percent of the amount of the contract involved.
- (c) Be ineligible to directly or indirectly transact any business with the State for a period of not less than six months and not more than 36 months.

Prior to the imposition of any sanction under this chapter, the contractor or vendor shall be entitled to a public hearing and to five days notice of the time and place thereof. The notice shall state the reasons for the hearing.

If you win an award based on these preferences you will be required to report monthly on your contract performance, labor hours, and TACPA compliance.

For questions concerning preferences and calculations, or if a bid solicitation does not include preference request forms, please call the awarding Department's contract administrator. Only another California certified small business can use TACPA, EZA or LAMBRA preferences to displace a California certified small business bidder.

To identify TACPA distressed worksites contact the local city or county Planning/Economic Development offices of the proposed worksite, or go to <http://factfinder.census.gov> and click on "Enter a street address" to find a Census Tract and Block Group. Verify the Census Tract and Block numbers for TACPA sites by calling the DGS, Procurement Division preference line at (916) 375-4609

ATTACHMENT 14

STD 831 (REV. 7/07) _CDPH (FRONT)

ENTERPRISE ZONE ACT PREFERENCE (EZA) REQUEST FOR GOODS AND SERVICES SOLICITATIONS

STATE OF CALIFORNIA - DEPARTMENT OF GENERAL SERVICES
DISPUTE RESOLUTION AND PREFERENCE PROGRAMS

Complete this form to request EZA preferences for this bid.

SOLICITATION NUMBER	AGENCY/DEPT
	California Department of Public Health (CDPH)

Enterprise Zone Act (EZA) preferences are available only if the lowest responsible bid and resulting contract exceeds \$100,000. Your firm must be California based. You must certify, under penalty of perjury to perform either **50%** of the labor hours required to complete a contract for GOODS or **90%** of the labor hours required to complete a contract for SERVICES in an eligible enterprise zone worksite(s). (Identify in Section I.) The EZA provides bid selection preferences of 5% for eligible worksites (Section I), and 1% to 4% for hiring eligible workforce employees (Section II). EZA addresses can be verified or confirmed with city-county Economic Development Offices or visit the Department of Housing and Community Development website (www.hcd.ca.gov).

Section I. 5% WORKSITE(S) PREFERENCE ELIGIBILITY AND LABOR HOURS

To the Bidder: Preference may be denied for failure to provide the following required information:

- (1) Identify each firm in the supply chain, including yours, that will perform any of the contract labor hours required to complete this contract. Identify your role in the distribution process. Transportation hours performed by each carrier must be reported separately.
- (2) List complete addresses for each firm named below.
- (3) Report projected number of labor hours required to perform the contract for each firm.
- (4) Enter the Enterprise Zone Name.
- (5) Identify the California designated EZA worksite(s) by entering the proper **Criteria** letter A, B, or C (see reverse for instructions) in the Criteria column.

(1) FIRM NAME and CONTRACT FUNCTION: (Manufacturing, transportation, shipping, warehousing, admin, etc.) Use additional pages, as needed, to fully report worksite information.	(2) WORKSITE ADDRESS Street Address, City, County, State, Zip Code, Phone Number	(3) Projected Labor Hours	COMPLETE FOR ALL SITES LOCATED WITHIN THE EZA PREFERENCE AREA(S)	
			(4) Enterprise Zone Name	(5) Criteria (A, B, C)
TOTAL PROJECTED LABOR HOURS:				

Section II. 1% to 4% WORKFORCE PREFERENCE

Bidders must qualify their firm's worksite eligibility to request an additional 1% to 4% workforce preference in Section II.

- ☐ I request a 1% preference for hiring eligible persons to perform 5 to 9.99% of the total contract labor hours.
- ☐ I request a 2% preference for hiring eligible persons to perform 10 to 14.99% of the total contract labor hours.
- ☐ I request a 3% preference for hiring eligible persons to perform 15 to 19.99% of the total contract labor hours.
- ☐ I request a 4% preference for hiring eligible persons to perform 20% or more of the total contract labor hours.

Section III. CERTIFICATION FOR WORKSITE AND WORKFORCE PREFERENCES

To receive EZA preferences, the following certification must be completed and signed by the Bidder.

I hereby certify under penalty of perjury that the bidder (1) is a California based company as defined in the EZA regulations; (2) shall ensure that at least 50% of the labor hours required to complete a contract for Goods, or 90% of the labor hours to complete a Services contract shall be performed at the designated EZA worksite(s) claimed in Section I; (3) shall hire persons who are EZA eligible employees to perform the specified percent of total contract labor hours as claimed in Section II; (4) has provided accurate information on this request to receive EZA preferences. I understand that any person furnishing false certifications, willfully providing false information or omitting information, or failing to comply with the EZA requirements is subject to sanctions as set forth in the statutes.

BIDDER'S NAME & TITLE	BIDDER'S SIGNATURE	PHONE NUMBER ()	DATE
		FAX NUMBER ()	

ENTERPRISE ZONE ACT PREFERENCE (EZA) REQUEST FOR GOODS AND SERVICES SOLICITATIONS

Enterprise Zone Act References and Instructions

The Enterprise Zone Act (EZA), GC §7070 et seq., and 2 CCR §1896.100 et seq., promotes employment and economic development at designated Enterprise Zones by offering 5% Worksite, and 1% to 4% Workforce bidding preferences in specified State contracts. The EZA preferences do not apply to contracts where the worksite is fixed by the contract terms. These preferences only apply to bidders who are California based firms, and only when the lowest responsible bid and resulting contract exceed \$100,000. Bidders must certify, under penalty of perjury, to perform either 50% (for GOODS contracts) or 90% (for SERVICES contracts) of the contract labor hours required to complete this contract in the eligible EZA area worksite(s) identified in Section I on the reverse side of this page. EZA preferences are limited to 9%, or a maximum of \$50,000 per bid. In combination with any other preferences, the maximum limit is 15% of the lowest responsible bid; and, in no case more than \$100,000 per bid.

SECTION I

Worksite Preference Eligibility and Labor Hours

Bidders must identify at least one eligible EZA Worksite by entering the EZA Zone Name and the "Criteria" letter A, B, or C in sections 4 and 5 on the reverse side of this form, to be eligible for the preference. You must name each and every firm or site where contract labor hours will be worked. Preference requests may be denied if an eligible California EZA worksite is not identified, or if all firms performing contract labor hours are not identified. Enter one of the following "Criteria" letters to identify each EZA Worksite on the reverse page.

- A. The firm is located in a California designated Enterprise Zone(s).
- B. The firm will establish a worksite(s) in a California eligible distressed EZA area(s).
- C. The bidder will purchase the contract goods from the manufacturer(s) located in a California designated EZA area(s). **This option applies to solicitations for GOODS only.**

Enter labor hours for each listed firm and site. The hours shall be reasonable and shall only include the labor hours necessary and required to complete the contract activities. Artificially increasing labor hours at a claimed EZA worksite or understating labor hours worked outside the eligible worksite may result in a denied preference request. Do not include machine time and non-labor time when projecting contract labor hours. Report all bidder work hours and those of any subcontractor performing this contract. All transportation hours must be reported for each carrier separately and must not be combined or included with hours for manufacturing, processing, or administration, or at any eligible EZA site. Failure to list all the labor hours to be performed at the reportable sites will result in a denial of this preference request.

The bidder must explain, by activity, their firms' projected contract labor hours by completing and signing the *Bidder's Summary* form (included with this solicitation).

If supplying goods, the bidder must also provide a completed and signed *Manufacturer's Summary form* (included with this solicitation), that specifies the number of projected labor hours necessary to make the product(s).

SECTION II Workforce Preference

Eligibility to request workforce preference is based on the bidder first claiming and receiving approval of the 5% EZA worksite preference. The workforce preferences are only awarded if the bidder hires and employs the EZA qualified individuals. Workforce preferences will not be approved for another firm's employees. By claiming a workforce preference percentage the bidder must have its eligible employees perform the specified percentage of the total contract workforce labor hours. See Section I, "Total Projected Labor Hours," form STD 831. To claim the workforce preference select or check the appropriate box for percent of requested bid preferences in Section II.

SECTION III Certification for Worksite and Workforce Preferences

Bidder must sign, under penalty of perjury, the certification contained in Section III to be eligible for any of the preferences requested. The penalties associated with the EZA statute are: GC §7084 (g)(1), a business that requests and is given the preference by reason of having furnished a false certification, and that by reason of this certification has been awarded a contract to which it would not otherwise have been entitled, shall be subject to all of the following:

- (A) Pay to the State any difference between the contract amount and what the State cost would have been if the contract had been properly awarded.
- (B) In addition to the amount specified in subparagraph (A), be assessed a penalty in an amount of not more than 10% of the amount of the contract involved.
- (C) Be ineligible to directly or indirectly transact any business with the State for a period of not less than 6 months and not more than 36 months.

Prior to the imposition of any sanction under this chapter, the contractor or vendor shall be entitled to a public hearing and to five days' notice of the time and place thereof. The notice shall state the reasons for the hearing.

If you receive an award based on these preferences you will be required to report monthly on your contract performance, labor hours, and EZA compliance.

For questions concerning preferences and calculations, or if a bid solicitation does not include preference request forms, please call the awarding Department's contract administrator. Only another California certified small business can use TACPA, EZA or LAMBRA preferences to displace a California certified small business bidder.

To locate California designated EZA sites visit the Department of Housing and Community Development website (www.hcd.ca.gov) and select "Community Affairs." Scroll down and select "Enterprise Zone Programs." Scroll down and select "Enterprise Zone Maps and Street Ranges." You may contact the city or county Planning/Economic Development offices for the proposed worksite location, or the Department of General Services, Procurement Division preference line at (916) 375-4609.

Work Plan

Goal 1:			
Major Objectives / Activities	Responsible Party	Timeline	Performance Measure / Deliverables
Objective 1:			
Activity 1.1			1.1
Activity 1.2			1.2
Activity 1.3			1.3
Activity 1.4			1.4
Activity 1.5			1.5
Objective 2:			
Activity 2.1			2.1
Activity 2.2			2.2

Contractor's Name: _____
 Contract Number: 10-10029

Work Plan

Major Objectives / Activities	Responsible Party	Timeline	Performance Measure / Deliverables
Activity 2.3 Activity 2.4 Activity 2.5 Activity 2.6			2.3 2.4 2.5 2.6
Objective 3:			
Activity 3.1 Activity 3.2 Activity 3.3 Activity 3.4 Activity 3.5 Activity 3.6 Activity 3.7 Activity 3.8 Activity 3.9 Activity 3.10 Activity 3.11			3.1 3.2 3.3 3.4 3.5 3.6 3.7 3.8 3.9 3.10 3.11

Contractor's Name: _____
 Contract Number: 10-10029

Work Plan

Major Objectives / Activities	Responsible Party	Timeline	Performance Measure / Deliverables
Objective 4:			
Activity 4.1			4.1
Activity 4.2			4.2
Activity 4.3			4.3
Activity 4.4			4.4
Objective 5:			
Activity 5.1			5.1
Activity 5.2			5.2
Activity 5.3			5.3
Activity 5.4			5.4
Activity 5.5			5.5

Contractor's Name: _____
 Contract Number: 10-10029

Work Plan

Major Objectives / Activities	Responsible Party	Timeline	Performance Measure / Deliverables
Objective 6:			
Activity 6.1			6.1
Activity 6.2			6.2
Activity 6.3			6.3
Activity 6.4			6.4
Objective 7:			
Activity 7.1			7.1
Activity 7.2			7.2
Activity 7.3			7.3
Activity 7.4			7.4
Activity 7.5			7.5
Activity 7.6			7.6
Activity 7.7			7.7
Activity 7.8			7.8
Activity 7.9			7.9

Contractor's Name: _____
 Contract Number: 10-10029

Work Plan

Major Objectives / Activities	Responsible Party	Timeline	Performance Measure / Deliverables
Objective 6:			
Activity 6.1			6.1
Activity 6.2			6.2
Activity 6.3			6.3
Activity 6.4			6.4
Objective 7:			
Activity 7.1			7.1
Activity 7.2			7.2
Activity 7.3			7.3
Activity 7.4			7.4
Activity 7.5			7.5
Activity 7.6			7.6
Activity 7.7			7.7
Activity 7.8			7.8
Activity 7.9			7.9

Contractor's Name: _____
 Contract Number: 10-10029

Work Plan

Major Objectives / Activities	Responsible Party	Timeline	Performance Measure / Deliverables
Objective 8:			
Activity 8.1			8.1
Activity 8.2			8.2
Activity 8.3			8.3
Activity 8.4			8.4
Activity 8.5			8.5
Activity 8.6			8.6
Activity 8.7			8.7
Activity 8.8			8.8

Cost Proposal Form

The undersigned proposer hereby agrees to furnish all labor, transportation, equipment, materials and support services necessary for performance of the Scope of Work for the sums indicated below:

Year 1	\$		(10/01/10 – 09/30/11)
Year 2	\$		(10/01/11 – 09/30/12)
Year 3	\$		(10/01/12 – 09/30/13)
Grand Total	\$		

Bidding Preferences Claimed (Check only the preferences claimed)

- ☐ Certified small business or microbusiness preference (including Nonprofit Veteran Service Agencies)
- ☐ Non-small business subcontractor preference (committing use of 25% or more of small business subcontracts)
- ☐ DVBE subcontractor incentive (committing use, as specified in RFP area, of DVBE subcontracts)

The undersigned proposer hereby affirms that the statements/claims made in the Technical/Cost Proposal are true and accurate to the best of the proposer's knowledge. By signing this Cost Proposal, the proposer hereby claims his/her willingness to certify to and comply with all requirements contained in this RFP and all RFP attachments/forms. The undersigned recognizes that its Technical and Cost Proposal shall become public records upon submission and will be open to public inspection.

The Proposer agrees that the price(s)/rate(s)/cost(s) presented in its cost proposal and Budget Detail Work Sheet(s) shall remain in effect until CDPH awards the resulting agreement and throughout the duration of the agreement. Any cost over runs or increases in services, if allowed, shall, unless otherwise negotiated and approved by CDPH, be billed at the price(s)/rate(s) stated in the Budget Detail Work Sheet for the appropriate budget period. Contract extensions, if any, shall, unless otherwise negotiated and approved by CDPH, be billed at the price(s)/rate(s) stated in the Budget Detail Work Sheet for the last budget period/year if more than one budget period/year is shown.

Name of Bidding Firm:			
Street address			
City/State			Zip Code:
Telephone number:	()		Fax number: ()
Facsimile number:			
Printed name:			Title:
Signature:			Date:

SUMMARY BUDGET SHEET (Year 1)

Attachment 17

Period from: **October 1, 2010 to September 30, 2011**

	In-House	Subcontract	Identify Commission or mark up (%) or no charge	*Indirect Costs	Total
A. Media and Advertising Plan					
B. Production and Distribution					
C. Public Relations/Media Advocacy					
D. Training Plan					
E. Resources- <i>Nutrition Network</i> Local Incentive Award Channels					
F. Account Management					
G. Evaluation					
TOTAL					

Subcontractor Budgets

(Year 1)

(10/01/10– 9/30/11)

Name of Subcontractor #1:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

Total Costs

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #2:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #3:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #4:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Copy this format or use a similar one and use as many sheets as are necessary.

SUMMARY BUDGET SHEET (Year 2)

Attachment 19

Period from: **October 1, 2011 to September 30, 2012**

	In-House	Subcontract	Identify Commission or mark-up (%) or no charge	*Indirect Costs	Total
A. Media and Advertising Plan					
B. Production and Distribution					
C. Public Relations/Media Advocacy					
D. Training Plan					
E. Resources- <i>Nutrition Network</i> Local Incentive Award Channels					
F. Account Management					
G. Evaluation					
TOTAL					

Indirect Rate cannot exceed 26% of total direct costs less rents and subcontractors.

Subcontractor Budgets

(Year 2)

(10/01/11 – 9/30/12)

Name of Subcontractor #1:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

Total Costs

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #2:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #3:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #4:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Copy this format or use a similar one and use as many sheets as are necessary.

SUMMARY BUDGET SHEET (Year 3)

Attachment 21

Period from: **October 1, 2012 to September 30, 2013**

	In-House	Subcontract	Identify Commission or mark up (%) or no charge	*Indirect Costs	Total
A. Media and Advertising Plan					
B. Production and Distribution					
C. Public Relations/Media Advocacy					
D. Training Plan					
E. Resources- <i>Nutrition Network</i> Local Incentive Award Channels					
F. Account Management					
G. Evaluation					
TOTAL					

**Indirect Costs cannot exceed total direct costs less rents and subcontractors.*

Subcontractor Budgets

(Year 3)

(10/01/12 – 9/30/13)

Name of Subcontractor #1:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

Total Costs

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #2:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #3:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Name of Subcontractor #4:**Expense Category**

Personnel Costs

Fringe Benefits

Operating Expenses

Subcontract Expenses

Travel Expenses

Other Costs

Indirect Costs (_____%** of _____)

**Cannot exceed 26%.

TOTAL**Totals**

\$

\$

\$

\$

\$

\$

\$

\$

Copy this format or use a similar one and use as many sheets as are necessary.

Mandatory Letter of Intent

Purpose	This is a non-binding Letter of Intent whose purpose is to assist CDPH in determining the staffing needs for the proposal evaluation process and to improve future procurements.
Information requested	CDPH is interested in knowing if your firm intends to submit a proposal or your reasons for not submitting a proposal. Completion of this form is mandatory
Action to take	Indicate your intention to submit a proposal by checking items 1 or 2 below. Follow the instructions below your selection.

1. ☐ **My firm intends to submit a proposal.**

- A. Check box number 1 if the above statement reflects your intention.
- B. Complete the bottom portion of this form and return it to CDPH as instructed in the RFP section entitled, "Mandatory Non-Binding Letter of Intent".

2. ☐ **My firm does not intend to submit a proposal for this project.**

- A. Check box number 2 if the statement in item 2 reflects your intention.
- B. Indicate the reason(s) for not submitting a proposal by checking each of the following statements that apply.
- ☐ My firm lacks sufficient staff expertise or personnel resources to meet all RFP requirements.
 - ☐ My firm lacks sufficient experience (i.e., not enough or wrong type).
 - ☐ My firm believes the qualification requirements are too restrictive.
 - ☐ Insufficient time was allowed for proposal preparation.
 - ☐ Too much paperwork is required to prepare a proposal response.
 - ☐ Other commitments and projects have a greater priority.
 - ☐ My firm did not learn about the contract opportunity soon enough.
 - ☐ My firm does not provide the full range of services that CDPH is seeking.
 - ☐ My firm is only interested in becoming a subcontractor, consultant, or supplier.
 - ☐ My firm cannot meet the DVBE requirements - we do not wish to subcontract any work out.
 - ☐ Too much effort and/or paper work is required to meet California DVBE requirements.
 - ☐ Insufficient time was allowed for DVBE compliance.
 - ☐ Other reason: _____

- C. Complete the bottom portion of this form and return it to CDPH as instructed in the RFP section entitled, "Mandatory Non-Binding Letter of Intent".
- D. By indicating there is no intention to submit a proposal, CDPH may elect not to send your firm RFP clarification notices, RFP addenda, proposer questions and answers, or other procurement notices.

Name of Firm: _____

Printed Name/Title: _____

Signature: _____

Date: _____

Conflict of Interest Compliance Certificate

- A. CDPH intends to avoid conflicts of interest or the appearance of conflicts of interest on the part of the Contractor, subcontractors, or employees, officers and directors of the Contractor or subcontractors. Thus, CDPH reserves the right to determine, at its sole discretion, whether any information received from any source indicates the existence of a conflict of interest.
- B. Either of the following instances could be considered a “conflict of interest”, including, but not limited to:
1. An instance where the proposer/Contractor or any of its subcontractors, or any employee, officer, or director of the proposer/Contractor or any subcontractors is currently involved or connected with the *Network for a Healthy California* of the California Department of Public Health in either a contracting or decision making capacity and/or engaging in the exchange of information.
 2. An instance where the proposer/Contractor or any of its subcontractors, or any employee, officer, or director of the proposer/Contractor or any subcontractors holds a position of interest, financial or otherwise, which would allow use or disclosure of information obtained while performing services for private or personal benefit or for any purpose that is contrary to the goals and objectives of the contract.
 3. An instance when the proposer/Contractor or any of its subcontractors, or any employee, officer, or director of the proposer/Contractor or any subcontractor has responsibility for the strategy, development, media purchasing, media planning, or media relations for the *Network for a Healthy California Media, Advertising and Public Relations Campaign* and simultaneously has a direct and substantial contractual or corporate responsibility to promote, or assist in the promotion of, the use of, or the sale of tobacco products for a company involved in, or company with a subsidiary involved in, the production, distribution, or marketing of tobacco products.
 4. An instance when the proposer/Contractor or any of its subcontractors, or any employee, officer, or director of the proposer/Contractor or any subcontractor has responsibility for the strategy, development, media purchasing, media planning, or media relations for the *Network for a Healthy California Media, Advertising and Public Relations Campaign* and simultaneously has a direct and substantial contractual or corporate responsibility to promote, or assist in the promotion of, the use of, or the sale of unhealthful food and beverages for a company involved in, or company with a subsidiary involved in, the production, distribution, or marketing of soft drinks and foods of minimal nutritional value such as candy, salty snacks, or restaurant foods high in fat and/or sugar. Potential conflicts shall be evaluated on a case by case basis in accordance with the following section (C).
- C. If CDPH is aware of a known or suspected conflict of interest, the proposer or Contractor will be given an opportunity to submit additional information or to resolve the conflict. A proposer or Contractor with a suspected conflict of interest will have five (5) working days from the date of notification of the conflict by CDPH to provide complete information regarding the suspected conflict. If a conflict of interest is determined to exist by CDPH and cannot be resolved to the satisfaction of CDPH, before or after the award of the contract, the conflict will be grounds for the proposal to be deemed nonresponsive and/or termination of the contract.
- D. The proposer shall place this Certificate in the Appendix Section of its proposal response. This Certificate shall bear the original signature of an official or employee of the proposer who is authorized to bind the proposer.
- E. This Certificate will be incorporated into the contract, if any, awarded from this RFP. It is understood that this requirement shall be in effect for the entire term of the contract. The Contractor shall obtain a completed Certificate from any proposed subcontractor and submit it to CDPH prior to approval of the subcontractor by CDPH.
- F. The Contractor and each subcontractor shall notify CDPH, *Network for a Healthy California* at P.O. Box 997377, MS 7204 Sacramento, CA 95899-7377 within ten working days of any change to the information provided on this Certificate.

Attachment 24 (cont.)

If the proposer has a suspected or potential conflict of interest, the proposer shall attach to this form a description of the relationship, a plan for ensuring that such a relationship will not adversely affect CDPH, and procedures to guard against the existence of an actual Conflict of Interest.

The undersigned hereby affirms that: (check one)

- ☐ The statements above have been read and that no conflict of interest exists that would jeopardize the ability of the proposer/Contractor to perform free from CDPH influence.
- ☐ A suspected or potential conflict of interest does exist, and additional information (as described B.3. above) is attached along with a plan to address the possible conflict of interest.

Signed: _____ **Title:** _____ **Date:** _____

Typed or Printed Name of Authorized Representative: _____

Contract Exhibits

REGISTRATION NUMBER	AGREEMENT NUMBER
	10-10029

1. This Agreement is entered into between the State Agency and the Contractor named below:

STATE AGENCY'S NAME

(Also referred to as CDPH or the State)

California Department of Public Health

CONTRACTOR'S NAME

(Also referred to as Contractor)

2. The term of this Agreement is: 10/01/2010 through 09/30/13

3. The maximum amount of this Agreement is: \$ 39,500,000
Thirty Nine Million Five Hundred Thousand Dollars

4. The parties agree to comply with the terms and conditions of the following exhibits, which are by this reference made a part of this Agreement.

Exhibit A – Scope of Work	36 pages
Exhibit B – Budget Detail and Payment Provisions	4 pages
Exhibit B, Attachment I – Budget (Year 1)	X pages
Exhibit B, Attachment I, Schedule 1 – Subcontractor Budget (Year 1)	1 page
Exhibit B, Attachment II – Budget (Year 2)	X pages
Exhibit B, Attachment II, Schedule 1 – Subcontractor Budget (Year 2)	1 page
Exhibit B, Attachment III – Budget (Year 3)	X pages
Exhibit B, Attachment III, Schedule 1 – Subcontractor Budget (Year 3)	1 page
Exhibit C * – General Terms and Conditions	<u>GTC 307</u>
Exhibit D (F) – Special Terms and Conditions (Attached hereto as part of this agreement)	25 pages
Exhibit E – Additional Provisions	7 pages
Exhibit F – Contractor's Release	1 page
Exhibit G – Travel Reimbursement Information	2 pages
Exhibit H – Resumes	X pages

(Continued on Next Page)

Items shown above with an Asterisk (*), are hereby incorporated by reference and made part of this agreement as if attached hereto.
These documents can be viewed at <http://www.ols.dgs.ca.gov/Standard+Language>.

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR

CONTRACTOR'S NAME (if other than an individual, state whether a corporation, partnership, etc.)

BY (Authorized Signature)

DATE SIGNED (Do not type)



PRINTED NAME AND TITLE OF PERSON SIGNING

ADDRESS

STATE OF CALIFORNIA

AGENCY NAME

California Department of Public Health

BY (Authorized Signature)

DATE SIGNED (Do not type)



PRINTED NAME AND TITLE OF PERSON SIGNING

Sandra Winters, Chief, Contracts and Purchasing Services Section

ADDRESS

1501 Capitol Avenue, Suite 71.5178, MS 1802, PO Box 997377
Sacramento, CA 95899-7377

**California Department of
General Services Use Only**

☐ Exempt per:

Exhibit I – HIPAA Business Associate Addendum (BAA)
Exhibit J – Information Privacy and Security Requirements

7 pages
10 pages

See Exhibit E, Provision 1 for additional incorporated exhibits.

Scope of Work

1. **Service Overview**

Contractor agrees to provide to the California Department of Public Health (CDPH) the services described herein.

2. **Service Location**

The services shall be performed at the Contractor's place of business, as well as various statewide facilities accessible to the Contractor within the state of California where trainings, conferences, focus group research, and production of advertising and public relations activities will be conducted.

3. **Service Hours**

The services shall be provided during normal Contractor working hours, Monday through Friday, excluding national holidays.

4. **Project Representatives**

A. The project representatives during the term of this agreement will be:

California Department of Public Health Project Director: Gil Sisneros Telephone: (916) 449-5418 Fax: (916) 449-5414 Email: Gil.Sisneros@cdph.ca.gov	Contractor's Name Name of Contractor's Contract Manager [TBD] Telephone: [To be determined] Fax: [To be determined] Email: [To be determined]
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B. Direct all inquiries to:

California Department of Public Health Attention: Ian Tovar, Contract Manager <i>Network for a Healthy California</i> Mail Station Code 7204 1616 Capitol Avenue, Suite 74.516 P.O. Box 997377 Sacramento, CA 95899-7377 Telephone: (916) 552-9981 Fax: (916) 449-5414 Email: Ian.Tovar@cdph.ca.gov	Contractor's Name Section or Unit Name, if applicable [TBD] Attention: [To be determined] Street address [To be determined] P.O. Box Number [To be determined] City, State Zip Code [To be determined] Telephone: [To be determined] Fax: [To be determined] Email: [To be determined]
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C. Either party may make changes to the information above by giving written notice to the other party. Said changes shall not require an amendment to this agreement.

5. **Contractor's Project Manager**

The Contractor designates _____ as Project Manager. The Project Manager is responsible for assuring that the terms and conditions of this agreement are met. Any replacement Project Manager must be approved by the CDPH/CPNS Project Director prior to the replacement Project Manager's beginning work under this agreement. The Contractor shall notify CDPH/CPNS in writing within 10 working days of a desired change of Project Manager.

Scope of Work

6. CDPH Project Director

Gil Sisneros is the designated Project Director for CDPH/CPNS. CDPH reserves the right to replace the Project Director at any time and shall notify the Contractor in writing within 30 calendar days of replacement.

7. Subcontract Requirements

(Applicable to agreements under which services are to be performed by subcontractors including independent consultants.)

- A. This provision replaces and supersedes provision 5 of Exhibit D(F).
- B. Prior written authorization will be required before the Contractor enters into or is reimbursed for any subcontract for services costing \$5,000 or more. Except as indicated in paragraph B(3) herein, when securing subcontracts for services exceeding \$5,000, the Contractor shall obtain at least three bids or justify a sole source award.
 - 1) The Contractor must provide in its request for authorization, all particulars necessary for evaluating the necessity or desirability of incurring such cost.
 - 2) The State may identify the information needed to fulfill this requirement.
 - 3) Subcontracts performed by the entities or for the service types listed below are exempt from the bidding and sole source justification requirements:
 - a. A local governmental entity or the federal government,
 - b. A State college or university from any State,
 - c. A Joint Powers Authority,
 - d. An auxiliary organization of a California State University or a California Community college,
 - e. A foundation organized to support the Board of Governors of the California Community Colleges,
 - f. An auxiliary organization of the Student Aid Commission established under Education Code § 69522,
 - g. Entities and/or service types identified as exempt from advertising in State Administrative Manual Section 1233, subsection 3. View this publication at the following Internet address: <http://sam.dgs.ca.gov>,
 - h. Entities whose name and budgeted costs have been submitted to CDPH in response to a competitive Invitation for Bid or Request for Proposal.
- C. CDPH reserves the right to approve or disapprove the selection of subcontractors and with advance written notice, require the substitution of subcontractors and require the Contractor to terminate subcontracts entered into in support of this agreement.
 - 1) Upon receipt of a written notice from CDPH requiring the substitution and/or termination of a subcontract, the Contractor shall take steps to ensure the completion of any work in progress and select a replacement, if applicable, within 30 calendar days, unless a longer period is agreed to by CDPH.
- D. Actual subcontracts (i.e., written agreement between the Contractor and a subcontractor) of \$5,000 or more are subject to the prior review and written approval of CDPH. CDPH may, at its discretion, elect to waive this right. All such waivers shall be confirmed in writing by CDPH.
- E. Contractor shall maintain a copy of each subcontract entered into in support of this agreement and shall, upon request by CDPH, make said copies available for approval, inspection, or audit.

Scope of Work

- F. CDPH assumes no responsibility for the payment of subcontractors used in performance of this agreement. Contractor accepts sole responsibility for the payment of subcontractor used in performance of this agreement.
- G. The Contractor is responsible for all performance requirements under this agreement even though performance may be carried out through a subcontract.
- H. When entering into a consulting service agreement with CDPH, the Contractor may be required to supply budget detail for each subcontractor and/or each major subcontracted activity under this agreement.
 - 1) Budget detail format and submission requirements will be determined by CDPH.
 - 2) Methods of including budget detail in this agreement, if applicable, will be determined by CDPH.
 - 3) Any subcontractor budget detail displayed in this agreement, or incorporated by reference, is included for information purposes only. Changes to a subcontractor's identity or budget detail shall not require the processing of a formal amendment to this agreement.
- I. The Contractor shall ensure that all subcontracts for services include provision(s) requiring compliance with applicable terms and conditions specified in this agreement.
- J. The Contractor agrees to include the following clause, relevant to record retention, in all subcontracts for services:

“(Subcontractor Name) agrees to maintain and preserve, until three years after termination of (Agreement Number) and final payment from CDPH, to permit CDPH or any duly authorized representative, to have access to, examine or audit any pertinent books, documents, papers and records related to this subcontract and to allow interviews of any employees who might reasonably have information related to such records.”
- K. Unless otherwise stipulated in writing by CDPH, the Contractor shall be the subcontractor's sole point of contact for all matters related to performance and payment under this agreement.
- L. Contractor shall, as applicable, advise all subcontractors of their obligations pursuant to the applicable numbered provisions of this exhibit.

8. Project Oversight

- A. Contractor shall provide services in the manner specified in the SOW regarding approval of CDPH Work Orders.

9. Work Orders

- A. The Contractor shall perform the services specified in the SOW according to the procedures in this section.
 - 1) Work Orders are the detailed descriptions of services and deliverables to be provided pursuant to this agreement and a comprehensive plan, budget, and timeline for providing each service or deliverable. For purposes of this agreement, “services” and “deliverables” include, but are not limited to, storyboards, scripts, advertisements, substantiation of the factual statements and scientific data included in advertisements, master reels, videotapes, camera-ready art, collateral and promotional materials, presentations of strategic media purchase recommendations, media planning, media placement, market research reports, and evaluation reports.

Scope of Work

- 2) Work Orders for ongoing activities (e.g., talent fees, master tape storage) will be due within 30 calendar days of the start of the agreement and on May 1 of each year thereafter. Work Orders for intermittent activities, special projects, and production will be developed and submitted as requested by the Project Director or his/her designee. The Contractor will receive at least ten (10) calendar days' notice from CDPH to prepare and submit a Work Order. Any work performed by the Contractor that is not covered by a CDPH-approved Work Order is at the Contractor's risk.
- 3) The Contractor is responsible for submitting Work Orders for all work performed under the agreement, including any services and deliverables performed or provided in whole or in part by a subcontractor or consultant. Subcontractors and consultants should not submit Work Orders directly to the State.
- 4) CDPH may provide a form to the Contractor for preparing Work Orders. If CDPH does not provide a form, the Contractor shall make any necessary modifications to Contractor's production estimates, media plans, and other existing formats to include all of the information required by subparagraph 5(c) below.
- 5) CDPH shall notify the Contractor of each service or deliverable under the SOW as it becomes required, excluding ongoing activities that require annual Work Orders. Under direction from, or upon request from, the Project Director or his/her designee, the Contractor shall develop a Work Order for each service or deliverable. The Work Order shall include at a minimum the following:
 - a. Agreement number, Contractor's name, date submitted, and a unique Work Order name and number assigned by the Contractor;
 - b. A description of the target audience(s) and the strategy and objective of the services and deliverables to be provided by the Contractor under the Work Order;
 - c. A detailed description of the services and deliverables to be provided during completion of the Work Order, including, but not limited to, all of the following, as applicable: concepts, storyboards, animatic, script copy, radio advertisements, television advertisements, outdoor billboards, print advertisements, direct mail, web site copy and video masters, evaluation, and analysis;
 - d. Identification of any service(s) or deliverable(s) to be provided by a subcontractor or consultant;
 - e. The time period covered by the Work Order and a detailed timeline for completion of the service or deliverable;
 - f. A detailed Work Order budget based on the Contractor's Cost Proposal, including any mark-ups to be charged (the total mark-up for media shall not exceed the Contractor's mark-up stated in the agreement);
 - g. A description and estimate of any ongoing expenses, including, but not limited to, talent fees, photography fees, storage, web site hosting, and web site maintenance and updating, which would be necessary to maintain the deliverable and preserve its availability for use;
 - h. Contractor representative's printed or typed name and signature and date signed; and
 - i. Blanks for the Project Director's or designee's printed or typed name and signature and date signed.

Scope of Work

- 6) The Project Director or his/her designee shall review the Contractor's proposed Work Order and may require the Contractor to revise portions or all of the proposed Work Order to the satisfaction of the Project Director. The Project Director and the Contractor shall consult and negotiate in good faith to reach agreement on Work Orders. If agreement on a Work Order is not reached, the Contractor shall proceed with Work Orders as directed by the Project Director.
- 7) The Project Director's or his/her designee's signature approval of the Work Order shall constitute the Contractor's authorization to provide the Work Order's service or deliverable under this agreement. Approved Work Orders shall automatically and without need for any amendment to the agreement become a part of this agreement, and, as such, the terms and conditions of this agreement shall apply to the services performed under these Work Orders. The Project Director may require changes to approved Work Orders without a formal amendment to the agreement, provided that such changes do not exceed the SOW. In no case shall approval of a Work Order be construed as approval to receive reimbursement above the maximum amount payable.
- 8) The Project Director or his/her designee may cancel a Work Order in whole or in part for any reason and at any time, including after it has been approved. Cancellation shall occur if the State no longer desires the service(s) or deliverable(s), because of program changes or lack of funding. The Project Director or his/her designee shall notify the Contractor in writing whenever a Work Order is canceled and shall negotiate in good faith with the Contractor to determine the payment for any work completed under the Work Order prior to cancellation. If agreement on a payment amount is not reached, the Contractor shall follow the procedure described in Section 15 of Exhibit D(F), "Dispute Resolution Process."

10. Rejection or Reduction of Tasks, Activities, or Functions

- A. If full funding does not become available, is reduced, or CDPH determines that it does not need all of the services described in an approved Work Order, CDPH reserves the right to request an amended Work Order from the Contractor for reduced services.
- B. If a Work Order contains proposed methods or approaches, functions, tasks, or activities known by CDPH to be ineffective or determined to be unacceptable, CDPH reserves the right to require the substitution of comparable items that can be performed at the same or similar cost.

11. Progress Reports

- A. The Contractor shall submit semi-annual progress reports in duplicate to the Contract Manager in the format prescribed by the State. The progress reports shall describe progress made in completing contract deliverables, problems encountered, and solutions proposed.
- B. Progress report periods and due dates are:

Report Period	Due Date
10/01/10 – 03/31/11	04/30/11
04/01/11 – 09/30/11	10/30/11
10/01/11 – 03/31/12	04/30/12
04/01/12 – 09/30/12	10/30/12
10/01/12 – 03/31/13	04/30/13
04/01/13 – 09/30/13	10/30/13

- C. If the State does not receive complete and accurate progress reports by the required dates, further payments to the Contractor may be suspended until complete and accurate reports are received.

Scope of Work

12. Contractor Requirements

The Contractor shall comply with the following requirements:

- A. Submit any news release related to this contract to the State for review prior to its release.
- B. Contractor shall ensure that the California Department of Public Health (CDPH) and the U.S. Department of Agriculture (USDA) are clearly identified as a sponsor or support organization on all published material relating to the contract.
- C. When producing print, audio and/or visual materials, not previously developed, the Contractor will acknowledge CDPH and USDA support in the following manner. The Contractor should consult with the Project Director or Project Director's designee who will provide the most current acknowledgement information at the time of printing or production of materials.

Print:

English

This material was developed for the California Department of Public Health and the *Network for a Healthy California* with funding support from the by U.S. Department of Agriculture Food Stamp Program.

The "Food Stamp Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet." For more information about the Food Stamp Program, please call

1-877-847-FOOD (3663).

"In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, religion, political beliefs or disability.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington D.C. 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TTY). USDA is an equal opportunity provider and employer."

Plus:

(Current Governor's Name), Governor
State of California

(Current Secretary's Name), Secretary
Health and Human Services Agency

(Current Director's Name), Director
California Department of Public Health

And

State Seal

Recycle Bug (if applicable)

Union Label (if applicable)

Plus:

Contractors will need to include CPNS logos as well as CDPH logo and state seal.

© Copyright California Department of Public Health 200X

Scope of Work

Spanish

Este material fue desarrollado por el Departamento de Salud Pública de California y *Network for a Healthy California* y auspiciado por el Departamento de Agricultura de los Estados Unidos Programa de Cupones de Alimentos.

“El Programa de Cupones para Alimentos ofrece asistencia relacionada a la nutrición para gente de bajos ingresos. Le puede ayudar a comprar comida nutritiva para una mejor dieta. Para obtener más información comuníquese al 1-877-847-3663

Audio and/or visual materials:

For TV or Radio public service announcements the Contractor will acknowledge CDPH and USDA in the following manner:

English

Brought to you by the California Department of Public Health, funded by the U.S. Department of Agriculture's Food Stamp Program.

Spanish

Un mensaje del Departamento de Salud Pública de California, fundado por el Departamento de Agricultura de los Estados Unidos Programa de Cupones de Alimentos.

- D. The CDPH' and USDA's name shall be placed prominently on all other products generated by the Contractor as a result of the contract, with appropriate credit given for funding.
- E. The Contractor agrees to abide by the guidelines set for usage of the *Network* mark. Guidelines will be sent to the Contractor as a Program Letter.
- F. The Contractor agrees to cooperate with the State by participating in statewide meetings and site visits, as the State Contract Manager may deem necessary.
- G. The Contractor agrees to cooperate with the State in the collection of data related to evaluation of program effectiveness as requested in the manner, format, and timeline prescribed by the State. Data shall include, at a minimum, demographic description of the population served and items to measure program effectiveness.
- H. The Contractor agrees to cooperate with the State in the review and, when appropriate, the field testing of statewide evaluation instruments and newly developed educational materials.

See the following pages for a detailed description of the services to be performed.

**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Goal 1. Develop a 3-year Strategic Communications Plan for FFY 2011, FFY 2012, and FFY 2013. Develop a strategic plan for *Network* public communications based on the *Network*'s four pillars as outlined in the brand architecture (Appendix 2): (a) increasing fruit and vegetable consumption (b) increasing physical activity (c) increasing food security and (d) increasing chronic disease prevention, beginning with obesity. For advertising purposes, the target audience is defined as women with children, living in households $\leq$ 185% Federal Poverty Level (FPL), including those who are certified or potentially-eligible to participate in the California Food Stamp Program (FSP). The desired outcomes of the strategic plan are (a) an articulation of how increased consumption of fruits and vegetables and increased physical activity can help prevent diet-related chronic diseases, with emphasis on childhood obesity, and (b) the development of a positioning and core messaging that will serve as the foundation of advertising and public relations activities. The process must take into consideration, critically analyze, and build on the existing *Network for a Healthy California* Champions for Change brand and messaging, which is based on the brand attributes of champions, change agents, and empowerment.

Major Activities	Timing	Key Deliverables
Activity 1.1 Internal Planning: Facilitate up to six meetings/teleconferences in Sacramento for the purpose of gathering intelligence and developing and refining strategic direction. As needed, meetings will include <i>Network</i> senior management and staff from the following units: Communications; Administration; Research and Evaluation; Fruit, Vegetable, and Physical Activity Campaigns; Regional <i>Network</i> Operations; Community Development; and Policy, Partnerships, and Planning.	October 1, 2010 through September 30, 2011 October 1, 2011 through September 30, 2012 October 1, 2012 through September 30, 2013	Meeting agendas and summary reports to include: meeting purposes, topics discussed and recommended action items. Due date of summaries will be within three working days of each meeting/teleconference.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area

**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 1.2 Strategic Assessment and Plan: Prepare and present the recommended three-year strategic plan for the <i>Network's</i> goals and objectives, encompassing how the strategy will impact California's low-income populations ($\leq 185\%$ FPL), specifically English-language dominant women with school-aged children who are Caucasian, African American, or Latina; and Spanish-language dominant women with school-aged children. Presentation will include a critical analysis of prior and existing <i>Network</i> communication campaigns; target profiles detailing demographic, psychographic and cultural characteristics of the three largest population segments; proposed strategy, positioning, strengths/weaknesses/opportunities/threats (SWOT) with solid rationale; desired outcomes; and brief of media tactics necessary to carry out the strategy. The plan must cite available surveillance and program data to show links with the <i>Network's</i> overall social marketing initiative. Plan will be presented in Sacramento to <i>Network</i> staff, funded partners, stakeholders and, as necessary, the State's top administrative officials including CDPH Office of Public Affairs and CHHS.	Preliminary draft due January 2011. Final plan and PowerPoint presentation due first week of February 2011.	Preliminary draft followed with a PowerPoint presentation and eight (8) hard copies of the proposed strategic plan, requiring no more than 45 minutes to present (not including questions and answers). Plan will systematically outline the strategic direction for achieving <i>Network</i> goals and objectives and include all key points outlined in Activity 1.2. Plan will contain precise citations as to all data sources used to determine audience profiles and strategic direction.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area

**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 1.3 Strategic Plan Variation: Should the proposed strategic direction vary significantly from the <i>Network's</i> existing strategy, qualitative testing of the proposed strategy must be conducted among California's low-income populations ($\leq 185\%$ FPL), specifically multi-cultural English-language dominant women with school-aged children, African American women with school-aged children and Spanish-language dominant women with school-aged children, in San Francisco/Oakland, Fresno and Los Angeles. Nine (9) focus groups or other formative research with intermediaries and <i>Network</i> partners may be required.	Last week of March 2011, if necessary.	Qualitative testing will include securing focus group facilities and qualified moderators experienced with low-income populations; screening and administering focus group participants; developing necessary screeners and moderator's guide. Findings, insights and recommendations based on the groups will be presented to <i>Network</i> staff, accompanied by a comprehensive written report and videotapes of all groups.
Activity 1.4 Revisions: As necessary, revise and present the three-year strategic plan to reflect qualitative findings.	Preliminary draft due April 2011.	PowerPoint presentation meeting key deliverables as outlined in Activity 1.2.
Activity 1.5 Annual Updates: Revisit and refine the strategic communications plan on an annual basis.	By October 2011, and October 2012.	Revised strategic communications plan, if necessary.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area

**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Goal 2. Develop and Implement Media Plans for FFY 2011, FFY 2012 and FFY 2013. Based on the approved strategic plan, develop and implement media plans that effectively target California's low-income women with school-aged children ($\leq 185\%$ FPL), specifically multi-cultural English-language dominant African American, Caucasian and Latina women with school-aged children; and Spanish-language dominant women with school-aged children. Substantiate that over half of paid advertising impressions are being received by low-income populations ($\leq 185\%$ FPL), using adjustment factors provided by the *Network*. Provide stewardship of all plans and formal post evaluation.

Major Activities	Timing	Key Deliverables
Activity 2.1 Media Selection and Geographic Coverage: Develop annual statewide media plans tailored to each Designated Market Area (DMA) based on composition of food stamp recipients and market efficiencies, that effectively reach low-income women with school-aged children as defined in Goal 2, and that correlate to each relevant federal fiscal year. TV will be used as the primary medium, complemented by radio and/or outdoor advertising. Out-of-home advertising should be planned and negotiated to appear in qualifying low-income census tracts in order to optimize reach of low-income populations. Plans must conform to <i>USDA's Guidance</i> specifying over 50 percent of total impressions be received by California's low-income populations living in $\leq 185\%$ FPL households. Plans must be designed to reach no less than 85 percent of California's low-income populations, at least 12 occasions during each advertising period (single flight or closely scheduled bursts). DMAs in order of low-income population density are as follows: Fresno-Visalia, Bakersfield, Chico-Redding, Eureka, Sacramento-Stockton-Modesto, Los Angeles/San Bernardino, Palm Springs, Monterey-Salinas, Santa Barbara-Santa Maria-San Luis Obispo, San Francisco-Oakland-San Jose, and San Diego. See Appendix 1 for low-income population data by DMA. Schedule a minimum of 12 weeks of mass advertising during each fiscal year. Markets may be tiered to achieve delivery goals.	By January 2011 for FFY 2011. By October 2011 for FFY 2012. By October 2012 for FFY 2013.	A PowerPoint presentation and 15 media plan hard copies, discussing the media strategy and rationale, and all back-up documentation, including flowcharts with projected total impressions by market, projected $\leq 185\%$ FPL impressions by market, and cost by market.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area

**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 2.2 Direct-to-Home Education: Consider a media plan option that allocates up to \$2.5 million per fiscal year to the development and implementation of a direct-to-home nutrition education campaign targeted to 1.2 million verifiable low-income (<185% FPL) households with children on multiple occasions (no fewer than two). Such option will be developed and implemented only with CDPH and CHHS prior approval. Various deployment methods should be explored, including direct mail and door hangers. No fewer than two (2) bilingual pieces should be designed, developed, and implemented annually. The <i>Network</i> believes that enabling low-income moms with skill-building tips and knowledge will increase self-efficacy, which is a precursor to healthy change. The pieces must be accompanied by a response mechanism for back-end analyses. All direct-to-home materials will be focus group tested among English-language dominant Caucasians, African Americans, Latinas, and Spanish-dominant Latinas. This is an alternative media option, and will only be implemented if approval is not obtained for direct-to-home, then the budget will be reallocated to media buy and placement.	Annually.	Each year as directed, contractor will formulate an alternative media option utilizing direct-to-home nutrition education that reaches at least 1.2 million low-income households with children on two or more occasions. Contractor will present plans showing distribution methods, quantities, cost, themes, proposed examples of content, qualitative testing proposal, and evaluation methodology. Pending CDPH and CHHS approval to proceed with this alternative media option, contractor will proceed with creative and content development.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 2.3 Maximize Media Negotiations: Following CDPH, CHHS, and USDA approval of media plans, implement media buys that utilize maximum negotiating methods to leverage deep discounts, bonus weight and/or added-value opportunities such as radio remotes for <i>Network</i> events and booth presence at community events/festivals sponsored by radio and television stations that attract low-income families. Consider pros and cons of allocating majority share of outdoor and/or radio budgets to one vendor such as Clear Channel for the purpose of leveraging deep discounts and significant added-value opportunities. As directed, contractor will work with local <i>Network</i> partners to coordinate added-value opportunities (see Activity 2.6).	Mutually agreed upon dates, accounting for inventory and costs conditions of recommended media.	Three (3) copies of annual binders that include buy summaries for each element of the media plans, media buy schedules for each DMA, out-of-home locations and maps, and an overview of bonus weight and value-added opportunities. Detailed summaries should model the media reports provided by the <i>Network's</i> 2008-2010 contractor.
Activity 2.4 Stewardship: Provide stewardship throughout the execution of the media plan, alerting the <i>Network</i> of significant variations from the approved plan.	During all weeks of advertising.	Verbal summary during weekly contractor meetings reporting the status of media plan execution. Written documentation of significant variations of the approved plan within two (2) days of verbal report.
Activity 2.5 Assurance of Delivery: For television buys, provide post campaign evaluations specifying planned vs. delivered impressions, and planned cost versus actual cost. Significant under-delivery (-10 percent) for any given DMA requires compensation in the form of make-good spots.	No later than four months following the last scheduled airdate of each flight or burst, or upon a mutually agreed upon date if reporting sources are not available within four months.	Detailed written report of delivered activity versus planned activity. Report is due no later than four months following the last scheduled airdate of each quarter, or agreed upon time period.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 2.6 Added-Value: Oversee procurement of radio and television added-value opportunities at no cost, including no less than five (5) radio remotes per <i>Network</i> Region, and participation in no less than six (6) Spanish-language radio or television booth presence at community events/festivals in select markets. Contractor will coordinate plans with the <i>Network</i> Communications team and <i>Network</i> regional representative and/or media coordinators.	Secure preferred dates and locations for radio remotes and events by April 1 st of each fiscal year.	Summary of all added-value opportunities by market and/or event participation including estimated value in year-end wrap-up report.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Goal 3. Develop and produce new advertising campaigns to launch in FFY 2011, and FFY 2013. Develop complementary direct-to-home nutrition education pieces for FFY2011, FFY2012, and FFY2013. The *Network's* "What's Harder" campaign will air in FFY 2010 and FFY2011 as needed. New campaigns will begin development in early FFY2011 for use in FFY2011 and FFY2012; and early FFY2012 for use in FFY2013 and FFY2014. Based on the approved strategic plan, develop creative briefs in FFY2011 and FFY2012 for each of the new campaigns that articulates the *Network's* communication positioning and strategy. Following approval of the creative brief, develop advertising concepts designed to convey *Network* messaging to California's low-income women with children ($\leq 185\%$ FPL), specifically multi-cultural English-language dominant African American, Caucasian and Latina women with children; and Spanish-language dominant women with children. Creative concepts must be adaptable to a range of media vehicles or outlets that might include but are not limited to TV, radio, out-of-home, and social media. Formulate specific messaging, storyboards, and scripts. Conduct qualitative testing of the approved creative concepts among the target audiences. Develop a separate creative brief for direct-to-home nutrition education pieces for each fiscal year of the contract. Following approval, develop content, layouts, and distribution methods for no less than two direct-to-home deployments (two separate creative pieces) annually. Produce and distribute all advertising materials.

Major Activities	Timing	Key Deliverables
Activity 3.1 Campaign Development Timeline: Upon strategy approval, submit a detailed timeline specifying each step of campaign development with corresponding dates.	January 2011 for FFY 2011. September 2012 for FFY 2013.	Detailed timeline specifying all steps involved in campaign development, from creative brief to materials distribution. Timeline must account for required CDPH approval process.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 3.2 Creative Concepts: Develop a creative brief for each new advertising campaign, and no less than three (3) creative concepts with nutrition education messages for (a) English-language dominant low-income women with children (b) Spanish-language dominant low-income women with children. Present creative concepts to <i>Network</i> staff, and specify how each of the concepts will work across mixed media, including direct-to-home nutrition education pieces.	Due according to agreed upon date outlined in Activity 3.1.	Creative brief for each advertising campaign outlining the intended target; campaign goal; positioning and insights from qualitative research relevant to the positioning; campaign personality and tonality. No less than three (3) creative concepts are to be presented for each campaign and each designated target, in the form of eight-cell storyboards. This represents a minimum of six (6) concepts, three (3) in English and three (3) in Spanish. Upon concept approval, precise scripts and final storyboards will be required.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 3.3-Consumer Testing. Conduct qualitative testing of no less than three (3) viable creative concepts with nutrition education message for each advertising campaign among California's low-income populations ($\leq 185\%$ FPL). Testing is required for three (3) sets of populations, specifically women with school-aged children who are (a) English-dominant Caucasians, (b) African American, and (c) Spanish-language dominant Latinas. Groups of 10 to 12 participants from each defined target will be moderated in San Francisco/Oakland, Fresno and Los Angeles. In total, a minimum of nine (9) focus groups will be conducted for concept testing. Present Topline results and recommendations for moving forward to <i>Network</i> staff. As necessary, modify the recommended concept based on qualitative testing.	Due according to agreed upon date outlined in Activity 3.1.	Qualitative testing will include securing focus group facilities and qualified moderators experienced with multi-ethnic, low-income populations; screening and administering focus group participants; developing necessary screeners and moderator's guides. Topline findings, insights and recommendations based on the groups will be presented to <i>Network</i> staff, accompanied by a comprehensive written report and videotapes of all groups.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 3.4 Production: Produce all materials for approved concepts for each campaign, including but not limited to six (6) TV commercials (three (3) English/three (3) Spanish), two (2) radio commercials (Spanish), eight (8) outdoor advertising concepts (four (4) English/four (4) Spanish). If approval is granted, produce no fewer than six (6) bilingual direct-to-home nutrition education pieces over the course of the contract. Involve <i>Network</i> Communications Team and other staff in selection of directors, photographers, and casting, filming/recording, and editing. As requested by <i>Network</i> , assist local partners with adapting state advertising materials to conform to local communications efforts, e.g., inserting a local agency logo into outdoor materials. As necessary, present newly produced materials to <i>Network</i> staff, funded partners, stakeholders and CDPH management.	Due according to agreed upon date outlined in Activity 3.1.	A master DVD of all produced TV spots, MP3s of audio recordings, or PDFs of all final-produced print materials.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 3.5 Administrative Clearances: Provide all back-up materials necessary for CDPH, USDA and the Governor's Office approval process, including rough cuts of TV commercials. Reserve necessary time in the approval process to make possible revisions to the materials after routing through the approval channels and before final production.	Due according to agreed upon date outlined in Activity 3.1.	<i>Network</i> is required to facilitate a formal approval process for new creative development through several channels, including CDPH, California Health and Human Services Agency, and the Governor's Office, before authorizing materials production. Either a Director's Action Requested (DAR) or a Secretary's Action Requested (SAR) is prepared for each of the following three steps in the approval process: 1) concept approval 2) approval to produce 3) approval to air (stage between rough cut and final production). The process for each step can take up to eight (8) weeks. PDFs of storyboards, scripts, and/or DVD of TV rough cuts must be provided for each approval phase.
Activity 3.6 Social Media Counsel: Provide <i>Network</i> with strategic counsel on Web site development to ensure a consistent look and feel across all forms of target audience outreach. Provide strategic counsel on advances in social media, metrix on capabilities of reaching low-income audiences, and how such media may be incorporated into <i>Network</i> communication plans. Such strategic counsel will take place on a quarterly basis.	First week of each federal fiscal quarter.	Written critique of the <i>Network</i> website submitted quarterly in electronic form with suggestions of how to integrate new advertising materials into the Web site. PowerPoint presentation on the potential effect of social media on on <i>Network</i> goals, and suggestions for implementation and evaluation.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 3.7 Traffic and Talent: Distribute all necessary materials to advertising outlets. Negotiate necessary talent contracts, which may include Web usage. Track and pay necessary Screen Actors Guild (SAG) talent and residual fees.	Due according to agreed upon date outlined in Activity 3.1.	Confirmation of trafficking and talent payments to be included in the year-end reports.
Activity 3.8 Awards: Submit advertising campaigns for awards from recognized professional organizations.	As identified and agreed upon by agency and the <i>Network</i> .	Electronic file of submission applications and related back-up materials. Delivery of the award to the <i>Network</i> .

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Goal 4. Plan and implement public relations activities and provide technical assistance for FFY 2011, FFY 2012, and FFY 2013. Based on the approved strategic plan and in conjunction with *Network* goals, plan and implement public relations activities that extend *Network* messaging. Recommendations should include consideration of national and state trends related to the *Network's* approved strategic plan, and include a current overarching theme such as “*eat right when money's tight*.” As requested, provide technical assistance to *Network* staff, *Network*-funded projects and other local partners in California.

Major Activities	Timing	Key Deliverables
Activity 4.1 Calendar of Events: In conjunction with <i>Network</i> planning teams, design and support six (6) to eight (8) annual statewide public relations events in multiple venues that promote one or more of the <i>Network's</i> strategic pillars (see Appendix 2). These events may coincide with themed annual occurrences such as Black History Month (February), National Public Health Week (April), Fruit and Veggie Month (May), Latino Health Awareness Month (September), and a children and youth-focused event (TBD). These events include coordination with the representatives in 11 <i>Network Regions</i>; and may include participation with statewide agency partners such as the California Department of Social Services, UC-FSNEP, the California Department of Education, the California Department of Food and Agriculture, and promotions of the Executive Branch such as the First Lady Maria Shriver's WeConnect initiative.	For example: <u>Black History Month (February):</u> For February 2011, begin planning in October 2010, and complete project by February 2011. For February 2012, begin planning in August 2011, and complete project by February 2012. For February 2013, begin planning in August 2012, and complete project by February 2013. <u>Latino Health Awareness Month (September):</u> For September 2011, begin planning in April 2011, and complete project by September 2011. For September 2012, begin planning in April 2012, and complete project by September 2012.	One wrap-up report per event summarizing key results due no later than 30 days following the last component of each event, for each year of the contract. All materials, including photography, must be submitted electronically to the <i>Network</i>. When developing complete press kits, provide three hard copies to the Communications Team. Maintain summary of media impressions for all <i>Network</i> statewide and local events.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Coordinate the activities and develop materials required for the six (6) to eight (8) events including but not limited to the following: timeline, minute-by-minute, Questions and Answers (Q&A), message/talking points, media advisory, news release, speaker biographies, and complete press kit. All materials containing factual information must include formal citations and will be reviewed by the <i>Network's</i> Research and Evaluation Unit. Conduct a message training session with <i>Network</i>-funded partners prior to commencement of each event. Participate at events, as necessary. Conduct media pitching in all regions targeted for events. Secure a skilled photographer/videographer to capture highlights of each event. Make necessary revisions to materials as they proceed through the <i>Network</i> approval process. Please note, that one of these themes may be changed and replaced with another promotion.	For September 2013, begin planning in April 2013, and complete project by September 2013. <u>Public Health Week (April):</u> For April 2011, begin planning in November 2010, and complete project by April 2011. For April 2012, begin planning in November 2011, and complete project by April 2012. For April 2013, begin planning in November 2012, and complete project by April 2013. Children and Youth-focused Event (timeline and month TBD)	

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 4.2 Ongoing Public Relations Support: Provide technical assistance to <i>Network</i> staff, <i>Network</i>-funded projects and partners requiring assistance with public relations. This may include crafting letters to the editor, spokesperson counsel or media pitching assistance, crafting local media messages related to statewide initiatives, reviewing and providing feedback on media materials developed by funded partners related to statewide promotions (including news releases, media advisories and local media lists). In addition, provide ongoing media monitoring to capture media placement, individual spokesperson results; and message integrity.	As needed throughout the course of the contract, estimated at roughly 1,440 hours over three years.	Monthly recap of the type of technical assistance provided, individual and organizations worked with, number of hours assisted, resulting work products. Detailed media monitoring results provided two times per week, and increased monitoring during state or local media events. Media video clips provided, when applicable and requested.
Activity 4.3 Award Nominations: Submit up to five (5) public relations campaigns for awards from recognized professional organizations.	As identified and agreed upon by agency and <i>Network</i>.	Electronic file applications and related back-up materials. Delivery of the award to <i>Network</i>, and submission to trade press.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Goal 5. Develop and implement a spokesperson training program for FFY 2011, FFY 2012 and FFY 2013. The goal of this program is to provide the *Network* with up to 30 qualified and effective program spokespeople, with representatives from every region of California, trained to deliver tailored messaging clearly and concisely to the media. Training is primarily intended for *Network*-funded agencies, Champion Moms throughout the state, and “champion” intermediaries, and will occasionally include state-level *Network* staff.

Major Activities	Timing	Key Deliverables
Activity 5.1 Training Plan: Plan and establish a training program and annual training schedule. The program will consist of up to eight (8) media trainings; and up to four (4) Cisco Systems WebEx online trainings each year. The media training program will include four (4) advanced in-person Print and Broadcast media trainings with English- and Spanish-language breakout sessions. In addition, four (4) in-person intensive media trainings related to themed events including Black History Month, Fruit and Veggie Month, and Latino Health Awareness Month, and a separate training for the Champion Moms, will be conducted. The in-person media trainings will be conducted annually; they will be evenly divided at Southern and Northern California venues. The purpose of each session will be to educate <i>Network</i>-funded partners, staff from the <i>Network Regions</i>, and Champion Moms about strategies and tactics to use when working with the news media; and participate in “mock interviews” that include use of <i>Network</i> message points. Trainings will be six (6) to eight (8) hours per day for up to 20 people and be conducted on approved dates at convenient venues. Four (4) Cisco Systems WebEx online trainings to further enhance media skill-building for funded projects, also will be included in the training program.	Training program planning period is from October through December; trainings will be conducted during the January through September period, annually.	Detailed conference report on direction agreed upon between <i>Network</i> and contractor, including intended learning outcomes.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 5.2 Training Materials: Initiate and conduct media trainings referenced in Activity 5.1. Develop all training materials for media trainings. Materials may include but will not limited to: a save-the-date electronic notice for all trainings; web-based registration with pertinent information available to download (e.g. address of venue and phone, parking, and nearby hotels with contact information); PowerPoint and other media training materials to participants; relevant message points; intended learning outcomes; detailed agenda, trainer biographies; all leave-behind materials. Track participation and provide necessary follow-up reminders. Make necessary revisions to all materials as they proceed through <i>Network's</i> approval process.	Save-the-date electronic notice due January of FFY 2011, 2012, 2013. Individual electronic notice for all trainings to be sent out no more than eight (8) weeks prior to each training date. All materials due to be reviewed by <i>Network</i> no more than two (2) weeks prior to each training.	Electronic files of all items specified in Activity 5.2 as they are being developed. Two (2) bound hard copies two (2) weeks following the training containing materials for each session (or series of sessions if multiple venues for the same type of training is used), including participant evaluations.
Activity 5.3 Logistics: Procure facilities, breakout rooms and audio-visual equipment requirements (as authorized by the contract manager); coordinate needs of all trainers and guest speakers (up to five (5) per training).	In a timely manner necessary to meet agreed upon training dates.	Electronic files detailing proposed venue, procurement of trainers and guest speakers, and necessary equipment.
Activity 5.4 On-Site Evaluation: Develop, collect and report on participant evaluations for all training sessions identified in Activity 5.1.	Within 10 working days of each training session.	Tabulated results of participant evaluations for each training, specifying level of satisfaction, what improvements to be made, if necessary, to subsequent training sessions, and verbatim comments. Provide recommendations for future trainings; and provide recommendations for qualified spokespeople.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Goal 6. Provide evaluation studies for FFY 2011, FFY 2012, and FFY 2013 as necessary. Conduct quantitative research that will assess rate of recall of <i>Network</i> advertising messages; assess extent of target audience exposure to other <i>Network</i> campaign materials and interventions; determine levels of basic knowledge about healthy eating and physical activity; explore prevailing social normative and other beliefs; assess attitudes and perceptions toward environmental reforms encouraging healthier eating and physical activity. Conduct qualitative research that provides relevant insight for strategy and message development and/or validates strategy and potential concepts.		
Major Activities	Timing	Key Deliverables
Activity 6.1 Research Sub-Contractor: In conjunction with <i>Network</i> Communications Team and the Research and Evaluation Unit, identify an appropriate research firm to conduct focus group testing and annual Benchmark Studies as identified in this scope of work. Selection and approval of the research firm subcontractor will be determined by <i>Network</i> staff. The research firm will be capable of conducting other forms of research such as opinion polls, key informant surveys, electronic assessments and large quantitative surveys as needed. The firm will be co-managed by the <i>Network</i> and the prime contractor. Background with social marketing and low-income population segments, children, and youth is desirable.	By November, 2010.	Profile, references and work samples of recommended research firms, and interview with firm's principles.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 6.2 Research and Evaluation Plan: In conjunction with <i>Network</i> personnel and in accord with the Strategic Assessment and Plan, as above, develop an annual plan for market research, analysis, and evaluation that includes but is not limited to: annual Benchmark Studies, focus groups, key informant interviews and surveys, and quantitative surveys. Methods may be in-person, by phone, mail, computer, or other approach appropriate for the audience. With references to other sources including <i>Network</i> and Statewide surveys, the plan may address social, environmental, and media factors, as well as behavior, attitudes, wants and needs. It must include recommendations for publication in trade and scientific publications. Options for an affordable longitudinal study are welcome.	Preliminary draft due March 2011.	Research and Evaluation Plan with pros and cons of various options; proposed timeline, budgets, and publication opportunities identified.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 6.3 Annual Benchmark Studies: Participate in three (3) development meetings leading up to annual benchmark studies. Conduct annual benchmark studies for FFY 2010, FFY 2011 and FFY 2012 among women with children and children aged 9 to 11. Studies will be modeled after the <i>Network's</i> 2004, 2005 and 2006 benchmark studies conducted by Field Research Corporation. The study objectives are as follows: assess rate of recall of advertising messages; assess extent of target audience exposure to other <i>Network</i> campaign materials and interventions; determine levels of basic knowledge about healthy eating and physical activity; explore prevailing social normative and other beliefs; for adult audiences, determine what proportions fall into the various stages of behavior-change, according to Prochaska's Transtheoretical Model; for adult audiences, assess attitudes and perceptions toward environmental and systems change encouraging healthier eating and physical activity.	Begin planning meetings in July of each fiscal year to be evaluated. Conduct Benchmark Study within two (2) weeks following completion of the FFY's broadcast schedule. This is typically in early October of each FFY. Present results in mid-January 2011 for FFY 2010, mid-January 2012 for FFY 2011, and mid-January 2013 for FFY 2012.	Electronic file of all agreements made in development meetings.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 6.4 Quantitative and Qualitative Responsibilities: Research firm will be responsible for developing and procuring all items required for conducting quantitative and qualitative research, including but not limited to focus group facilities; focus group moderators experienced with low-income, multi-ethnic and youth audiences; questionnaires; participant screeners that include necessary demographic, behavioral, and psychographic participant recruitment parameters; all data collection using computer-assisted telephone interviewing (CATI) techniques and/or random digit dialing methods; data tabulation and final report. Spanish-language focus groups will be moderated by a bilingual marketing professional experienced with low-income Latino families. Four weeks prior to focus groups, profiles and previous experience of recommended moderators are to be submitted to <i>Network</i> for approval.	As agreed to by research firm and <i>Network</i>.	Electronic confirmation that all materials and facilities have been developed or procured. Electronic files of all completed and approved materials. A resume of recommended moderators, to be approved by the <i>Network</i> Communications team.
Activity 6.5 Analysis and Reports: Research firm will provide topline and detailed results of all quantitative and qualitative studies and present results to <i>Network</i> staff. Presentation will include interpretation of results and insights/recommendations relating to modifying the <i>Network's</i> consumer and intermediary communications. Final reports must reflect exchange and interpretations <i>Network</i> staff and may include selected partners and they may use a variety of statistical and other analytic methods.	As agreed to by research firm and <i>Network</i>.	Electronic files and five (5) hard copies of all approved screeners, questionnaires, top line reports and final comprehensive reports including detailed methodology and results, and videotapes of focus groups. In-person presentation of Benchmark results to <i>Network</i> staff. Follow-up presentation providing clarification and further analysis, if necessary. In partnership with <i>Network</i> staff, at least one evaluation report suitable for trade or scientific publication and shall be prepared annually.

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Exhibit A
SCOPE OF WORK

Contract Name: TBD
10-10029

Goal 7. Account Management. Manage and provide documentation of all aspects of servicing <i>Network</i> as specified in goals 1 through 6 of this scope of work. The outcome will be to ensure planning, deliverables and budgets are met.		
Major Activities	Timing	Key Deliverables
Activity 7.1 Transition Plan: Develop a transition plan outlining the takeover of all activities from the <i>Network's</i> 2007-10 prime contractor and subcontractors. The goal is to create a smooth, seamless and timely transition that builds on and maximizes the pat investment.	By October 2010	Electronic file of final plan and five (5) hard copies, and an in-person presentation to <i>Network</i> staff.
Activity 7.2 Staffing: In conjunction with Activity 7.1, develop a schematic specifying the contractors to whom each activity of this scope of work will be assigned in order to accomplish Activities 1.1 to 7.9. Schematic will include staff members for each contractor and each member's primary roles. Update schematic as necessary, and no less than annually. <i>Network</i> approval is needed prior to replacing or hiring new staff.	By October 2010	Detailed organizational schematic in electronic form with eight (8) hard copies.
Activity 7.3 Work Orders: Develop work orders and schedule for completion of all projects identified in this scope of work. Work orders and schedule will incorporate the activities of the prime and all subcontractors. Work orders may change only with the written approval of the state contract manager. Projects and schedules may change only with the written approval of the <i>Network</i> Communications Team Manager. Work orders are to be revised as necessary to correspond with all approved project changes.	By October 2010 for projects to be completed between October 2010 and September 2011. By September 2011, for projects to be completed between October 2011, and September 2012. By September 2012, for projects to be completed between October 2012, and September 2013.	Draft and final copy of work orders in both hard copy and electronic form.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 7.4 Status Meetings: Conduct a bi-monthly status conference call to review the contractor's weekly written status reports covering all projects. Prime agency and all subcontractor agency leads will participate in weekly conference calls or meetings with the <i>Network</i> Communications team and key program staff to discuss project progress, issues, schedules and budgets. As needed, meetings will include <i>Network</i> senior management and staff from the following units: Communications; Administration; Research and Evaluation; Fruit, Vegetable, and Physical Activity Campaigns; Regional <i>Network</i> Operations; Community Development; and Policy, Partnerships, and Planning.	Up to two (2) hours per week as agreed upon by <i>Network</i> communications and Media manager and prime agency lead.	Weekly status reports, using established <i>Network</i> format. The reports will be provided electronically to all Communications Team staff, <i>Network</i> senior staff and other key <i>Network</i> staff.
Activity 7.5 Financial Reporting: Provide monthly financial reports and back-up documentation to <i>Network</i> that cover all expenses and percent of budget spent to date for each project requested in this scope of work.	Final working day of each month.	Monthly expenses, fiscal back-up and costs-to-date reports provided on hard copy to <i>Network's</i> Contract Manager.
Activity 7.6 90-Day Work Flow: Maintain an "at-a-glance" 90-day flowchart of all contractor and subcontractor responsibilities in progress indicating the task and timing.	November 2010 for the first quarter of FFY 2011 and then the first day of each federal fiscal quarter, beginning January 2011.	A one-page 90-day flowchart specifying all tasks in progress with corresponding timing.
Activity 7.7 Mid-Year and Annual Reports: Provide comprehensive mid-year and year-end reports prepared by the advertising and public relations contractors, detailing and critically assessing progress with all activities to date. Reports will describe the purpose, intended target audience, outcomes and copy or replicate of all produced materials.	Mid-year reports due April of each contract year Year-end reports due October of each contract year	Two (2) sets of binders containing hard copies as described in Activity 7.7. Include electronic documents as requested by <i>Network</i> staff.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area

**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 7.8 Communication Materials Archive: Maintain the Communications Team extranet which houses all completed advertising and media relations materials. This includes, but is not limited to, creative briefs, advertising concepts, scripts, storyboards, MP3s, media plans, conference reports, press releases, message points, media advisories, fact sheets, speaker biographies, and wrap-up reports.	Load all materials within five (5) days following <i>Network</i> approval.	Electronic uploads of all approved <i>Network</i> materials onto the extranet.

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Exhibit A
SCOPE OF WORK

Contract Name: TBD
10-10029

Goal 8. Develop a comprehensive media and public relations campaign for the <i>Network for a Healthy California's</i> California Food Stamp Program (FSP) Access Improvement Plan (AIP) at statewide, regional and local levels with the purpose to increase awareness of the benefits of the Food Stamp Program, assist community outreach partners that provide prescreening, application assistance, follow-up on applications, and engage participating communities with support to increasing food stamp participation in counties with AIP, especially by working families.		
Major Activities	Timing	Key Deliverables
Activity 8.1 Creative Concepts: Develop a creative brief for new advertising campaign, and no less than six (6) creative concepts with food stamp outreach messages. Present creative concepts to <i>Network</i> staff, and specify how each of the concepts will work across mixed media, including direct-to-home nutrition education pieces if recommended.	FFY 2012	Creative concepts
Activity 8.2 Consumer Testing: Conduct qualitative testing of no less than six (6) creative concepts with food stamp outreach message for each advertising campaign among California's low-income populations ($\leq 185\%$ FPL). Other potential concept items to test include mini-dramas, public service opportunities, social media and other options suitable for partner agencies. In total, a minimum of four (4) focus groups will be conducted for concept testing; two (2) English and two (2) Spanish. Present Topline results and recommendations for moving forward to <i>Network</i> staff. As necessary, modify the recommended concept based on qualitative testing.	FFY 2012	Qualitative testing will include securing focus group facilities and qualified moderators experienced with multi-ethnic, low-income populations; screening and administering focus group participants; developing necessary screeners and moderator's guides. Topline findings, insights and recommendations based on the groups will be presented to <i>Network</i> staff, accompanied by a comprehensive written report and videotapes of all groups.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 8.3 Production: As funding is available, produce all materials for approved concepts for each campaign, including but not limited to: two (2) TV commercials, one (1) English and one(1) Spanish; two (2) radio commercials (Spanish); two (2) outdoor advertising concepts, one (1) English and one (1) Spanish. If approval is granted, add segment to one of the direct-to-home nutrition education pieces over the course of the contract. Involve <i>Network</i> Communications Team and other staff in selection of directors, photographers, and casting, filming/recording, and editing. As requested by <i>Network</i>, assist local partners with adapting state advertising materials to conform to local communications efforts, e.g., inserting a local agency logo into outdoor materials. As necessary, present newly produced materials to <i>Network</i> staff, funded partners, stakeholders and CDPH management.	FFY 2012	A master DVD of all produced TV spots, MP3s of audio recordings, or PDFs of all final-produced print materials.
Activity 8.4 Food Stamp Outreach Media Partnership: Develop a partnership which includes four (4) to six (6) mini-dramas per year and monthly one (1) hour interviews with health experts identified by the <i>Network</i>. Contractor will negotiate and pay for partnership, develop all scripts, translation, facilitate and attend all recording sessions and coordinate spokesperson schedules for on-air interviews. Include hours for Latino consultant to ensure materials are culturally appropriate.	Coordinate timing with United States Department of Agriculture (USDA) annual food stamp outreach media campaign. FFY 2011, 2012, 2013	Electronic files of all Spanish scripts with English translation; detailed schedules of airdates, MP3s of all recorded materials.
Activity 8.5 Food Stamp Outreach technical assistance: Provide technical assistance to <i>Network</i> outreach staff and to <i>Network</i>-funded outreach partners requiring assistance with public relations.	Provide as needed throughout the course of the contract, estimated at roughly 500 hours over the course of the three-year contract. FFY 2011, 2012, 2013	Monthly technical report detailing the assistance provided, individual and organization worked with, number of hours assisted. Report to include any product developed for partner.

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
Activity 8.6 Resource Tools: Develop at least one resource each year for community food stamp outreach contractors. This could include brochures, posters, other innovative take-aways and cues to action for getting on--or staying in--the food stamp program and/or a resource to use to dispel myths about food stamp program and to promote the Food Stamp Program and application assistance. Other resources could include DVDs about the program, tool kits, marketing piece to promote work to a variety of gatekeepers who otherwise are barriers to participants or administrators	FFY 2011, 2012, 2013	Produce resources for distribution to 100+ partners.
Activity 8.7 Spokesperson Training: Food Stamp Outreach Spokesperson and/or Public Relations Training: Develop and conduct two (2) media spokesperson and/or public relations training sessions (one in Northern California and one in Southern California) with English and Spanish language breakout sessions at each training on Food Stamp Program and Community Food Stamp Outreach. Contractor will develop save-the date, web based registration, and all training materials Contractor will procure facilities, breakout rooms and audio-visual equipment requirements (as authorized by the contract manager); coordinate needs of all trainers and guest speakers (up to three per training). Develop, collect and report on participant evaluations for all training sessions.	March through May annually	Save the Date Electronic Registration Food Stamp Outreach Message Points Spokesperson Training Deck Two (2) Day Training List of Participants Evaluation Forms Evaluation Summary Report
Activity 8.8 Account Management: Account Management for Food Stamp Outreach Services: Provide comprehensive account management for food stamp outreach portions of the scope of work. Includes work order development and assignment,	Ongoing Fiscal – monthly Progress Reports – mid-year and Year-end (May and October)	Fiscal Reports Progress Reports

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**Exhibit A
SCOPE OF WORK**

**Contract Name: TBD
10-10029**

Major Activities	Timing	Key Deliverables
fiscal management (monthly billing and reporting), progress reports (semi-annual and annual) and necessary meetings (up to 10) for each project. Includes travel, and supplies.		

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Budget Detail and Payment Provisions

1. Invoicing and Payment

- A. For services satisfactorily rendered, and upon receipt and approval of the invoices, the State agrees to compensate the Contractor for actual expenditures incurred in accordance with the budget(s) attached hereto.
- B. Each monthly invoice for the month shall be submitted for payment no more than sixty (60) calendar days following the close of each month, unless an alternate deadline is agreed to in writing by the program contract manager. Invoices shall include the Agreement Number and shall be submitted in triplicate in arrears to:

Ian Tovar
California Department of Public Health
Cancer Prevention and Nutrition Section
MS 7204
PO BOX 997377
Sacramento, CA 95899-7377

The State, at its discretion, may designate an alternate invoice submission address. A change in the invoice address shall be accomplished via a written notice to the Contractor by the State and shall not require an amendment to this agreement.

- C. Invoices shall:
 - 1) Be prepared on Contractor letterhead. If invoices are not on produced letterhead, invoices must be signed by an authorized official, employee or agent certifying that the expenditures claimed represent actual expenses for the service performed under this contract.
 - 2) Bear the Contractor's name as shown on the agreement.
 - 3) Identify the billing and/or performance period covered by the invoice.
 - 4) Itemize costs for the billing period in the same or greater level of detail as indicated in this agreement. Subject to the terms of this agreement, reimbursement may only be sought for those costs and/or cost categories expressly identified as allowable in this agreement and approved by CDPH.
 - 5) Report expenses attributed to DVBE subcontractors or DVBE suppliers at any tier (if any). This requirement only applies if your firm identified DVBEs for participation during the selection process.

2. Budget Contingency Clause

- A. It is mutually agreed that if the Budget Act of the current year and/or any subsequent years covered under this Agreement does not appropriate sufficient funds for the program, this Agreement shall be of no further force and effect. In this event, the State shall have no liability to pay any funds whatsoever to Contractor or to furnish any other considerations under this Agreement and Contractor shall not be obligated to perform any provisions of this Agreement.
- B. If funding for any fiscal year is reduced or deleted by the Budget Act for purposes of this program, the State shall have the option to either cancel this Agreement with no liability occurring to the State, or offer an agreement amendment to Contractor to reflect the reduced amount.

Budget Detail and Payment Provisions

3. Prompt Payment Clause

Payment will be made in accordance with, and within the time specified in, Government Code Chapter 4.5, commencing with Section 927.

4. Amounts Payable

[This numbered item may appear in the final contract with the selected bidder. If included, this item will be completed after the bid amounts are known.]

A. The amounts payable under this agreement shall not exceed:

- 1) \$_____ for the budget period of 10/01/10 through 09/30/11.
- 2) \$_____ for the budget period of 10/01/11 through 09/30/12.
- 3) \$_____ for the budget period of 10/01/12 through 09/30/13.

B. Reimbursement shall be made for allowable expenses up to the amount annually encumbered commensurate with the state fiscal year in which services are performed and/or goods are received.

C. The Contractor must maintain records reflecting actual expenditures for each state fiscal year covered by the term of this agreement.

5. Timely Submission of Final Invoice

A. A final undisputed invoice shall be submitted for payment no more than sixty (60) calendar days following the expiration or termination date of this agreement, unless a later or alternate deadline is agreed to in writing by the program contract manager. Said invoice should be clearly marked "Final Invoice", thus indicating that all payment obligations of the State under this agreement have ceased and that no further payments are due or outstanding.

B. The State may, at its discretion, choose not to honor any delinquent final invoice if the Contractor fails to obtain prior written State approval of an alternate final invoice submission deadline. Written State approval shall be sought from the program contract manager prior to the expiration or termination date of this agreement.

C. The Contractor is hereby advised of its obligation to submit, with the final invoice, a **"Contractor's Release (Exhibit F)"** acknowledging submission of the final invoice to the State and certifying the approximate percentage amount, if any, of recycled products used in performance of this agreement.

6. Allowable Line Item Shifts

A. Subject to the prior review and approval of the State, line item shifts of up to fifteen percent (15%) of the annual contract total, not to exceed a maximum of one hundred thousand (\$100,000) annually are allowed, so long as the annual agreement total neither increases nor decreases.

The \$100,000 maximum limit shall be assessed annually and automatically adjusted by the State in accordance with cost-of-living indexes. Said adjustments shall not require a formal agreement amendment. The State shall annually inform the Contractor in writing of the adjusted maximum.

B. Line item shifts meeting this criteria shall not require a formal agreement amendment.

Budget Detail and Payment Provisions

- C. The Contractor shall adhere to State requirements regarding the process to follow in requesting approval to make line item shifts.
- D. Line item shifts may be proposed/requested by either the State or the Contractor.

7. Progress Payment Withholds

- A. This provision replaces and supersedes provision 22 of Exhibit D(F).
- B. Progress payments may not be made more frequently than monthly in arrears for work performed and costs incurred in the performance of the agreement. In the aggregate, progress payments may not exceed 90 percent of the total agreement amount, regardless of agreement length.
- C. Ten percent (10%) may be withheld by CDPH from each invoice submitted for reimbursement, under the following conditions:
 - 1) For services and costs associated with contractor and/or subcontractor performance that is considered to be of an ongoing nature or performed continuously throughout the term of the agreement.
 - 2) For individual services associated with a specific agreement deliverable that has not yet been received or completed in its entirety.
 - 3) For individual and/or distinct tasks, work plans, or project activities that have not yet been completed in their entirety.

D. Release of Amounts Withheld

As individual and/or distinct tasks, services, work plans, or project activities are completed in their entirety by either the Contractor or Subcontractor and any scheduled/required deliverables or reports are delivered to CDPH; then any funds so withheld may be released to the Contractor upon acceptance and/or acknowledgement that all such items have been completed to the full satisfaction of CDPH.

E. Payment Requests Excluded from the 10 Percent (10%) Withhold

Ten percent (10%) payment withholds shall not be applied to reimbursements or periodic payment requests for direct costs associated with equipment purchases, media buys, operating expense items, and other procurements not directly associated with the Contractor's personal performance.

8. Expense Allowability / Fiscal Documentation

- A. Invoices, received from a Contractor and accepted and/or submitted for payment by the State, shall not be deemed evidence of allowable agreement costs.
- B. Contractor shall maintain for review and audit and supply to CDPH upon request, adequate documentation of all expenses claimed pursuant to this agreement to permit a determination of expense allowability.
- C. If the allowability or appropriateness of an expense cannot be determined by the State because invoice detail, fiscal records, or backup documentation is nonexistent or inadequate according to generally accepted accounting principles or practices, all questionable costs may be disallowed and payment may be withheld by the State. Upon receipt of adequate documentation supporting

Budget Detail and Payment Provisions

a disallowed or questionable expense, reimbursement may resume for the amount substantiated and deemed allowable.

- D. If travel is a reimbursable expense, receipts must be maintained to support the claimed expenditures. For more information on allowable travel and per diem expenses and required documentation, see Exhibit G entitled, "Travel Reimbursement Information".
- E. Costs and/or expenses deemed unallowable are subject to recovery by CDPH. See provision 9 in this exhibit entitled, "Recovery of Overpayments" for more information.

9. Recovery of Overpayments

- A. Contractor agrees that claims based upon a contractual agreement or an audit finding and/or an audit finding that is appealed and upheld, will be recovered by the State and/or Federal Government by one of the following options:
 - 1) Contractor's remittance to the State of the full amount of the audit exception within 30 days following the State's request for repayment;
 - 2) A repayment schedule which is agreeable to both the State and the Contractor.
- B. The State reserves the right to select which option will be employed and the Contractor will be notified by the State in writing of the claim procedure to be utilized.
- C. Interest on the unpaid balance of the audit finding or debt will accrue at a rate equal to the monthly average of the rate received on investments in the Pooled Money Investment Fund commencing on the date that an audit or examination finding is mailed to the Contractor, beginning 30 days after Contractor's receipt of the State's demand for repayment.
- D. If the Contractor has filed a valid appeal regarding the report of audit findings, recovery of the overpayments will be deferred until a final administrative decision on the appeal has been reached. If the Contractor loses the final administrative appeal, Contractor shall repay, to the State, the over-claimed or disallowed expenses, plus accrued interest. Interest accrues from the Contractor's first receipt of State's notice requesting reimbursement of questioned audit costs or disallowed expenses.

10. Salary Comparability

- A. Salary rates paid to contract staff should not exceed the rates paid to State personnel holding comparable positions. In addition, proposed cost of living increases cannot exceed those increases granted annually to state employees.

11. Timely Submission of Invoices

- A. An invoice shall be submitted for payment within 18 months following the end of each calendar quarter in which the work was performed and costs incurred in the performance of the agreement, unless the contract has reached the expiration/termination date or a later or alternate deadline is agreed to in writing by the program contract manager.
- B. The State may, at its discretion, choose not to honor any delinquent invoice if the Contractor fails to obtain prior written State approval of an alternate invoice submission deadline.

Special Terms and Conditions

(For federally funded service contracts or agreements and grant agreements)

The use of headings or titles throughout this exhibit is for convenience only and shall not be used to interpret or to govern the meaning of any specific term or condition.

The terms "contract", "Contractor" and "Subcontractor" shall also mean, "agreement", "grant", "grant agreement", "Grantee" and "Subgrantee" respectively.

The terms "California Department of Public Health" and "CDPH" shall have the same meaning and refer to the California State agency that is a party to this Agreement.

This exhibit contains provisions that require strict adherence to various contracting laws and policies. Some provisions herein are conditional and only apply if specified conditions exist (i.e., agreement total exceeds a certain amount, agreement is federally funded, etc.). The provisions herein apply to this Agreement unless the provisions are removed by reference on the face of this Agreement, the provisions are superseded by an alternate provision appearing elsewhere in this Agreement, or the applicable conditions do not exist.

Index of Special Terms and Conditions

1. Federal Equal Employment Opportunity Requirements	17. Human Subjects Use Requirements
2. Travel and Per Diem Reimbursement	18. Novation Requirements
3. Procurement Rules	19. Debarment and Suspension Certification
4. Equipment Ownership / Inventory / Disposition	20. Smoke-Free Workplace Certification
5. Subcontract Requirements	21. Covenant Against Contingent Fees
6. Income Restrictions	22. Payment Withholds
7. Audit and Record Retention	23. Performance Evaluation
8. Site Inspection	24. Officials Not to Benefit
9. Federal Contract Funds	25. Four-Digit Date Compliance
10. Intellectual Property Rights	26. Prohibited Use of State Funds for Software
11. Air or Water Pollution Requirements	27. Use of Small, Minority Owned and Women's Businesses
12. Prior Approval of Training Seminars, Workshops or Conferences	28. Alien Ineligibility Certification
13. Confidentiality of Information	29. Union Organizing
14. Documents, Publications, and Written Reports	30. Contract Uniformity (Fringe Benefit Allowability)
15. Dispute Resolution Process	31. Lobbying Restrictions and Disclosure Certification
16. Financial and Compliance Audit Requirements	

1. Federal Equal Opportunity Requirements

(Applicable to all federally funded agreements entered into by the California Department of Public Health (CDPH) formerly known as California Department of Health Services (CDHS).)

- a. The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, physical or mental handicap, disability, age or status as a disabled veteran or veteran of the Vietnam era. The Contractor will take affirmative action to ensure that qualified applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, national origin, physical or mental handicap, disability, age or status as a disabled veteran or veteran of the Vietnam era. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and career development opportunities and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Federal Government or CDPH, setting forth the provisions of the Equal Opportunity clause, Section 503 of the Rehabilitation Act of 1973 and the affirmative action clause required by the Vietnam Era Veterans' Readjustment Assistance Act of 1974 (38 U.S.C. 4212). Such notices shall state the Contractor's obligation under the law to take affirmative action to employ and advance in employment qualified applicants without discrimination based on their race, color, religion, sex, national origin physical or mental handicap, disability, age or status as a disabled veteran or veteran of the Vietnam era and the rights of applicants and employees.
- b. The Contractor will, in all solicitations or advancements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin physical or mental handicap, disability, age or status as a disabled veteran or veteran of the Vietnam era.
- c. The Contractor will send to each labor union or representative of workers with which it has a collective bargaining agreement or other contract or understanding a notice, to be provided by the Federal Government or the State, advising the labor union or workers' representative of the Contractor's commitments under the provisions herein and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
- d. The Contractor will comply with all provisions of and furnish all information and reports required by Section 503 of the Rehabilitation Act of 1973, as amended, the Vietnam Era Veterans' Readjustment Assistance Act of 1974 (38 U.S.C. 4212) and of the Federal Executive Order No. 11246 as amended, including by Executive Order 11375, 'Amending Executive Order 11246 Relating to Equal Employment Opportunity,' and as supplemented by regulation at 41 CFR part 60, "Office of the Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor," and of the rules, regulations, and relevant orders of the Secretary of Labor.
- e. The Contractor will furnish all information and reports required by Federal Executive Order No. 11246 as amended, including by Executive Order 11375, 'Amending Executive Order 11246 Relating to Equal Employment Opportunity,' and as supplemented by regulation at 41 CFR part 60, "Office of the Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor," and the Rehabilitation Act of 1973, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to its books, records, and accounts by the State and its designated representatives and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.
- f. In the event of the Contractor's noncompliance with the requirements of the provisions herein or with any federal rules, regulations, or orders which are referenced herein, this Agreement may be cancelled, terminated, or suspended in whole or in part and the Contractor may be declared ineligible for further federal and state contracts in accordance with procedures authorized in Federal Executive Order No. 11246 as amended and such other sanctions may be imposed and remedies invoked as provided in Federal Executive Order No. 11246 as amended, including by Executive Order 11375, 'Amending Executive Order 11246 Relating to Equal Employment Opportunity,' and as supplemented by regulation at 41 CFR part 60, "Office of the Federal Contract Compliance Programs, Equal Employment

Opportunity, Department of Labor," or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.

- g. The Contractor will include the provisions of Paragraphs a through g in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Federal Executive Order No. 11246 as amended, including by Executive Order 11375, 'Amending Executive Order 11246 Relating to Equal Employment Opportunity,' and as supplemented by regulation at 41 CFR part 60, "Office of the Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor," or Section 503 of the Rehabilitation Act of 1973 or (38 U.S.C. 4212) of the Vietnam Era Veteran's Readjustment Assistance Act, so that such provisions will be binding upon each subcontractor or vendor. The Contractor will take such action with respect to any subcontract or purchase order as the Director of the Office of Federal Contract Compliance Programs or CDPH may direct as a means of enforcing such provisions including sanctions for noncompliance provided, however, that in the event the Contractor becomes involved in, or is threatened with litigation by a subcontractor or vendor as a result of such direction by CDPH, the Contractor may request in writing to CDPH, who, in turn, may request the United States to enter into such litigation to protect the interests of the State and of the United States.

2. Travel and Per Diem Reimbursement

(Applicable if travel and/or per diem expenses are reimbursed with agreement funds.)

Reimbursement for travel and per diem expenses from CDPH under this Agreement shall, unless otherwise specified in this Agreement, be at the rates currently in effect, as established by the California Department of Personnel Administration (DPA), for nonrepresented state employees as stipulated in CDPH's Travel Reimbursement Information Exhibit. If the DPA rates change during the term of the Agreement, the new rates shall apply upon their effective date and no amendment to this Agreement shall be necessary. Exceptions to DPA rates may be approved by CDPH upon the submission of a statement by the Contractor indicating that such rates are not available to the Contractor. No travel outside the State of California shall be reimbursed without prior authorization from CDPH. Verbal authorization should be confirmed in writing. Written authorization may be in a form including fax or email confirmation.

3. Procurement Rules

(Applicable to all agreements in which equipment, property, commodities and/or supplies are furnished by CDPH or expenses for said items are reimbursed with state or federal funds.)

a. Equipment definitions

Wherever the term equipment /property is used, the following definitions shall apply:

- (1) **Major equipment/property:** A tangible or intangible item having a base unit cost of **\$5,000 or more** with a life expectancy of one (1) year or more and is either furnished by CDPH or the cost is reimbursed through this Agreement. Software and videos are examples of intangible items that meet this definition.
 - (2) **Minor equipment/property:** A tangible item having a base unit cost of **less than \$5,000** with a life expectancy of one (1) year or more and is either furnished by CDPH or the cost is reimbursed through this Agreement.
- b. **Government and public entities** (including state colleges/universities and auxiliary organizations), whether acting as a contractor and/or subcontractor, may secure all commodities, supplies, equipment and services related to such purchases that are required in performance of this Agreement. Said procurements are subject to Paragraphs d through h of Provision 3. Paragraph c of Provision 3 shall also apply, if equipment purchases are delegated to subcontractors that are nonprofit organizations or commercial businesses.
 - c. **Nonprofit organizations and commercial businesses**, whether acting as a contractor and/or subcontractor, may secure commodities, supplies, equipment and services related to such purchases for performance under this Agreement.
 - (1) Equipment purchases shall not exceed \$50,000 annually.

To secure equipment above the annual maximum limit of \$50,000, the Contractor shall make arrangements through the appropriate CDPH Program Contract Manager, to have all remaining equipment purchased through CDPH's Purchasing Unit. The cost of equipment purchased by or through CDPH shall be deducted from the funds available in this Agreement. Contractor shall submit to the CDPH Program Contract Manager a list of equipment specifications for those items that the State must procure. The State may pay the vendor directly for such arranged equipment purchases and title to the equipment will remain with CDPH. The equipment will be delivered to the Contractor's address, as stated on the face of the Agreement, unless the Contractor notifies the CDPH Program Contract Manager, in writing, of an alternate delivery address.

- (2) All equipment purchases are subject to Paragraphs d through h of Provision 3. Paragraph b of Provision 3 shall also apply, if equipment purchases are delegated to subcontractors that are either a government or public entity.
- (3) Nonprofit organizations and commercial businesses, shall use a procurement system that meets the following standards:
 - (a) Maintain a code or standard of conduct that shall govern the performance of its officers, employees, or agents engaged in awarding procurement contracts. No employee, officer, or agent shall participate in the selection, award, or administration of a procurement, or bid contract in which, to his or her knowledge, he or she has a financial interest.
 - (b) Procurements shall be conducted in a manner that provides, to the maximum extent practical, open, and free competition.
 - (c) Procurements shall be conducted in a manner that provides for all of the following:
 - [1] Avoid purchasing unnecessary or duplicate items.
 - [2] Equipment solicitations shall be based upon a clear and accurate description of the technical requirements of the goods to be procured.
 - [3] Take positive steps to utilize small and veteran owned businesses.
- d. Unless waived or otherwise stipulated in writing by CDPH, prior written authorization from the appropriate CDPH Program Contract Manager will be required before the Contractor will be reimbursed for any purchase of \$5,000 or more for commodities, supplies, equipment, and services related to such purchases. The Contractor must provide in its request for authorization all particulars necessary, as specified by CDPH, for evaluating the necessity or desirability of incurring such costs. The term "purchase" excludes the purchase of services from a subcontractor and public utility services at rates established for uniform applicability to the general public.
- e. In special circumstances, determined by CDPH (e.g., when CDPH has a need to monitor certain purchases, etc.), CDPH may require prior written authorization and/or the submission of paid vendor receipts for any purchase, regardless of dollar amount. CDPH reserves the right to either deny claims for reimbursement or to request repayment for any Contractor and/or subcontractor purchase that CDPH determines to be unnecessary in carrying out performance under this Agreement.
- f. The Contractor and/or subcontractor must maintain a copy or narrative description of the procurement system, guidelines, rules, or regulations that will be used to make purchases under this Agreement. The State reserves the right to request a copy of these documents and to inspect the purchasing practices of the Contractor and/or subcontractor at any time.
- g. For all purchases, the Contractor and/or subcontractor must maintain copies of all paid vendor invoices, documents, bids and other information used in vendor selection, for inspection or audit. Justifications supporting the absence of bidding (i.e., sole source purchases) shall also be maintained on file by the Contractor and/or subcontractor for inspection or audit.
- h. CDPH may, with cause (e.g., with reasonable suspicion of unnecessary purchases or use of

inappropriate purchase practices, etc.), withhold, cancel, modify, or retract the delegated purchase authority granted under Paragraphs b and/or c of Provision 3 by giving the Contractor no less than 30 calendar days written notice.

4. Equipment Ownership / Inventory / Disposition

(Applicable to agreements in which equipment and/or property is furnished by CDPH and/or when said items are purchased or reimbursed with state or federal funds.)

- a. Wherever the terms equipment and/or property are used in Provision 4, the definitions in Provision 3, Paragraph a, shall apply.

Unless otherwise stipulated in this Agreement, all equipment and/or property that are purchased/reimbursed with agreement funds or furnished by CDPH under the terms of this Agreement shall be considered state equipment and the property of CDPH.

- (1) CDPH requires the reporting, tagging and annual inventorying of all equipment and/or property that is furnished by CDPH or purchased/reimbursed with funds provided through this Agreement.

Upon receipt of equipment and/or property, the Contractor shall report the receipt to the CDPH Program Contract Manager. To report the receipt of said items and to receive property tags, Contractor shall use a form or format designated by CDPH's Asset Management Unit. If the appropriate form (i.e., Contractor Equipment Purchased with CDPH Funds) does not accompany this Agreement, Contractor shall request a copy from the CDPH Program Contract Manager.

- (2) If the Contractor enters into an agreement with a term of more than twelve months, the Contractor shall submit an annual inventory of state equipment and/or property to the CDPH Program Contract Manager using a form or format designated by CDPH's Asset Management Unit. If an inventory report form (i.e., Inventory/Disposition of CDPH-Funded Equipment) does not accompany this Agreement, Contractor shall request a copy from the CDPH Program Contract Manager. Contractor shall:

- (a) Include in the inventory report, equipment and/or property in the Contractor's possession and/or in the possession of a subcontractor (including independent consultants).
- (b) Submit the inventory report to CDPH according to the instructions appearing on the inventory form or issued by the CDPH Program Contract Manager.
- (c) Contact the CDPH Program Contract Manager to learn how to remove, trade-in, sell, transfer or survey off, from the inventory report, expired equipment and/or property that is no longer wanted, usable or has passed its life expectancy. Instructions will be supplied by CDPH's Asset Management Unit.

- b. Title to state equipment and/or property shall not be affected by its incorporation or attachment to any property not owned by the State.
- c. Unless otherwise stipulated, CDPH shall be under no obligation to pay the cost of restoration, or rehabilitation of the Contractor's and/or Subcontractor's facility which may be affected by the removal of any state equipment and/or property.
- d. The Contractor and/or Subcontractor shall maintain and administer a sound business program for ensuring the proper use, maintenance, repair, protection, insurance and preservation of state equipment and/or property.

- (1) In administering this provision, CDPH may require the Contractor and/or Subcontractor to repair or replace, to CDPH's satisfaction, any damaged, lost or stolen state equipment and/or property. Contractor and/or Subcontractor shall immediately file a theft report with the appropriate police agency or the California Highway Patrol and Contractor shall promptly submit one copy of the theft report to the CDPH Program Contract Manager.

- e. Unless otherwise stipulated by the program funding this Agreement, equipment and/or property purchased/reimbursed with agreement funds or furnished by CDPH under the terms of this Agreement, shall only be used for performance of this Agreement or another CDPH agreement.
- f. Within sixty (60) calendar days prior to the termination or end of this Agreement, the Contractor shall provide a final inventory report of equipment and/or property to the CDPH Program Contract Manager and shall, at that time, query CDPH as to the requirements, including the manner and method, of returning state equipment and/or property to CDPH. Final disposition of equipment and/or property shall be at CDPH expense and according to CDPH instructions. Equipment and/or property disposition instructions shall be issued by CDPH immediately after receipt of the final inventory report. At the termination or conclusion of this Agreement, CDPH may at its discretion, authorize the continued use of state equipment and/or property for performance of work under a different CDPH agreement.

g. **Motor Vehicles**

(Applicable only if motor vehicles are purchased/reimbursed with agreement funds or furnished by CDPH under this Agreement.)

- (1) If motor vehicles are purchased/reimbursed with agreement funds or furnished by CDPH under the terms of this Agreement, within thirty (30) calendar days prior to the termination or end of this Agreement, the Contractor and/or Subcontractor shall return such vehicles to CDPH and shall deliver all necessary documents of title or registration to enable the proper transfer of a marketable title to CDPH.
- (2) If motor vehicles are purchased/reimbursed with agreement funds or furnished by CDPH under the terms of this Agreement, the State of California shall be the legal owner of said motor vehicles and the Contractor shall be the registered owner. The Contractor and/or a subcontractor may only use said vehicles for performance and under the terms of this Agreement.
- (3) The Contractor and/or Subcontractor agree that all operators of motor vehicles, purchased/reimbursed with agreement funds or furnished by CDPH under the terms of this Agreement, shall hold a valid State of California driver's license. In the event that ten or more passengers are to be transported in any one vehicle, the operator shall also hold a State of California Class B driver's license.
- (4) If any motor vehicle is purchased/reimbursed with agreement funds or furnished by CDPH under the terms of this Agreement, the Contractor and/or Subcontractor, as applicable, shall provide, maintain, and certify that, at a minimum, the following type and amount of automobile liability insurance is in effect during the term of this Agreement or any extension period during which any vehicle remains in the Contractor's and/or Subcontractor's possession:

Automobile Liability Insurance

- (a) The Contractor, by signing this Agreement, hereby certifies that it possesses or will obtain automobile liability insurance in the amount of \$1,000,000 per occurrence for bodily injury and property damage combined. Said insurance must be obtained and made effective upon the delivery date of any motor vehicle, purchased/reimbursed with agreement funds or furnished by CDPH under the terms of this Agreement, to the Contractor and/or Subcontractor.
- (b) The Contractor and/or Subcontractor shall, as soon as practical, furnish a copy of the certificate of insurance to the CDPH Program Contract Manager. The certificate of insurance shall identify the CDPH contract or agreement number for which the insurance applies.
- (c) The Contractor and/or Subcontractor agree that bodily injury and property damage liability insurance, as required herein, shall remain in effect at all times during the term of this Agreement or until such time as the motor vehicle is returned to CDPH.
- (d) The Contractor and/or Subcontractor agree to provide, at least thirty (30) days prior to the expiration date of said insurance coverage, a copy of a new certificate of insurance evidencing continued coverage, as indicated herein, for not less than the remainder of the term of this

Agreement, the term of any extension or continuation thereof, or for a period of not less than one (1) year.

- (e) The Contractor and/or Subcontractor, if not a self-insured government and/or public entity, must provide evidence, that any required certificates of insurance contain the following provisions:
 - [1] The insurer will not cancel the insured's coverage without giving thirty (30) calendar days prior written notice to the State (California Department of Public Health (CDPH)).
 - [2] The State of California, its officers, agents, employees, and servants are included as additional insureds, but only with respect to work performed for the State under this Agreement and any extension or continuation of this Agreement.
 - [3] The insurance carrier shall notify CDPH, in writing, of the Contractor's failure to pay premiums; its cancellation of such policies; or any other substantial change, including, but not limited to, the status, coverage, or scope of the required insurance. Such notices shall contain a reference to each agreement number for which the insurance was obtained.
- (f) The Contractor and/or Subcontractor is hereby advised that copies of certificates of insurance may be subject to review and approval by the Department of General Services (DGS), Office of Risk and Insurance Management. The Contractor shall be notified by CDPH, in writing, if this provision is applicable to this Agreement. If DGS approval of the certificate of insurance is required, the Contractor agrees that no work or services shall be performed prior to obtaining said approval.
- (g) In the event the Contractor and/or Subcontractor fails to keep insurance coverage, as required herein, in effect at all times during vehicle possession, CDPH may, in addition to any other remedies it may have, terminate this Agreement upon the occurrence of such event.

5. Subcontract Requirements

(Applicable to agreements under which services are to be performed by subcontractors including independent consultants.)

- a. Prior written authorization will be required before the Contractor enters into or is reimbursed for any subcontract for services costing \$5,000 or more. Except as indicated in Paragraph a(3) herein, when securing subcontracts for services exceeding \$5,000, the Contractor shall obtain at least three bids or justify a sole source award.
 - (1) The Contractor must provide in its request for authorization, all information necessary for evaluating the necessity or desirability of incurring such cost.
 - (2) The State may identify the information needed to fulfill this requirement.
 - (3) Subcontracts performed by the following entities or for the service types listed below are exempt from the bidding and sole source justification requirements:
 - (a) A local governmental entity or the federal government,
 - (b) A State college or university from any State,
 - (c) A Joint Powers Authority,
 - (d) An auxiliary organization of a California State University or a California community college,
 - (e) A foundation organized to support the Board of Governors of the California Community Colleges,
 - (f) An auxiliary organization of the Student Aid Commission established under Education Code § 69522,
 - (g) Entities of any type that will provide subvention aid or direct services to the public,
 - (h) Entities and/or service types identified as exempt from advertising in State Contracting Manual 5.80. View this publication at the following Internet address:

<http://www.ols.dgs.ca.gov/Contract+Manual/Chapters4through6.htm>.

- b. CDPH reserves the right to approve or disapprove the selection of subcontractors and with advance written notice, require the substitution of subcontractors and require the Contractor to terminate subcontracts entered into in support of this Agreement.
 - (1) Upon receipt of a written notice from CDPH requiring the substitution and/or termination of a subcontract, the Contractor shall take steps to ensure the completion of any work in progress and select a replacement, if applicable, within 30 calendar days, unless a longer period is agreed to by CDPH.
- c. Actual subcontracts (i.e., written agreement between the Contractor and a subcontractor) of \$5,000 or more are subject to the prior review and written approval of CDPH. CDPH may, at its discretion, elect to waive this right. All such waivers shall be confirmed in writing by CDPH.
- d. Contractor shall maintain a copy of each subcontract entered into in support of this Agreement and shall, upon request by CDPH, make copies available for approval, inspection, or audit.
- e. CDPH assumes no responsibility for the payment of subcontractors used in the performance of this Agreement. Contractor accepts sole responsibility for the payment of subcontractors used in the performance of this Agreement.
- f. The Contractor is responsible for all performance requirements under this Agreement even though performance may be carried out through a subcontract.
- g. The Contractor shall ensure that all subcontracts for services include provision(s) requiring compliance with applicable terms and conditions specified in this Agreement.
- h. The Contractor agrees to include the following clause, relevant to record retention, in all subcontracts for services:

"(Subcontractor Name) agrees to maintain and preserve, until three years after termination of (Agreement Number) and final payment from CDPH to the Contractor, to permit CDPH or any duly authorized representative, to have access to, examine or audit any pertinent books, documents, papers and records related to this subcontract and to allow interviews of any employees who might reasonably have information related to such records."
- i. Unless otherwise stipulated in writing by CDPH, the Contractor shall be the subcontractor's sole point of contact for all matters related to performance and payment under this Agreement.
- j. Contractor shall, as applicable, advise all subcontractors of their obligations pursuant to the following numbered provisions of this Exhibit: 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 14, 17, 19, 20, 24, and 31 or other numbered provisions herein that deemed applicable.

6. Income Restrictions

Unless otherwise stipulated in this Agreement, the Contractor agrees that any refunds, rebates, credits, or other amounts (including any interest thereon) accruing to or received by the Contractor under this Agreement shall be paid by the Contractor to CDPH, to the extent that they are properly allocable to costs for which the Contractor has been reimbursed by CDPH under this Agreement.

7. Audit and Record Retention

(Applicable to agreements in excess of \$10,000.)

- a. The Contractor and/or Subcontractor shall maintain books, records, documents, and other evidence, accounting procedures and practices, sufficient to properly reflect all direct and indirect costs of whatever nature claimed to have been incurred in the performance of this Agreement, including any matching costs and expenses. The foregoing constitutes "records" for the purpose of this provision.
- b. The Contractor's and/or subcontractor's facility or office or such part thereof as may be engaged in the performance of this Agreement and his/her records shall be subject at all reasonable times to inspection,

audit, and reproduction.

- c. Contractor agrees that CDPH, the Department of General Services, the Bureau of State Audits, or their designated representatives including the Comptroller General of the United States shall have the right to review and to copy any records and supporting documentation pertaining to the performance of this Agreement. Contractor agrees to allow the auditor(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, the Contractor agrees to include a similar right of the State to audit records and interview staff in any subcontract related to performance of this Agreement. (GC 8546.7, CCR Title 2, Section 1896).
- d. The Contractor and/or Subcontractor shall preserve and make available his/her records (1) for a period of three years from the date of final payment under this Agreement, and (2) for such longer period, if any, as is required by applicable statute, by any other provision of this Agreement, or by subparagraphs (1) or (2) below.
 - (1) If this Agreement is completely or partially terminated, the records relating to the work terminated shall be preserved and made available for a period of three years from the date of any resulting final settlement.
 - (2) If any litigation, claim, negotiation, audit, or other action involving the records has been started before the expiration of the three-year period, the records shall be retained until completion of the action and resolution of all issues which arise from it, or until the end of the regular three-year period, whichever is later.
- e. The Contractor and/or Subcontractor shall comply with the above requirements and be aware of the penalties for violations of fraud and for obstruction of investigation as set forth in Public Contract Code § 10115.10, if applicable.
- f. The Contractor and/or Subcontractor may, at its discretion, following receipt of final payment under this Agreement, reduce its accounts, books and records related to this Agreement to microfilm, computer disk, CD ROM, or other data storage medium. Upon request by an authorized representative to inspect, audit or obtain copies of said records, the Contractor and/or Subcontractor must supply or make available applicable devices, hardware, and/or software necessary to view, copy and/or print said records. Applicable devices may include, but are not limited to, microfilm readers and microfilm printers, etc.
- g. The Contractor shall, if applicable, comply with the Single Audit Act and the audit reporting requirements set forth in OMB Circular A-133.

8. Site Inspection

The State, through any authorized representatives, has the right at all reasonable times to inspect or otherwise evaluate the work performed or being performed hereunder including subcontract supported activities and the premises in which it is being performed. If any inspection or evaluation is made of the premises of the Contractor or Subcontractor, the Contractor shall provide and shall require Subcontractors to provide all reasonable facilities and assistance for the safety and convenience of the authorized representatives in the performance of their duties. All inspections and evaluations shall be performed in such a manner as will not unduly delay the work.

9. Federal Contract Funds

(Applicable only to that portion of an agreement funded in part or whole with federal funds.)

- a. It is mutually understood between the parties that this Agreement may have been written before ascertaining the availability of congressional appropriation of funds, for the mutual benefit of both parties, in order to avoid program and fiscal delays which would occur if the Agreement were executed after that determination was made.
- b. This agreement is valid and enforceable only if sufficient funds are made available to the State by the United States Government for the fiscal years covered by the term of this Agreement. In addition, this

Agreement is subject to any additional restrictions, limitations, or conditions enacted by the Congress or any statute enacted by the Congress which may affect the provisions, terms or funding of this Agreement in any manner.

- c. It is mutually agreed that if the Congress does not appropriate sufficient funds for the program, this Agreement shall be amended to reflect any reduction in funds.
- d. CDPH has the option to invalidate or cancel the Agreement with 30-days advance written notice or to amend the Agreement to reflect any reduction in funds.

10. Intellectual Property Rights

a. Ownership

- (1) Except where CDPH has agreed in a signed writing to accept a license, CDPH shall be and remain, without additional compensation, the sole owner of any and all rights, title and interest in all Intellectual Property, from the moment of creation, whether or not jointly conceived, that are made, conceived, derived from, or reduced to practice by Contractor or CDPH and which result directly or indirectly from this Agreement.
- (2) For the purposes of this Agreement, Intellectual Property means recognized protectable rights and interest such as: patents, (whether or not issued) copyrights, trademarks, service marks, applications for any of the foregoing, inventions, trade secrets, trade dress, logos, insignia, color combinations, slogans, moral rights, right of publicity, author's rights, contract and licensing rights, works, mask works, industrial design rights, rights of priority, know how, design flows, methodologies, devices, business processes, developments, innovations, good will and all other legal rights protecting intangible proprietary information as may exist now and/or here after come into existence, and all renewals and extensions, regardless of whether those rights arise under the laws of the United States, or any other state, country or jurisdiction.
 - (a) For the purposes of the definition of Intellectual Property, "works" means all literary works, writings and printed matter including the medium by which they are recorded or reproduced, photographs, art work, pictorial and graphic representations and works of a similar nature, film, motion pictures, digital images, animation cells, and other audiovisual works including positives and negatives thereof, sound recordings, tapes, educational materials, interactive videos and any other materials or products created, produced, conceptualized and fixed in a tangible medium of expression. It includes preliminary and final products and any materials and information developed for the purposes of producing those final products. Works does not include articles submitted to peer review or reference journals or independent research projects.
- (3) In the performance of this Agreement, Contractor will exercise and utilize certain of its Intellectual Property in existence prior to the effective date of this Agreement. In addition, under this Agreement, Contractor may access and utilize certain of CDPH's Intellectual Property in existence prior to the effective date of this Agreement. Except as otherwise set forth herein, Contractor shall not use any of CDPH's Intellectual Property now existing or hereafter existing for any purposes without the prior written permission of CDPH. **Except as otherwise set forth herein, neither the Contractor nor CDPH shall give any ownership interest in or rights to its Intellectual Property to the other Party.** If during the term of this Agreement, Contractor accesses any third-party Intellectual Property that is licensed to CDPH, Contractor agrees to abide by all license and confidentiality restrictions applicable to CDPH in the third-party's license agreement.
- (4) Contractor agrees to cooperate with CDPH in establishing or maintaining CDPH's exclusive rights in the Intellectual Property, and in assuring CDPH's sole rights against third parties with respect to the Intellectual Property. If the Contractor enters into any agreements or subcontracts with other parties in order to perform this Agreement, Contractor shall require the terms of the Agreement(s) to include all Intellectual Property provisions. Such terms must include, but are not limited to, the subcontractor assigning and agreeing to assign to CDPH all rights, title and interest in Intellectual Property made, conceived, derived from, or reduced to practice by the subcontractor, Contractor or CDPH and which result directly or indirectly from this Agreement or any subcontract.

- (5) Contractor further agrees to assist and cooperate with CDPH in all reasonable respects, and execute all documents and, subject to reasonable availability, give testimony and take all further acts reasonably necessary to acquire, transfer, maintain, and enforce CDPH's Intellectual Property rights and interests.

b. Retained Rights / License Rights

- (1) Except for Intellectual Property made, conceived, derived from, or reduced to practice by Contractor or CDPH and which result directly or indirectly from this Agreement, Contractor shall retain title to all of its Intellectual Property to the extent such Intellectual Property is in existence prior to the effective date of this Agreement. Contractor hereby grants to CDPH, without additional compensation, a permanent, non-exclusive, royalty free, paid-up, worldwide, irrevocable, perpetual, non-terminable license to use, reproduce, manufacture, sell, offer to sell, import, export, modify, publicly and privately display/perform, distribute, and dispose Contractor's Intellectual Property with the right to sublicense through multiple layers, for any purpose whatsoever, to the extent it is incorporated in the Intellectual Property resulting from this Agreement, unless Contractor assigns all rights, title and interest in the Intellectual Property as set forth herein.
- (2) Nothing in this provision shall restrict, limit, or otherwise prevent Contractor from using any ideas, concepts, know-how, methodology or techniques related to its performance under this Agreement, provided that Contractor's use does not infringe the patent, copyright, trademark rights, license or other Intellectual Property rights of CDPH or third party, or result in a breach or default of any provisions of this Exhibit or result in a breach of any provisions of law relating to confidentiality.

c. Copyright

- (1) Contractor agrees that for purposes of copyright law, all works [as defined in Paragraph a, subparagraph (2)(a) of this provision] of authorship made by or on behalf of Contractor in connection with Contractor's performance of this Agreement shall be deemed "works made for hire". Contractor further agrees that the work of each person utilized by Contractor in connection with the performance of this Agreement will be a "work made for hire," whether that person is an employee of Contractor or that person has entered into an agreement with Contractor to perform the work. Contractor shall enter into a written agreement with any such person that: (i) all work performed for Contractor shall be deemed a "work made for hire" under the Copyright Act and (ii) that person shall assign all right, title, and interest to CDPH to any work product made, conceived, derived from, or reduced to practice by Contractor or CDPH and which result directly or indirectly from this Agreement.
- (2) All materials, including, but not limited to, visual works or text, reproduced or distributed pursuant to this Agreement that include Intellectual Property made, conceived, derived from, or reduced to practice by Contractor or CDPH and which result directly or indirectly from this Agreement, shall include CDPH's notice of copyright, which shall read in 3mm or larger typeface: "© [Enter Current Year e.g., 2007, etc.], Department of Public Health. This material may not be reproduced or disseminated without prior written permission from the Department of Public Health." This notice should be placed prominently on the materials and set apart from other matter on the page where it appears. Audio productions shall contain a similar audio notice of copyright.

d. Patent Rights

With respect to inventions made by Contractor in the performance of this Agreement, which did not result from research and development specifically included in the Agreement's scope of work, Contractor hereby grants to CDPH a license as described under Section b of this provision for devices or material incorporating, or made through the use of such inventions. If such inventions result from research and development work specifically included within the Agreement's scope of work, then Contractor agrees to assign to CDPH, without additional compensation, all its right, title and interest in and to such inventions and to assist CDPH in securing United States and foreign patents with respect thereto.

e. Third-Party Intellectual Property

Except as provided herein, Contractor agrees that its performance of this Agreement shall not be dependent upon or include any Intellectual Property of Contractor or third party without first: (i) obtaining

CDPH's prior written approval; and (ii) granting to or obtaining for CDPH, without additional compensation, a license, as described in Section b of this provision, for any of Contractor's or third-party's Intellectual Property in existence prior to the effective date of this Agreement. If such a license upon the these terms is unattainable, and CDPH determines that the Intellectual Property should be included in or is required for Contractor's performance of this Agreement, Contractor shall obtain a license under terms acceptable to CDPH.

f. Warranties

(1) Contractor represents and warrants that:

- (a) It is free to enter into and fully perform this Agreement.
- (b) It has secured and will secure all rights and licenses necessary for its performance of this Agreement.
- (c) Neither Contractor's performance of this Agreement, nor the exercise by either Party of the rights granted in this Agreement, nor any use, reproduction, manufacture, sale, offer to sell, import, export, modification, public and private display/performance, distribution, and disposition of the Intellectual Property made, conceived, derived from, or reduced to practice by Contractor or CDPH and which result directly or indirectly from this Agreement will infringe upon or violate any Intellectual Property right, non-disclosure obligation, or other proprietary right or interest of any third-party or entity now existing under the laws of, or hereafter existing or issued by, any state, the United States, or any foreign country. There is currently no actual or threatened claim by any such third party based on an alleged violation of any such right by Contractor.
- (d) Neither Contractor's performance nor any part of its performance will violate the right of privacy of, or constitute a libel or slander against any person or entity.
- (e) It has secured and will secure all rights and licenses necessary for Intellectual Property including, but not limited to, consents, waivers or releases from all authors of music or performances used, and talent (radio, television and motion picture talent), owners of any interest in and to real estate, sites, locations, property or props that may be used or shown.
- (f) It has not granted and shall not grant to any person or entity any right that would or might derogate, encumber, or interfere with any of the rights granted to CDPH in this Agreement.
- (g) It has appropriate systems and controls in place to ensure that state funds will not be used in the performance of this Agreement for the acquisition, operation or maintenance of computer software in violation of copyright laws.
- (h) It has no knowledge of any outstanding claims, licenses or other charges, liens, or encumbrances of any kind or nature whatsoever that could affect in any way Contractor's performance of this Agreement.

(2) CDPH MAKES NO WARRANTY THAT THE INTELLECTUAL PROPERTY RESULTING FROM THIS AGREEMENT DOES NOT INFRINGE UPON ANY PATENT, TRADEMARK, COPYRIGHT OR THE LIKE, NOW EXISTING OR SUBSEQUENTLY ISSUED.

g. Intellectual Property Indemnity

- (1) Contractor shall indemnify, defend and hold harmless CDPH and its licensees and assignees, and its officers, directors, employees, agents, representatives, successors, and users of its products, ("Indemnitees") from and against all claims, actions, damages, losses, liabilities (or actions or proceedings with respect to any thereof), whether or not rightful, arising from any and all actions or claims by any third party or expenses related thereto (including, but not limited to, all legal expenses, court costs, and attorney's fees incurred in investigating, preparing, serving as a witness in, or defending against, any such claim, action, or proceeding, commenced or threatened) to which any of the Indemnitees may be subject, whether or not Contractor is a party to any pending or threatened litigation, which arise out of or are related to (i) the incorrectness or breach of any of the

representations, warranties, covenants or agreements of Contractor pertaining to Intellectual Property; or (ii) any Intellectual Property infringement, or any other type of actual or alleged infringement claim, arising out of CDPH's use, reproduction, manufacture, sale, offer to sell, distribution, import, export, modification, public and private performance/display, license, and disposition of the Intellectual Property made, conceived, derived from, or reduced to practice by Contractor or CDPH and which result directly or indirectly from this Agreement. This indemnity obligation shall apply irrespective of whether the infringement claim is based on a patent, trademark or copyright registration that issued after the effective date of this Agreement. CDPH reserves the right to participate in and/or control, at Contractor's expense, any such infringement action brought against CDPH.

- (2) Should any Intellectual Property licensed by the Contractor to CDPH under this Agreement become the subject of an Intellectual Property infringement claim, Contractor will exercise its authority reasonably and in good faith to preserve CDPH's right to use the licensed Intellectual Property in accordance with this Agreement at no expense to CDPH. CDPH shall have the right to monitor and appear through its own counsel (at Contractor's expense) in any such claim or action. In the defense or settlement of the claim, Contractor may obtain the right for CDPH to continue using the licensed Intellectual Property; or, replace or modify the licensed Intellectual Property so that the replaced or modified Intellectual Property becomes non-infringing provided that such replacement or modification is functionally equivalent to the original licensed Intellectual Property. If such remedies are not reasonably available, CDPH shall be entitled to a refund of all monies paid under this Agreement, without restriction or limitation of any other rights and remedies available at law or in equity.
- (3) Contractor agrees that damages alone would be inadequate to compensate CDPH for breach of any term of this Intellectual Property Exhibit by Contractor. Contractor acknowledges CDPH would suffer irreparable harm in the event of such breach and agrees CDPH shall be entitled to obtain equitable relief, including without limitation an injunction, from a court of competent jurisdiction, without restriction or limitation of any other rights and remedies available at law or in equity.

h. Federal Funding

In any agreement funded in whole or in part by the federal government, CDPH may acquire and maintain the Intellectual Property rights, title, and ownership, which results directly or indirectly from the Agreement; except as provided in 37 Code of Federal Regulations part 401.14; however, the federal government shall have a non-exclusive, nontransferable, irrevocable, paid-up license throughout the world to use, duplicate, or dispose of such Intellectual Property throughout the world in any manner for governmental purposes and to have and permit others to do so.

i. Survival

The provisions set forth herein shall survive any termination or expiration of this Agreement or any project schedule.

11. Air or Water Pollution Requirements

Any federally funded agreement and/or subcontract in excess of \$100,000 must comply with the following provisions unless said agreement is exempt under 40 CFR 15.5.

- a. Government contractors agree to comply with all applicable standards, orders, or requirements issued under section 306 of the Clean Air Act [42 U.S.C. 1857(h)], section 508 of the Clean Water Act (33 U.S.C. 1368), Executive Order 11738, and Environmental Protection Agency regulations (40 CFR part 15).
- b. Institutions of higher education, hospitals, nonprofit organizations and commercial businesses agree to comply with all applicable standards, orders, or requirements issued under the Clean Air Act (42 U.S.C. 7401 et seq.), as amended, and the Federal Water Pollution Control Act (33 U.S.C. 1251 et seq.), as amended.

12. Prior Approval of Training Seminars, Workshops or Conferences

Contractor shall obtain prior CDPH approval of the location, costs, dates, agenda, instructors, instructional

materials, and attendees at any reimbursable training seminar, workshop, or conference conducted pursuant to this Agreement and of any reimbursable publicity or educational materials to be made available for distribution. The Contractor shall acknowledge the support of the State whenever publicizing the work under this Agreement in any media. This provision does not apply to necessary staff meetings or training sessions held for the staff of the Contractor or Subcontractor to conduct routine business matters.

13. Confidentiality of Information

- a. The Contractor and its employees, agents, or subcontractors shall protect from unauthorized disclosure names and other identifying information concerning persons either receiving services pursuant to this Agreement or persons whose names or identifying information become available or are disclosed to the Contractor, its employees, agents, or subcontractors as a result of services performed under this Agreement, except for statistical information not identifying any such person.
- b. The Contractor and its employees, agents, or subcontractors shall not use such identifying information for any purpose other than carrying out the Contractor's obligations under this Agreement.
- c. The Contractor and its employees, agents, or subcontractors shall promptly transmit to the CDPH Program Contract Manager all requests for disclosure of such identifying information not emanating from the client or person.
- d. The Contractor shall not disclose, except as otherwise specifically permitted by this Agreement or authorized by the client, any such identifying information to anyone other than CDPH without prior written authorization from the CDPH Program Contract Manager, except if disclosure is required by State or Federal law.
- e. For purposes of this provision, identity shall include, but not be limited to name, identifying number, symbol, or other identifying particular assigned to the individual, such as finger or voice print or a photograph.
- f. As deemed applicable by CDPH, this provision may be supplemented by additional terms and conditions covering personal health information (PHI) or personal, sensitive, and/or confidential information (PSCI). Said terms and conditions will be outlined in one or more exhibits that will either be attached to this Agreement or incorporated into this Agreement by reference.

14. Documents, Publications and Written Reports

(Applicable to agreements over \$5,000 under which publications, written reports and documents are developed or produced. Government Code Section 7550.)

Any document, publication or written report (excluding progress reports, financial reports and normal contractual communications) prepared as a requirement of this Agreement shall contain, in a separate section preceding the main body of the document, the number and dollar amounts of all contracts or agreements and subcontracts relating to the preparation of such document or report, if the total cost for work by nonemployees of the State exceeds \$5,000.

15. Dispute Resolution Process

- a. A Contractor grievance exists whenever there is a dispute arising from CDPH's action in the administration of an agreement. If there is a dispute or grievance between the Contractor and CDPH, the Contractor must seek resolution using the procedure outlined below.
 - (1) The Contractor should first informally discuss the problem with the CDPH Program Contract Manager. If the problem cannot be resolved informally, the Contractor shall direct its grievance together with any evidence, in writing, to the program Branch Chief. The grievance shall state the issues in dispute, the legal authority or other basis for the Contractor's position and the remedy sought. The Branch Chief shall render a decision within ten (10) working days after receipt of the written grievance from the Contractor. The Branch Chief shall respond in writing to the Contractor indicating the decision and reasons therefore. If the Contractor disagrees with the Branch Chief's decision, the Contractor may appeal to the second level.

- (2) When appealing to the second level, the Contractor must prepare an appeal indicating the reasons for disagreement with Branch Chief's decision. The Contractor shall include with the appeal a copy of the Contractor's original statement of dispute along with any supporting evidence and a copy of the Branch Chief's decision. The appeal shall be addressed to the Deputy Director of the division in which the branch is organized within ten (10) working days from receipt of the Branch Chief's decision. The Deputy Director of the division in which the branch is organized or his/her designee shall meet with the Contractor to review the issues raised. A written decision signed by the Deputy Director of the division in which the branch is organized or his/her designee shall be directed to the Contractor within twenty (20) working days of receipt of the Contractor's second level appeal.
- b. If the Contractor wishes to appeal the decision of the Deputy Director of the division in which the branch is organized or his/her designee, the Contractor shall follow the procedures set forth in Division 25.1 (commencing with Section 38050) of the Health and Safety Code and the regulations adopted thereunder. (Title 1, Subchapter 2.5, commencing with Section 251, California Code of Regulations.)
- c. Disputes arising out of an audit, examination of an agreement or other action not covered by subdivision (a) of Section 20204, of Chapter 2.1, Title 22, of the California Code of Regulations, and for which no procedures for appeal are provided in statute, regulation or the Agreement, shall be handled in accordance with the procedures identified in Sections 51016 through 51047, Title 22, California Code of Regulations.
- d. Unless otherwise stipulated in writing by CDPH, all dispute, grievance and/or appeal correspondence shall be directed to the CDPH Program Contract Manager.
- e. There are organizational differences within CDPH's funding programs and the management levels identified in this dispute resolution provision may not apply in every contractual situation. When a grievance is received and organizational differences exist, the Contractor shall be notified in writing by the CDPH Program Contract Manager of the level, name, and/or title of the appropriate management official that is responsible for issuing a decision at a given level.

16. Financial and Compliance Audit Requirements

- a. The definitions used in this provision are contained in Section 38040 of the Health and Safety Code, which by this reference is made a part hereof.
- b. Direct service contract means a contract or agreement for services contained in local assistance or subvention programs or both (see Health and Safety [H&S] Code section 38020). Direct service contracts shall not include contracts, agreements, grants, or subventions to other governmental agencies or units of government nor contracts or agreements with regional centers or area agencies on aging (H&S Code section 38030).
- c. The Contractor, as indicated below, agrees to obtain one of the following audits:
- (1) If the Contractor is a nonprofit organization (as defined in H&S Code section 38040) and receives \$25,000 or more from any State agency under a direct service contract or agreement; the Contractor agrees to obtain an annual single, organization wide, financial and compliance audit. Said audit shall be conducted according to Generally Accepted Auditing Standards. This audit does not fulfill the audit requirements of Paragraph c(3) below. The audit shall be completed by the 15th day of the fifth month following the end of the Contractor's fiscal year, **and/or**
- (2) If the Contractor is a nonprofit organization (as defined in H&S Code section 38040) and receives less than \$25,000 per year from any State agency under a direct service contract or agreement; the Contractor agrees to obtain a biennial single, organization wide financial and compliance audit, unless there is evidence of fraud or other violation of state law in connection with this Agreement. This audit does not fulfill the audit requirements of Paragraph c(3) below. The audit shall be completed by the 15th day of the fifth month following the end of the Contractor's fiscal year, **and/or**
- (3) If the Contractor is a State or Local Government entity or Nonprofit organization (as defined by the Federal Office of Management and Budget [OMB] Circular A-133) and expends \$500,000 or more in

Federal awards, the Contractor agrees to obtain an annual single, organization wide, financial and compliance audit according to the requirements specified in OMB Circular A-133 entitled "Audits of States, Local Governments, and Non-Profit Organizations". An audit conducted pursuant to this provision will fulfill the audit requirements outlined in Paragraphs c(1) and c(2) above. The audit shall be completed by the end of the ninth month following the end of the audit period. The requirements of this provision apply if:

- (a) The Contractor is a recipient expending Federal awards received directly from Federal awarding agencies, or
 - (b) The Contractor is a subrecipient expending Federal awards received from a pass-through entity such as the State, County or community based organization.
- (4) If the Contractor submits to CDPH a report of an audit other than an OMB A-133 audit, the Contractor must also submit a certification indicating the Contractor has not expended \$500,000 or more in federal funds for the year covered by the audit report.
- d. Two copies of the audit report shall be delivered to the CDPH program funding this Agreement. The audit report must identify the Contractor's legal name and the number assigned to this Agreement. The audit report shall be due within 30 days after the completion of the audit. Upon receipt of said audit report, the CDPH Program Contract Manager shall forward the audit report to CDPH's Audits and Investigations Unit if the audit report was submitted under Section 16.c(3), unless the audit report is from a City, County, or Special District within the State of California whereby the report will be retained by the funding program.
 - e. The cost of the audits described herein may be included in the funding for this Agreement up to the proportionate amount this Agreement represents of the Contractor's total revenue. The CDPH program funding this Agreement must provide advance written approval of the specific amount allowed for said audit expenses.
 - f. The State or its authorized designee, including the Bureau of State Audits, is responsible for conducting agreement performance audits which are not financial and compliance audits. Performance audits are defined by Generally Accepted Government Auditing Standards.
 - g. Nothing in this Agreement limits the State's responsibility or authority to enforce State law or regulations, procedures, or reporting requirements arising thereto.
 - h. Nothing in this provision limits the authority of the State to make audits of this Agreement, provided however, that if independent audits arranged for by the Contractor meet Generally Accepted Governmental Auditing Standards, the State shall rely on those audits and any additional audit work and shall build upon the work already done.
 - i. The State may, at its option, direct its own auditors to perform either of the audits described above. The Contractor will be given advance written notification, if the State chooses to exercise its option to perform said audits.
 - j. The Contractor shall include a clause in any agreement the Contractor enters into with the audit firm doing the single organization wide audit to provide access by the State or Federal Government to the working papers of the independent auditor who prepares the single organization wide audit for the Contractor.
 - k. Federal or state auditors shall have "expanded scope auditing" authority to conduct specific program audits during the same period in which a single organization wide audit is being performed, but the audit report has not been issued. The federal or state auditors shall review and have access to the current audit work being conducted and will not apply any testing or review procedures which have not been satisfied by previous audit work that has been completed.

The term "expanded scope auditing" is applied and defined in the U.S. General Accounting Office (GAO) issued Standards for *Audit of Government Organizations, Programs, Activities and Functions*, better known as the "yellow book".

17. Human Subjects Use Requirements

(Applicable only to federally funded agreements/grants in which performance, directly or through a subcontract/subaward, includes any tests or examination of materials derived from the human body.)

By signing this Agreement, Contractor agrees that if any performance under this Agreement or any subcontract or subagreement includes any tests or examination of materials derived from the human body for the purpose of providing information, diagnosis, prevention, treatment or assessment of disease, impairment, or health of a human being, all locations at which such examinations are performed shall meet the requirements of 42 U.S.C. Section 263a (CLIA) and the regulations thereunder.

18. Novation Requirements

If the Contractor proposes any novation agreement, CDPH shall act upon the proposal within 60 days after receipt of the written proposal. CDPH may review and consider the proposal, consult and negotiate with the Contractor, and accept or reject all or part of the proposal. Acceptance or rejection of the proposal may be made orally within the 60-day period and confirmed in writing within five days of said decision. Upon written acceptance of the proposal, CDPH will initiate an amendment to this Agreement to formally implement the approved proposal.

19. Debarment and Suspension Certification

(Applicable to all agreements funded in part or whole with federal funds.)

- a. By signing this Agreement, the Contractor/Grantee agrees to comply with applicable federal suspension and debarment regulations including, but not limited to 7 CFR Part 3017, 45 CFR 76, 40 CFR 32 or 34 CFR 85.
- b. By signing this Agreement, the Contractor certifies to the best of its knowledge and belief, that it and its principals:
 - (1) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any federal department or agency;
 - (2) Have not within a three-year period preceding this application/proposal/agreement been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - (3) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in Paragraph b(2) herein; and
 - (4) Have not within a three-year period preceding this application/proposal/agreement had one or more public transactions (Federal, State or local) terminated for cause or default.
 - (5) Shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under federal regulations (i.e., 48 CFR part 9, subpart 9.4), debarred, suspended, declared ineligible, or voluntarily excluded from participation in such transaction, unless authorized by the State.
 - (6) Will include a clause entitled, "Debarment and Suspension Certification" that essentially sets forth the provisions herein, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
- c. If the Contractor is unable to certify to any of the statements in this certification, the Contractor shall submit an explanation to the CDPH Program Contract Manager.

- d. The terms and definitions herein have the meanings set out in the Definitions and Coverage sections of the rules implementing Federal Executive Order 12549.
- e. If the Contractor knowingly violates this certification, in addition to other remedies available to the Federal Government, the CDPH may terminate this Agreement for cause or default.

20. Smoke-Free Workplace Certification

(Applicable to federally funded agreements/grants and subcontracts/subawards, that provide health, day care, early childhood development services, education or library services to children under 18 directly or through local governments.)

- a. Public Law 103-227, also known as the Pro-Children Act of 1994 (Act), requires that smoking not be permitted in any portion of any indoor facility owned or leased or contracted for by an entity and used routinely or regularly for the provision of health, day care, early childhood development services, education or library services to children under the age of 18, if the services are funded by federal programs either directly or through state or local governments, by federal grant, contract, loan, or loan guarantee. The law also applies to children's services that are provided in indoor facilities that are constructed, operated, or maintained with such federal funds. The law does not apply to children's services provided in private residences; portions of facilities used for inpatient drug or alcohol treatment; service providers whose sole source of applicable federal funds is Medicare or Medicaid; or facilities where WIC coupons are redeemed.
- b. Failure to comply with the provisions of the law may result in the imposition of a civil monetary penalty of up to \$1,000 for each violation and/or the imposition of an administrative compliance order on the responsible party.
- c. By signing this Agreement, Contractor or Grantee certifies that it will comply with the requirements of the Act and will not allow smoking within any portion of any indoor facility used for the provision of services for children as defined by the Act. The prohibitions herein are effective December 26, 1994.
- d. Contractor or Grantee further agrees that it will insert this certification into any subawards (subcontracts or subgrants) entered into that provide for children's services as described in the Act.

21. Covenant Against Contingent Fees

(Applicable only to federally funded agreements.)

The Contractor warrants that no person or selling agency has been employed or retained to solicit/secure this Agreement upon an agreement of understanding for a commission, percentage, brokerage, or contingent fee, except *bona fide* employees or *bona fide* established commercial or selling agencies retained by the Contractor for the purpose of securing business. For breach or violation of this warranty, CDPH shall have the right to annul this Agreement without liability or in its discretion to deduct from the Agreement price or consideration, or otherwise recover, the full amount of such commission, percentage, and brokerage or contingent fee.

22. Payment Withholds

(Applicable only if a final report is required by this Agreement. Not applicable to government entities.)

Unless waived or otherwise stipulated in this Agreement, CDPH may, at its discretion, withhold 10 percent (10%) of the face amount of the Agreement, 50 percent (50%) of the final invoice, or \$3,000 whichever is greater, until CDPH receives a final report that meets the terms, conditions and/or scope of work requirements of this Agreement.

23. Performance Evaluation

(Not applicable to grant agreements.)

CDPH may, at its discretion, evaluate the performance of the Contractor at the conclusion of this Agreement.

If performance is evaluated, the evaluation shall not be a public record and shall remain on file with CDPH. Negative performance evaluations may be considered by CDPH prior to making future contract awards.

24. Officials Not to Benefit

No members of or delegate of Congress or the State Legislature shall be admitted to any share or part of this Agreement, or to any benefit that may arise therefrom. This provision shall not be construed to extend to this Agreement if made with a corporation for its general benefits.

25. Four-Digit Date Compliance

(Applicable to agreements in which Information Technology (IT) services are provided to CDPH or if IT equipment is procured.)

Contractor warrants that it will provide only Four-Digit Date Compliant (as defined below) Deliverables and/or services to the State. "Four Digit Date compliant" Deliverables and services can accurately process, calculate, compare, and sequence date data, including without limitation date data arising out of or relating to leap years and changes in centuries. This warranty and representation is subject to the warranty terms and conditions of this Contract and does not limit the generality of warranty obligations set forth elsewhere herein.

26. Prohibited Use of State Funds for Software

(Applicable to agreements in which computer software is used in performance of the work.)

Contractor certifies that it has appropriate systems and controls in place to ensure that state funds will not be used in the performance of this Agreement for the acquisition, operation or maintenance of computer software in violation of copyright laws.

27. Use of Small, Minority Owned and Women's Businesses

(Applicable to that portion of an agreement that is federally funded and entered into with institutions of higher education, hospitals, nonprofit organizations or commercial businesses.)

Positive efforts shall be made to use small businesses, minority-owned firms and women's business enterprises, whenever possible (i.e., procurement of goods and/or services). Contractors shall take all of the following steps to further this goal.

- (1) Ensure that small businesses, minority-owned firms, and women's business enterprises are used to the fullest extent practicable.
- (2) Make information on forthcoming purchasing and contracting opportunities available and arrange time frames for purchases and contracts to encourage and facilitate participation by small businesses, minority-owned firms, and women's business enterprises.
- (3) Consider in the contract process whether firms competing for larger contracts intend to subcontract with small businesses, minority-owned firms, and women's business enterprises.
- (4) Encourage contracting with consortiums of small businesses, minority-owned firms and women's business enterprises when a contract is too large for one of these firms to handle individually.
- (5) Use the services and assistance, as appropriate, of such organizations as the Federal Small Business Administration and the U.S. Department of Commerce's Minority Business Development Agency in the solicitation and utilization of small businesses, minority-owned firms and women's business enterprises.

28. Alien Ineligibility Certification

(Applicable to sole proprietors entering federally funded agreements.)

By signing this Agreement, the Contractor certifies that he/she is not an alien that is ineligible for state and local benefits, as defined in Subtitle B of the Personal Responsibility and Work Opportunity Act. (8 U.S.C. 1601, et seq.)

29. Union Organizing

(Applicable only to grant agreements.)

Grantee, by signing this Agreement, hereby acknowledges the applicability of Government Code Sections 16645 through 16649 to this Agreement. Furthermore, Grantee, by signing this Agreement, hereby certifies that:

- a. No state funds disbursed by this grant will be used to assist, promote or deter union organizing.
- b. Grantee shall account for state funds disbursed for a specific expenditure by this grant, to show those funds were allocated to that expenditure.
- c. Grantee shall, where state funds are not designated as described in b herein, allocate, on a pro-rata basis, all disbursements that support the grant program.
- d. If Grantee makes expenditures to assist, promote or deter union organizing, Grantee will maintain records sufficient to show that no state funds were used for those expenditures, and that Grantee shall provide those records to the Attorney General upon request.

30. Contract Uniformity (Fringe Benefit Allowability)

(Applicable only to nonprofit organizations.)

Pursuant to the provisions of Article 7 (commencing with Section 100525) of Chapter 3 of Part 1 of Division 101 of the Health and Safety Code, CDPH sets forth the following policies, procedures, and guidelines regarding the reimbursement of fringe benefits.

- a. As used herein fringe benefits shall mean an employment benefit given by one's employer to an employee in addition to one's regular or normal wages or salary.
- b. As used herein, fringe benefits do not include:
 - (1) Compensation for personal services paid currently or accrued by the Contractor for services of employees rendered during the term of this Agreement, which is identified as regular or normal salaries and wages, annual leave, vacation, sick leave, holidays, jury duty and/or military leave/training.
 - (2) Director's and executive committee member's fees.
 - (3) Incentive awards and/or bonus incentive pay.
 - (4) Allowances for off-site pay.
 - (5) Location allowances.
 - (6) Hardship pay.
 - (7) Cost-of-living differentials
- c. Specific allowable fringe benefits include:
 - (1) Fringe benefits in the form of employer contributions for the employer's portion of payroll taxes (i.e., FICA, SUI, SDI), employee health plans (i.e., health, dental and vision), unemployment insurance, worker's compensation insurance, and the employer's share of pension/retirement plans, provided they are granted in accordance with established written organization policies and meet all legal and Internal Revenue Service requirements.
- d. To be an allowable fringe benefit, the cost must meet the following criteria:
 - (1) Be necessary and reasonable for the performance of the Agreement.
 - (2) Be determined in accordance with generally accepted accounting principles.
 - (3) Be consistent with policies that apply uniformly to all activities of the Contractor.
- e. Contractor agrees that all fringe benefits shall be at actual cost.

f. Earned/Accrued Compensation

- (1) Compensation for vacation, sick leave and holidays is limited to that amount earned/accrued within the agreement term. Unused vacation, sick leave and holidays earned from periods prior to the agreement term cannot be claimed as allowable costs. See Provision f (3)(a) for an example.
- (2) For multiple year agreements, vacation and sick leave compensation, which is earned/accrued but not paid, due to employee(s) not taking time off may be carried over and claimed within the overall term of the multiple years of the Agreement. Holidays cannot be carried over from one agreement year to the next. See Provision f (3)(b) for an example.
- (3) For single year agreements, vacation, sick leave and holiday compensation that is earned/accrued but not paid, due to employee(s) not taking time off within the term of the Agreement, cannot be claimed as an allowable cost. See Provision f (3)(c) for an example.

(a) **Example No. 1:**

If an employee, John Doe, earns/accrues three weeks of vacation and twelve days of sick leave each year, then that is the maximum amount that may be claimed during a one year agreement. If John Doe has five weeks of vacation and eighteen days of sick leave at the beginning of an agreement, the Contractor during a one-year budget period may only claim up to three weeks of vacation and twelve days of sick leave as actually used by the employee. Amounts earned/accrued in periods prior to the beginning of the Agreement are not an allowable cost.

(b) **Example No. 2:**

If during a three-year (multiple year) agreement, John Doe does not use his three weeks of vacation in year one, or his three weeks in year two, but he does actually use nine weeks in year three; the Contractor would be allowed to claim all nine weeks paid for in year three. The total compensation over the three-year period cannot exceed 156 weeks (3 x 52 weeks).

(c) **Example No. 3:**

If during a single year agreement, John Doe works fifty weeks and used one week of vacation and one week of sick leave and all fifty-two weeks have been billed to CDPH, the remaining unused two weeks of vacation and seven days of sick leave may not be claimed as an allowable cost.

31. Lobbying Restrictions and Disclosure Certification

(Applicable to federally funded agreements in excess of \$100,000 per Section 1352 of the 31, U.S.C.)

a. Certification and Disclosure Requirements

- (1) Each person (or recipient) who requests or receives a contract or agreement, subcontract, grant, or subgrant, which is subject to Section 1352 of the 31, U.S.C., and which exceeds \$100,000 at any tier, shall file a certification (in the form set forth in Attachment 1, consisting of one page, entitled "Certification Regarding Lobbying") that the recipient has not made, and will not make, any payment prohibited by Paragraph b of this provision.
- (2) Each recipient shall file a disclosure (in the form set forth in Attachment 2, entitled "Standard Form-LLL 'disclosure of Lobbying Activities'") if such recipient has made or has agreed to make any payment using nonappropriated funds (to include profits from any covered federal action) in connection with a contract, or grant or any extension or amendment of that contract, or grant, which would be prohibited under Paragraph b of this provision if paid for with appropriated funds.
- (3) Each recipient shall file a disclosure form at the end of each calendar quarter in which there occurs any event that requires disclosure or that materially affect the accuracy of the information contained in any disclosure form previously filed by such person under Paragraph a(2) herein. An event that materially affects the accuracy of the information reported includes:

- (a) A cumulative increase of \$25,000 or more in the amount paid or expected to be paid for influencing or attempting to influence a covered federal action;
 - (b) A change in the person(s) or individuals(s) influencing or attempting to influence a covered federal action; or
 - (c) A change in the officer(s), employee(s), or member(s) contacted for the purpose of influencing or attempting to influence a covered federal action.
- (4) Each person (or recipient) who requests or receives from a person referred to in Paragraph a(1) of this provision a contract or agreement, subcontract, grant or subgrant exceeding \$100,000 at any tier under a contract or agreement, or grant shall file a certification, and a disclosure form, if required, to the next tier above.
- (5) All disclosure forms (but not certifications) shall be forwarded from tier to tier until received by the person referred to in Paragraph a(1) of this provision. That person shall forward all disclosure forms to CDPH Program Contract Manager.

b. Prohibition

Section 1352 of Title 31, U.S.C., provides in part that no appropriated funds may be expended by the recipient of a federal contract or agreement, grant, loan, or cooperative agreement to pay any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with any of the following covered federal actions: the awarding of any federal contract or agreement, the making of any federal grant, the making of any federal loan, entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract or agreement, grant, loan, or cooperative agreement.

STATE OF CALIFORNIA
CALIFORNIA DEPARTMENT OF PUBLIC HEALTH
CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the making, awarding or entering into of this Federal contract, Federal grant, or cooperative agreement, and the extension, continuation, renewal, amendment, or modification of this Federal contract, grant, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency of the United States Government, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, or cooperative agreement, the undersigned shall complete and submit Standard Form LLL, "Disclosure of Lobbying Activities" in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontractors, subgrants, and contracts under grants and cooperative agreements) of \$100,000 or more, and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S.C., any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Name of Contractor

Printed Name of Person Signing for Contractor

Contract / Grant Number

Signature of Person Signing for Contractor

Date

Title

After execution by or on behalf of Contractor, please return to:

California Department of Public Health

CDPH reserves the right to notify the contractor in writing of an alternate submission address.

Attachment 2

CERTIFICATION REGARDING LOBBYING

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352
(See reverse for public burden disclosure)

Approved by OMB

0348-0046

1. Type of Federal Action: ☐ a. contract ☐ b. grant ☐ c. cooperative agreement ☐ d. loan ☐ e. loan guarantee ☐ f. loan insurance	2. Status of Federal Action: ☐ a. bid/offer/application ☐ b. initial award ☐ c. post-award	3. Report Type: ☐ a. initial filing ☐ b. material change For Material Change Only: Year _____ quarter _____ date of last report _____.
4. Name and Address of Reporting Entity: ☐ Prime ☐ Subawardee Tier ____, if known: Congressional District, If known:	5. If Reporting Entity in No. 4 is Subawardee, Enter Name and Address of Prime: Congressional District, If known:	
6. Federal Department/Agency	7. Federal Program Name/Description: CDFA Number, if applicable: _____	
8. Federal Action Number, if known:	9. Award Amount, if known: \$	
10.a. Name and Address of Lobbying Registrant <i>(If individual, last name, first name, MI):</i>	b. Individuals Performing Services <i>(including address if different from 10a. (Last name, First name, MI):</i>	
11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be available for public inspection. required disclosure shall be subject to a not more than \$100,000 for each such failure.	Signature: _____	
	Print Name: _____	
	Title: _____	
	Telephone No.: _____ Date: _____	
Federal Use Only		Authorized for Local Reproduction Standard Form-LLL (Rev. 7-97)

INSTRUCTIONS FOR COMPLETION OF SF-LLL, DISCLOSURE OF LOBBYING ACTIVITIES

This disclosure form shall be completed by the reporting entity, whether subawardee or prime Federal recipient, at the initiation or receipt of a covered Federal action, or a material change to a previous filing, pursuant to title 31 U.S.C. section 1352. The filing of a form is required for each payment or agreement to make payment to any lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with a covered Federal action. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered Federal action for which lobbying activity is and/or has been secured to influence the outcome of a covered Federal action.
2. Identify the status of the covered Federal action.
3. Identify the appropriate classification of this report. If this is a follow-up report caused by a material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last previously submitted report by this reporting entity for this covered Federal action.
4. Enter the full name, address, city, State and zip code of the reporting entity. Include Congressional District, if known. Check the appropriate classification of the reporting entity that designates if it is, or expects to be a prime or subaward recipient. Identify the tier of the subawardee, e.g., the first subawardee of the prime is the 1st tier. Subawards include but are not limited to subcontracts, subgrants and contract awards under grants.
5. If the organization filing the report in item 4 checks "Subawardee," then enter the full name, address, city, State and zip code of the prime Federal recipient. Include Congressional District, if known.
6. Enter the name of the Federal agency making the award or loan commitment. Include at least one organizational level below agency name, if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the Federal program name or description for the covered Federal action (item 1). If known, enter the full Catalog of Federal Domestic Assistance (CFDA) number for grants, cooperative agreements, loans, and loan commitments.
8. Enter the most appropriate Federal identifying number available for the Federal action identified in item 1 (e.g., Request for Proposal (RFP) number; Invitation for Bid (IFB) number; grant announcement number; the contract, grant, or loan award number; the application/proposal control number assigned by the Federal agency). Include prefixes, e.g., "RFP-DE-90-001."
9. For a covered Federal action where there has been an award or loan commitment by the Federal agency, enter the Federal amount of the award/loan commitment for the prime entity identified in item 4 or 5.
10. (a) Enter the full name, address, city, State and zip code of the lobbying registrant under the Lobbying Disclosure Act of 1995 engaged by the reporting entity identified in item 4 to influence the covered Federal action.

(b) Enter the full names of the individual(s) performing services, and include full address if different from 10 (a). Enter Last Name, First Name, and Middle Initial (MI).
11. The certifying official shall sign and date the form, print his/her name, title, and telephone number.

According to the Paperwork Reduction Act, as amended, no persons are required to respond to a collection of information unless it displays a valid OMB Control Number. The valid OMB control number for this information collection is OMB No. 0348-0046. Public reporting burden for this collection of information is estimated to average 10 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0046), Washington, DC 20503.

Additional Provisions

1. Amendment Process

Should either party, during the term of this agreement, desire a change or amendment to the terms of this Agreement, such changes or amendments shall be proposed in writing to the other party, who will respond in writing as to whether the proposed changes/amendments are accepted or rejected. If accepted and after negotiations are concluded, the agreed upon changes shall be made through the State's official agreement amendment process. No amendment will be considered binding on either party until it is formally approved by the State.

2. Cancellation/Termination

- A. This agreement may be cancelled by CDPH without cause upon 30 calendar days advance written notice to the Contractor.
- B. CDPH reserves the right to cancel or terminate this agreement immediately for cause. The Contractor may submit a written request to terminate this agreement only if CDPH substantially fails to perform its responsibilities as provided herein.
- C. The term "for cause" shall mean that the Contractor fails to meet the terms, conditions, and/or responsibilities of this agreement.
- D. Agreement termination or cancellation shall be effective as of the date indicated in CDPH's notification to the Contractor. The notice shall stipulate any final performance, invoicing or payment requirements.
- E. Upon receipt of a notice of termination or cancellation, the Contractor shall take immediate steps to stop performance and to cancel or reduce subsequent agreement costs.
- F. In the event of early termination or cancellation, the Contractor shall be entitled to compensation for services performed satisfactorily under this agreement and expenses incurred up to the date of cancellation and any non-cancelable obligations incurred in support of this agreement.

3. Use of Disabled Veteran Business Enterprises (DVBE)

(Applicable to agreements valued at \$10,000 or more in which the agreement requires actual DVBE participation. Not applicable to agreements and amendments administratively exempted from DVBE requirements by CDPH.)

- A. The State Legislature has declared that a fair portion of the total purchases and contracts or subcontracts for property and services for the State be placed with disabled veteran business enterprises.
- B. All DVBE participation attachments, however labeled, completed as a condition of bidding, contracting, or amending a subject agreement, are incorporated herein and made a part of this agreement by this reference.
- C. Contractor agrees to use the proposed DVBEs, as identified in previously submitted DVBE participation attachments, unless the Contractor submits a written request for substitution of a like or alternate subcontractor. All requests for substitution must be approved by CDPH, in writing, prior to using a substituted subcontractor.

Additional Provisions

- D. Requests for substitution must be approved by the program funding this agreement and must include:
- 1) A written explanation of the reason for the substitution.
 - 2) A written description of the business enterprise that will be substituted, including its DVBE certification status.
 - 3) If applicable, the reason a non-DVBE subcontractor is proposed for use.
 - 4) A written description of the work to be performed by the substituted subcontractor and an identification of the percentage share/dollar amount of the overall contract that the substituted subcontractor will perform.
- E. If requested by CDPH, Contractor agrees to provide verification, in a form agreed to by CDPH, that DVBE subcontractor participation under this agreement is in compliance with the goals specified at the time of contract award or in an applicable amendment.

4. Dispute Resolution Process

- A. This provision replaces and supersedes provision 15 of Exhibit D(F).
- B. If a dispute arises between the Contractor and CDPH, the Contractor must seek resolution using the process outlined below.
- 1) The Contractor should first informally discuss the problem with the CDPH program contract manager. If the problem cannot be resolved informally, the Contractor must direct the grievance together with any evidence, in writing, to the program Branch Chief. The grievance must state the issues in dispute, the legal authority or other basis for the Contractor's position and the remedy sought. The Branch Chief must render a decision within ten (10) working days after receipt of the written grievance from the Contractor. The Branch Chief shall respond in writing to the Contractor indicating the decision and reasons therefor. Should the Contractor disagree with the Branch Chief's decision, the Contractor may appeal to the second level.
 - 2) When appealing to the second level the Contractor must prepare an appeal indicating the reasons for disagreement with the Branch Chief's decision. The Contractor shall include with the appeal a copy of the Contractor's original statement of dispute along with any supporting evidence and a copy of the Branch Chief's decision. The appeal shall be addressed to the Deputy Director of the division in which the branch is organized within ten (10) working days from receipt of the Branch Chief's decision. The Deputy Director of the division in which the branch is organized or his/her designee shall meet with the Contractor to review the issues raised. A written decision signed by the Deputy Director of the division in which the branch is organized or his/her designee shall be directed to the Contractor within twenty (20) working days of receipt of the Contractor's second level appeal. The decision rendered by the Deputy Director or his/her designee shall be the final administrative determination of the Department.
 - 3) Unless otherwise stipulated in writing by CDPH, all dispute, grievance and/or appeal correspondence shall be directed to the CDPH program contract manager.
 - 4) There are organizational differences within CDPH's funding programs and the management levels identified in this dispute resolution provision may not apply in every contractual situation. When a grievance is received and organizational differences exist, the Contractor shall be

Additional Provisions

notified in writing by the CDPH program contract manager of the level, name, and/or title of the appropriate management official that is responsible for issuing a decision at a given level.

5. Performance Evaluation

- A. This provision replaces and supercedes provision 23 of Exhibit D(F).
- B. The Contractor's performance under this agreement shall be evaluated at the conclusion of the term of this agreement. The evaluation shall include, but not be limited to:
 - 1) Whether the contracted work or services were completed as specified in the agreement, and reasons for and amount of any cost overruns.
 - 2) Whether the contracted work or services met the quality standards specified in the agreement.
 - 3) Whether the Contractor fulfilled all requirements of the agreement.
 - 4) Factors outside the control of the Contractor, which caused difficulties in contractor performance. Factors outside the control of the Contractor shall not include a Subcontractor's poor performance.
- C. The evaluation of the Contractor shall not be a public record (PCC 10370).

6. Progress Reports or Meetings

- A. Contractor shall submit progress reports or attend meetings with state personnel at intervals determined by CDPH to determine if the Contractor is on the right track, whether the project is on schedule, provide communication of interim findings, and afford occasions for airing difficulties or special problems encountered so that remedies can be developed quickly.
- A. At the conclusion of this agreement and if applicable, Contractor shall hold a final meeting at which Contractor shall present any findings, conclusions, and recommendations. If required by this agreement, Contractor shall submit a comprehensive final report.

8. Insurance Requirements

Contractor shall comply with the following insurance requirements:

A. Commercial General Liability

The Contractor must furnish to CDPH a certificate of insurance stating that commercial general liability insurance of not less than \$1,000,000 per occurrence for bodily injury and property damage liability combined is presently in effect for the Contractor. The commercial general liability insurance policy shall include coverage for liabilities arising out of premises, operations, independent contractors, products, completed operations, personal and advertising injury, and liability assumed under an insured agreement. The commercial general liability insurance shall apply separately to each insured against whom claim is made or suit is brought subject to the Contractor's limit of liability.

- B. The certificate of insurance must be issued by an insurance company acceptable to the Department of General Services (DGS) Office of Risk and Insurance Management or be provided through partial or total self-insurance acceptable to DGS.

Additional Provisions

- C. The certificate of insurance must include the following provisions:
- 1) The insurer will not cancel the insured's coverage without giving 30 days prior written notice to the California Department of Public Health, and
 - 2) The State of California, its officers, agents, employees, and servants are included as additional insureds, but only with respect to work performed for the State of California under this agreement.
- D. The Contractor agrees that the insurance required herein will remain in effect at all times during the term of the agreement. In the event said insurance coverage expires at any time or times during the term of this agreement, the Contractor agrees to provide, at least 30 calendar days before said expiration date, a new certificate of insurance evidencing insurance coverage as provided for herein for not less than the remainder of the term of the agreement or for a period of not less than one year. CDPH may, in addition to any other remedies it may have, terminate this agreement on the occurrence of such event. New certificates of insurance are subject to the approval of DGS, and the Contractor agrees that no work or services shall be performed prior to such approval.
- E. CDPH will not be responsible for any premiums, deductibles, or assessments on the insurance policy.

9. Avoidance of Conflicts of Interest by Contractor

- A. CDPH intends to avoid any real or apparent conflict of interest on the part of the Contractor, subcontractors, or employees, officers and directors of the Contractor or subcontractors. Thus, CDPH reserves the right to determine, at its sole discretion, whether any information, assertion or claim received from any source indicates the existence of a real or apparent conflict of interest; and, if a conflict is found to exist, to require the Contractor to submit additional information or a plan for resolving the conflict, subject to CDPH review and prior approval.
- B. Conflicts of interest include, but are not limited to:
- 1) An instance where the Contractor or any of its subcontractors, or any employee, officer, or director of the Contractor or any subcontractor has an interest, financial or otherwise, whereby the use or disclosure of information obtained while performing services under the contract would allow for private or personal benefit or for any purpose that is contrary to the goals and objectives of the contract.
 - 2) An instance where the Contractor's or any subcontractor's employees, officers, or directors use their positions for purposes that are, or give the appearance of being, motivated by a desire for private gain for themselves or others, such as those with whom they have family, business or other ties.
- C. If CDPH is or becomes aware of a known or suspected conflict of interest, the Contractor will be given an opportunity to submit additional information or to resolve the conflict. A Contractor with a suspected conflict of interest will have five (5) working days from the date of notification of the conflict by CDPH to provide complete information regarding the suspected conflict. If a conflict of interest is determined to exist by CDPH and cannot be resolved to the satisfaction of CDPH, the conflict will be grounds for terminating the contract. CDPH may, at its discretion upon receipt of a written request from the Contractor, authorize an extension of the timeline indicated herein.

Additional Provisions

10. Prohibited Follow-on Contracts

- A. No person, firm, or subsidiary thereof who has been awarded a consulting services agreement may submit a bid for, nor be awarded an agreement for, the provision of services, procurement of goods or supplies, or any other related action which is required, suggested, or otherwise deemed appropriate in the end product of the consulting services agreement.
- B. Paragraph A does not apply to any person, firm, or subsidiary thereof who is awarded a subcontract of a consulting services agreement which totals no more than 10 percent of the total monetary value of the consulting services agreement.
- C. Paragraphs A and B do not apply to consulting services agreements subject to Chapter 10 (commencing with Section 4525) of Division 5 of Title 1 of the Government Code.

11. Use of Small Business Subcontractors

(Only applicable to agreements awarded in part due to the granting of non-small business subcontractor preference where the Contractor committed to use small business subcontractors for at least 25% of the initial contract cost or amount bid.)

- A. All Non-Small Business Subcontractor Preference Request attachments and Small Business Subcontractor/Supplier Acknowledgment attachments, however labeled, completed as a condition of bidding, are incorporated herein and made a part of this agreement by this reference.
- B. Contractor agrees to use each small business subcontractor/supplier, as identified in previously submitted Non-Small Business Subcontractor Preference Request attachments, unless the Contractor submits a written request for substitution of a like or alternate subcontractor. All requests for substitution must be approved by CDPH, in writing (including email or fax), prior to using a proposed substitute subcontractor.
- C. Requests for substitution must be approved by the funding program and must include, at a minimum:
 - 1) An explanation of the reason for the substitution.
 - 2) A written description of the business enterprise that will be substituted, including its small business certification status.
 - 3) If substitution of an alternate small business does not occur, include a written justification and description of the steps taken to try to acquire a new small business and how that portion of the contract will be fulfilled.
 - 4) A written description of the work to be performed by the substituted subcontractor identified by both task (if applicable) and dollar amount or percentage of the overall contract that the substituted subcontractor will perform. The substituted business, if approved, must perform a commercially useful function in the contract pursuant to Title 2, California Code of Regulations §1896.6.
- D. CDPH may consent to the substitution in any of the situations set forth in Public Contract Code Section 4107 of the Subletting and Subcontracting Fair Practices Act.
- E. Prior to the approval of the prime contractor's request for the substitution, the funding program shall give notice in writing to the listed subcontractor of the prime contractor's request to substitute and the reasons for the request to substitute. The notice shall be served by certified or registered mail to the last known address of the subcontractor. The listed subcontractor that has been so notified shall have five (5) working days after the receipt of the notice to submit written objections to the

Additional Provisions

substitution to the funding program. Failure to file these written objections shall constitute the listed subcontractor's consent to the substitution. If written objections are filed, CDPH shall give notice in writing of at least five (5) working days to the listed subcontractor of a hearing by CDPH on the prime contractor's request for substitution.

- F. Failure of the contractor to subcontract with the small businesses listed in its bid or proposal to CDPH, or failure to follow applicable substitution rules and regulations may be grounds for the Department of General Services to impose sanctions pursuant to Government Code Section 14842.5 and Title 2, California Code of Regulations § 1896.16. In the event such sanction are to be imposed, the Contractor shall be notified in writing and entitled to a hearing pursuant to Title 2, California Code of Regulations § 1896.18 and § 1896.20.
- G. If requested by CDPH, Contractor agrees to provide documentation/verification, in a form agreed to by CDPH, that small business subcontractor usage under this agreement complies with the commitments specified during the contractor selection process.

12. Responsibilities Upon Termination

After receipt of notification of termination of this agreement, and except as otherwise specified by CDPH, the Contractor shall stop work under this agreement on the date specified in the written notice of termination. The Contractor shall:

- 1) Place no further order or subcontracts for materials, services, or facilities except as may be necessary for completion of such portion of the work under this agreement that is not terminated;
- 2) Assign to CDPH, effective on the date of termination, in the manner, and to the extent specified by CDPH, all of the rights, titles, and interests for the Contractor under the orders and subcontracts terminated. In the case of said assignment, CDPH has the right, at its discretion, to settle or reimburse the Contractor for payment of any or all claims arising out of the termination of such orders and subcontracts and reduce any settlement amount determined by the amount reimbursed to the Contractor for payment of such orders or subcontracts;
- 3) Settle all outstanding liabilities and all claims arising out of such termination of orders and subcontracts, with the approval or ratification of CDPH to the extent CDPH may require. CDPH's approval or ratification shall be final for the purposes of this section.
- 4) Upon the effective date of termination of the agreement and prior to the release of the final payment by CDPH for all items properly chargeable to CDPH hereunder, Contractor shall transfer, assign, and make available to CDPH all property and materials belonging to CDPH, all rights and claims to any and all reservations, contracts, and arrangements with owners of advertising or other contract-related materials, and shall make available to CDPH all written information regarding CDPH' advertising materials. No extra compensation will be paid to the Contractor for services in connection with termination transfers or assignments.
- 5) Take such action as may be necessary, or as CDPH may specify, to protect and preserve any property related to this agreement which is in the possession of the Contractor and in which CDPH has or may acquire an interest.

13. Contractor's Major Agreement Participants

A major agreement participant is any individual employed by the Contractor who exercise a major administrative role, policy role, or consultant role in the performance of this agreement's Scope of

Additional Provisions

Work. CDPH reserves the right to approve in advance, assignment of major agreement participants and subcontractors to the CDPH/CPNS account and to terminate the continuing assignment of major agreement participants and subcontractors assigned to this account. If any major agreement participant of the Contractor is unable to perform, due to illness or other factors beyond the Contractor's control, the Contractor shall, within thirty (30) days, offer a substitute major agreement participant for CDPH's approval.

The Contractor's resumes of major agreement participants are incorporated as Exhibit H, "Resumes".

14. Loss Leader

It is unlawful for any person engaged in business within this state to sell or use any article or product as a "loss leader" as defined in Section 17030 of the Business and Professions Code. A "loss leader" is any article or product sold at less than cost (a) Where the purpose is to induce, promote or encourage the purchase of other merchandise; or (b) Where the effect is a tendency or capacity to mislead or deceive purchasers or prospective purchasers; or (c) Where the effect is to divert trade from or otherwise injure competitors.

Contractor's Release

Instructions to Contractor:

With final invoice(s) submit one (1) original and one (1) copy. The original must bear the original signature of a person authorized to bind the Contractor. The additional copy may bear photocopied signatures.

Submission of Final Invoice

Pursuant to **contract number** _____ entered into between the State of California Department of Public Health (CDPH) and the Contractor (identified below), the Contractor does acknowledge that final payment has been requested via **invoice number(s)** _____, in the **amount(s) of \$** _____ and **dated** _____.
If necessary, enter "See Attached" in the appropriate blocks and attach a list of invoice numbers, dollar amounts and invoice dates.

Release of all Obligations

By signing this form, and upon receipt of the amount specified in the invoice number(s) referenced above, the Contractor does hereby release and discharge the State, its officers, agents and employees of and from any and all liabilities, obligations, claims, and demands whatsoever arising from the above referenced contract.

Repayments Due to Audit Exceptions / Record Retention

By signing this form, Contractor acknowledges that expenses authorized for reimbursement does not guarantee final allowability of said expenses. Contractor agrees that the amount of any sustained audit exceptions resulting from any subsequent audit made after final payment will be refunded to the State.

All expense and accounting records related to the above referenced contract must be maintained for audit purposes for no less than three years beyond the date of final payment, unless a longer term is stated in said contract.

Recycled Product Use Certification

By signing this form, Contractor certifies under penalty of perjury that a minimum of 0% unless otherwise specified in writing of post consumer material, as defined in the Public Contract Code Section 12200, in products, materials, goods, or supplies offered or sold to the State regardless of whether it meets the requirements of Public Contract Code Section 12209. Contractor specifies that printer or duplication cartridges offered or sold to the State comply with the requirements of Section 12156(e).

Reminder to Return State Equipment/Property (If Applicable)

(Applies only if equipment was provided by CDPH or purchased with or reimbursed by contract funds)

Unless CDPH has approved the continued use and possession of State equipment (as defined in the above referenced contract) for use in connection with another CDPH agreement, Contractor agrees to promptly initiate arrangements to account for and return said equipment to CDPH, at CDPH's expense, if said equipment has not passed its useful life expectancy as defined in the above referenced contract.

Patents / Other Issues

By signing this form, Contractor further agrees, in connection with patent matters and with any claims that are not specifically released as set forth above, that it will comply with all of the provisions contained in the above referenced contract, including, but not limited to, those provisions relating to notification to the State and related to the defense or prosecution of litigation.

ONLY SIGN AND DATE THIS DOCUMENT WHEN ATTACHING TO THE FINAL INVOICE

Contractor's Legal Name (as on contract): _____

Signature of Contractor or Official Designee: _____ Date: _____

Printed Name/Title of Person Signing: _____

Travel Reimbursement Information

(Mileage Reimbursement Decrease Effective 1/1/10)

1. The following rate policy is to be applied for reimbursing the travel expenses of persons under contract. The terms "contract" and/or "subcontract" have the same meaning as "grantee" and/or "subgrantee" where applicable.
 - a. Reimbursement for travel and/or per diem shall be at the rates established for nonrepresented/excluded state employees. Exceptions to Department of Personnel Administration (DPA) lodging rates may be approved by *the California Department of Public Health (CDPH)* upon the receipt of a statement on/invoice indicating that such rates are not available.
 - b. Short Term Travel is defined as a 24-hour period, and less than 31 consecutive days, and is at least 50 miles from the main office, headquarters or primary residence. Starting time is whenever a contract or subcontract employee leaves his or her home or headquarters. "Headquarters" is defined as the place where the contracted personnel spends the largest portion of their working time and returns to upon the completion of assignments. Headquarters may be individually established for each traveler and approved verbally or in writing by the program funding the agreement. Verbal approval shall be followed up in writing or email.
 - c. Contractors on travel status for more than one 24-hour period and less than 31 consecutive days may claim a fractional part of a period of more than 24 hours. Consult the chart appearing on Page 2 of this exhibit to determine the reimbursement allowance. All lodging reimbursement claims must be supported by a receipt*. If a contractor does not or cannot present receipts, lodging expenses will not be reimbursed.

(1) Lodging (with receipts*):

Travel Location / Area	Reimbursement Rate
Statewide (excluding the counties identified below)	\$ 84.00 plus tax
Counties of Los Angeles and San Diego	\$110.00 plus tax
Counties of Alameda, San Francisco, San Mateo, and Santa Clara	\$140.00 plus tax

Reimbursement for actual lodging expenses that exceed the above amounts may be allowed with the advance approval of the Deputy Director of the California Department of *Public Health (CDPH)* or his or her designee. Receipts are required.

*Receipts from Internet lodging reservation services such as Priceline.com which require prepayment for that service, ARE NOT ACCEPTABLE LODGING RECEIPTS and are not reimbursable without a valid lodging receipt from a lodging establishment.

- (2) Meal/Supplemental Expenses (with or without receipts): With receipts, the contractor will be reimbursed actual amounts spent up to the maximum for each full 24-hour period of travel.

Meal / Expense	Reimbursement Rate
Breakfast	\$ 6.00
Lunch	\$ 10.00
Dinner	\$ 18.00
Incidental expenses	\$ 6.00

- d. Out-of-state travel may only be reimbursed if such travel is necessitated by the scope or statement of work and has been approved in advance by the program with which the contract is held. For out-of-state travel, contractors may be reimbursed actual lodging expenses, supported by a receipt, and may be reimbursed for meals and supplemental expenses for each 24-hour period computed at the rates listed in c. (2) above. For all out-of-state travel, contractors/subcontractors must have prior CDPH written or verbal approval. Verbal approval shall be confirmed in writing (email or memo).
- e. In computing allowances for continuous periods of travel of less than 24 hours, consult the chart appearing on Page 2 of this exhibit.
- f. No meal or lodging expenses will be reimbursed for any period of travel that occurs within normal working hours, unless expenses are incurred at least 50 miles from headquarters.

2. If any of the reimbursement rates stated herein is changed by DPA, no formal contract amendment will be required to incorporate the new rates. However, CDPH shall inform the contractor, in writing, of the revised travel reimbursement rates and the applicable effective date of any rate change.

At CDPH's discretion, changes or revisions made by CDPH to this exhibit, excluding travel reimbursement policies established by DPA may be applied retroactively to any agreement to which a Travel Reimbursement Information exhibit is attached, incorporated by reference, or applied by CDPH program policy. Changes to the travel reimbursement rates stated herein may not be applied earlier than the date a rate change is approved by DPA.

3. For transportation expenses, the contractor must retain receipts for parking; taxi, airline, bus, or rail tickets; car rental; or any other travel receipts pertaining to each trip for attachment to an invoice as substantiation for reimbursement. Reimbursement may be requested for commercial carrier fares; private car mileage; parking fees; bridge tolls; taxi, bus, or streetcar fares; and auto rental fees when substantiated by a receipt.
4. **Note on use of autos:** If a contractor uses his/her or a company car for transportation, the rate of reimbursement will be **50 cents** maximum per mile. If a contractor uses his/her or a company car "in lieu of" airfare, the air coach fare will be the maximum paid by the State. The contractor must provide a cost comparison upon request by the State. Gasoline and routine automobile repair expenses are not reimbursable.
5. The contractor is required to furnish details surrounding each period of travel. Travel expense reimbursement detail may include, but not be limited to: purpose of travel, departure and return times, destination points, miles driven, mode of transportation, etc. Reimbursement for travel expenses may be withheld pending receipt of adequate travel documentation.
6. Contractors are to consult with the program with which the contract is held to obtain specific invoicing procedures.

Per Diem Reimbursement Guide

Length of travel period	This condition exists...	Allowable Meal(s)
Less than 24 hours	Trip begins at or before 6 a.m. and ends at or after 9 a.m.	Breakfast may be claimed.
Less than 24 hours	Trip begins at or before 4 p.m. and ends at or after 7 p.m.	Dinner may be claimed.
<i>Contractor may not claim lunch or incidentals on one-day trips. When trips are less than 24 hours and there's no overnight stay, meals claimed are taxable.</i>		
24 hours	Trip begins at or before 6 a.m.	Breakfast may be claimed.
24 hours	Trip begins at or before 11 a.m.	Lunch may be claimed.
24 hours	Trip begins at or before 5 p.m.	Dinner may be claimed.
More than 24 hours	Trip ends at or after 8 a.m.	Breakfast may be claimed.
More than 24 hours	Trip ends at or after 2 p.m.	Lunch may be claimed.
More than 24 hours	Trip ends at or after 7 p.m.	Dinner may be claimed.
<i>Contractor may not claim meals provided by the State, meals included in hotel expenses or conference fees, meals included in transportation costs such as airline tickets, or meals that are otherwise provided. Snacks and continental breakfasts such as rolls, juice, and coffee are not considered to be meals.</i>		

Resumes

This exhibit contains the resumes of Contractor staff, independent consultants, or individual subcontractors that are known or expected to be assigned to perform work under this Agreement. If the identity of any person expected to hold an administrative, policy, or consultative role under this Agreement was unknown and whose resume was excluded from this exhibit and is identified/selected after contract execution, the resume of said individual(s) shall be collected, attached to the funding program's contract copy, and incorporated herein by this reference.

It is understood that the Contractor's employment or contractual relationship with the individuals whose resumes are included herein may change during the course of the contract term and these individuals may be replaced by alternate persons approved by the State and whose resumes shall be collected, attached to the funding program's contract copy, and incorporated herein by this reference.

Include a separate Resume Exhibit page for each major contract participant. Using this option you can attach a copy of person's resume. Include the above introductory statement on the first page of the first resume. This option may work well if two or more contract participants exist and their resumes encompass one page or more per person. Lengthy resumes are not desirable or necessary.

Joe Smith

In a narrative format (i.e., half to full page biographical sketch) list Joe Smith's credentials, education, certificates, licenses and employment history. Unless determined essential to justify selection do not include lengthy lists of published articles, publications, memberships, and other professional association affiliations.

- Education / Certificates / Licenses
- Employment History - Past 5 years emphasizing work performed that is relevant to the contract
- Major Accomplishments Past 5 years emphasizing accomplishments relevant to the contract

Jane Doe

In a narrative format (i.e., half to full page biographical sketch) list Jane Doe's credentials, education, certificates, licenses and employment history. Unless determined essential to justify selection do not include lengthy lists of published articles, publications, memberships, and other professional association affiliations.

- Education / Certificates / Licenses
- Employment History - Past 5 years emphasizing work performed that is relevant to the contract
- Major Accomplishments Past 5 years emphasizing accomplishments relevant to the contract

HIPAA Business Associate Addendum

I. Recitals

- A. This Contract (Agreement) has been determined to constitute a business associate relationship under the Health Insurance Portability and Accountability Act ("HIPAA") and its implementing privacy and security regulations at 45 CFR Parts 160 and 164 ("the HIPAA regulations").
- B. The California Department of Public Health ("CDPH") wishes to disclose to Business Associate certain information pursuant to the terms of this Agreement, some of which may constitute Protected Health Information ("PHI") pursuant to HIPAA regulations.
- C. "Protected Health Information" or "PHI" means any information, whether oral or recorded in any form or medium that relates to the past, present, or future physical or mental condition of an individual, the provision of health and dental care to an individual, or the past, present, or future payment for the provision of health and dental care to an individual; and that identifies the individual or with respect to which there is a reasonable basis to believe the information can be used to identify the individual. PHI shall have the meaning given to such term under HIPAA and HIPAA regulations, as the same may be amended from time to time.
- D. "Security Incident" means the attempted or successful unauthorized access, use, disclosure, modification, or destruction of PHI or confidential data that is essential to the ongoing operation of the Business Associate's organization and intended for internal use; or interference with system operations in an information system.
- E. As set forth in this Agreement, Contractor is the Business Associate of CDPH that provides services, arranges, performs or assists in the performance of functions or activities on behalf of CDPH and creates, receives, maintains, transmits, uses or discloses PHI.
- F. CDPH and Business Associate desire to protect the privacy and provide for the security of PHI created, received, maintained, transmitted, used or disclosed pursuant to this Agreement, in compliance with HIPAA and HIPAA regulations.
- G. The purpose of the Addendum is to satisfy certain standards and requirements of HIPAA and the HIPAA regulations, and other applicable laws.
- H. The terms used in this Addendum, but not otherwise defined, shall have the same meanings as those terms defined in the HIPAA regulations.

In exchanging information pursuant to this Agreement, the parties agree as follows:

HIPAA Business Associate Addendum

1. Permitted Uses and Disclosures of PHI by Business Associate

- A. **Permitted Uses and Disclosures.** Except as otherwise indicated in this Addendum, Business Associate may use or disclose PHI only to perform functions, activities or services specified in this Agreement, for, or on behalf of CDPH, provided that such use or disclosure would not violate the HIPAA regulations, if done by CDPH.
- B. **Specific Use and Disclosure Provisions.** Except as otherwise indicated in this Addendum, Business Associate may:
- 1) **Use and disclose for management and administration.** Use and disclose PHI for the proper management and administration of the Business Associate or to carry out the legal responsibilities of the Business Associate, provided that disclosures are required by law, or the Business Associate obtains reasonable assurances from the person to whom the information is disclosed that it will remain confidential and will be used or further disclosed only as required by law or for the purpose for which it was disclosed to the person, and the person notifies the Business Associate of any instances of which it is aware that the confidentiality of the information has been breached.
 - 2) **Provision of Data Aggregation Services.** Use PHI to provide data aggregation services to CDPH. Data aggregation means the combining of PHI created or received by the Business Associate on behalf of CDPH with PHI received by the Business Associate in its capacity as the Business Associate of another covered entity, to permit data analyses that relate to the health care operations of CDPH.

2. Responsibilities of Business Associate

Business Associate agrees:

- A. **Nondisclosure.** Not to use or disclose Protected Health Information (PHI) other than as permitted or required by this Agreement or as required by law.
- B. **Safeguards.** To implement administrative, physical, and technical safeguards that reasonably and appropriately protect the confidentiality, integrity, and availability of the PHI, including electronic PHI, that it creates, receives, maintains, uses or transmits on behalf of CDPH; and to prevent use or disclosure of PHI other than as provided for by this Agreement. Business Associate shall develop and maintain a written information privacy and security program that includes administrative, technical and physical safeguards appropriate to the size and complexity of the Business Associate's operations and the nature and scope of its activities, and which incorporates the requirements of section C, Security, below. Business Associate will provide CDPH with its current and updated policies.
- C. **Security.** To take any and all steps necessary to ensure the continuous security of all computerized data systems containing PHI, and provide data security procedures for the use of CDPH at the end of the contract period. These steps shall include, at a minimum, compliance with all of the data system security precautions set forth in Exhibit __, the CDPH Information Security Office, Information Systems Security Requirements for Projects (SR1 CDPH-ISO Project Requirements).

Business Associate shall designate a Security Officer to oversee its data security program who shall be responsible for carrying out the requirements of this section and for communicating on security matters with CDPH.

- D. **Mitigation of Harmful Effects.** To mitigate, to the extent practicable, any harmful effect that is known to Business Associate of a use or disclosure of PHI by Business Associate or its subcontractors in violation of the requirements of this Addendum.

HIPAA Business Associate Addendum

- E. **Business Associate's Agents.** To ensure that any agents, including subcontractors, to whom Business Associate provides PHI received from or created or received by Business Associate on behalf of CDPH, agree to the same restrictions and conditions that apply to Business Associate with respect to such PHI, including implementation of reasonable and appropriate administrative, physical, and technical safeguards to protect such PHI; and to incorporate, when applicable, the relevant provisions of this Addendum into each subcontract or subaward to such agents or subcontractors.
- F. **Availability of Information to CDPH and Individuals.** To provide access as CDPH may require, and in the time and manner designated by CDPH (upon reasonable notice and during Business Associate's normal business hours) to PHI in a Designated Record Set, to CDPH (or, as directed by CDPH), to an Individual, in accordance with 45 CFR Section 164.524. Designated Record Set means the group of records maintained for CDPH that includes medical, dental and billing records about individuals; enrollment, payment, claims adjudication, and case or medical management systems maintained for CDPH health care component health plans; or those records used to make decisions about individuals on behalf of CDPH. Business Associate shall use the forms and processes developed by CDPH for this purpose and shall respond to requests for access to records transmitted by CDPH within fifteen (15) calendar days of receipt of the request by producing the records or verifying that there are none.
- G. **Amendment of PHI.** To make any amendment(s) to PHI that CDPH directs or agrees to pursuant to 45 CFR Section 164.526, in the time and manner designated by CDPH.
- H. **Internal Practices.** To make Business Associate's internal practices, books and records relating to the use and disclosure of PHI received from CDPH, or created or received by Business Associate on behalf of CDPH, available to CDPH or to the Secretary of the U.S. Department of Health and Human Services in a time and manner designated by CDPH or by the Secretary, for purposes of determining CDPH's compliance with the HIPAA regulations.
- I. **Documentation of Disclosures.** To document and make available to CDPH or (at the direction of CDPH) to an Individual such disclosures of PHI, and information related to such disclosures, necessary to respond to a proper request by the subject Individual for an accounting of disclosures of PHI, in accordance with 45 CFR 164.528.
- J. **Notification of Breach.** During the term of this Agreement:
- 1) **Discovery of Breach.** To notify CDPH **immediately by telephone call plus email or fax** upon the discovery of breach of security of PHI in computerized form if the PHI was, or is reasonably believed to have been, acquired by an unauthorized person, or **within 24 hours by email or fax** of the discovery of any suspected security incident, intrusion or unauthorized use or disclosure of PHI in violation of this Agreement and this Addendum, or potential loss of confidential data affecting this Agreement. Notification shall be provided to the CDPH Program Contract Manager, the CDPH Privacy Officer and the CDPH Chief Information Security Officer. If the incident occurs after business hours or on a weekend or holiday and involves electronic PHI, notification shall be provided by calling the CDPH ITSD Help Desk. Business Associate shall take:
 - i. Prompt corrective action to mitigate any risks or damages involved with the breach and to protect the operating environment and
 - ii. Any action pertaining to such unauthorized disclosure required by applicable Federal and State laws and regulations.

HIPAA Business Associate Addendum

- 2) **Investigation of Breach.** To immediately investigate such security incident, breach, or unauthorized use or disclosure of PHI or confidential data. **Within 72 hours of the discovery**, to notify the CDPH Program Contract Manager(s), the CDPH Privacy Officer, and the CDPH Chief Information Security Officer of:
- What data elements were involved and the extent of the data involved in the breach,
 - A description of the unauthorized persons known or reasonably believed to have improperly used or disclosed PHI or confidential data,
 - A description of where the PHI or confidential data is believed to have been improperly transmitted, sent, or utilized,
 - A description of the probable causes of the improper use or disclosure; and
 - Whether Civil Code sections 1798.29 or 1798.82 or any other federal or state laws requiring individual notifications of breaches are triggered.
- 3) **Written Report.** To provide a written report of the investigation to the CDPH Program Contract Managers, the CDPH Privacy Officer, and the CDPH Chief Information Security Officer within ten (10) working days of the discovery of the breach or unauthorized use or disclosure. The report shall include, but not be limited to, the information specified above, as well as a full, detailed corrective action plan, including information on measures that were taken to halt and/or contain the improper use or disclosure.
- 4) **Notification of Individuals.** To notify individuals of the breach or unauthorized use or disclosure when notification is required under state or federal law and to pay any costs of such notifications, as well as any costs associated with the breach. The CDPH Program Contract Manager, the CDPH Privacy Officer, and the CDPH Chief Information Security Officer shall approve the time, manner and content of any such notifications.
- 5) **CDPH Contact Information.** To direct communications to the above referenced CDPH staff, the Contractor shall initiate contact as indicated herein. CDPH reserves the right to make changes to the contact information below by giving written notice to the Contractor. Said changes shall not require an amendment to this Addendum or the Agreement to which it is incorporated.

CDPH Program Contract Manager	CDPH Privacy Officer	CDPH Chief Information Security Officer
See the Scope of Work exhibit for Program Contract Manager information	Privacy Officer Privacy Office, c/o Office of Legal Services California Department of Public Health P.O. Box 997377, MS 0505 Sacramento, CA 95899-7377 Email: privacy@cdph.ca.gov Telephone: (916) 440-7700	Chief Information Security Officer Information Security Office California Department of Public Health P.O. Box 997413, MS 6302 Sacramento, CA 95899-7413 Email: cdphiso@cdph.ca.gov Telephone: IT Service Desk (916) 440-7000 or (800) 579-0874

HIPAA Business Associate Addendum

K. **Employee Training and Discipline.** To train and use reasonable measures to ensure compliance with the requirements of this Addendum by employees who assist in the performance of functions or activities on behalf of CDPH under this Agreement and use or disclose PHI; and discipline such employees who intentionally violate any provisions of this Addendum, including by termination of employment. In complying with the provisions of this section K, Business Associate shall observe the following requirements:

- 1) Business Associate shall provide information privacy and security training, at least annually, at its own expense, to all its employees who assist in the performance of functions or activities on behalf of CDPH under this Agreement and use or disclose PHI.
- 2) Business Associate shall require each employee who receives information privacy and security training to sign a certification, indicating the employee's name and the date on which the training was completed.
- 3) Business Associate shall retain each employee's written certifications for CDPH inspection for a period of three years following contract termination.

3. Obligations of CDPH

CDPH agrees to:

- A. **Notice of Privacy Practices.** Provide Business Associate with applicable and relevant Notice(s) of Privacy Practices that CDPH HIPAA-covered healthcare components produce in accordance with 45 CFR 164.520, as well as any changes to such notice(s).
- B. **Permission by Individuals for Use and Disclosure of PHI.** Provide the Business Associate with any changes in, or revocation of, permission by an Individual to use or disclose PHI, if such changes affect the Business Associate's permitted or required uses and disclosures.
- C. **Notification of Restrictions.** Notify the Business Associate of any restriction to the use or disclosure of PHI that CDPH has agreed to in accordance with 45 CFR 164.522, to the extent that such restriction may affect the Business Associate's use or disclosure of PHI.
- D. **Requests Conflicting with HIPAA Rules.** Not request the Business Associate to use or disclose PHI in any manner that would not be permissible under the HIPAA regulations if done by CDPH.

4. Audits, Inspection and Enforcement

From time to time, CDPH may inspect the facilities, systems, books and records of Business Associate to monitor compliance with this Agreement and this Addendum. Business Associate shall promptly remedy any violation of any provision of this Addendum and shall certify the same to the CDPH Privacy Officer or the CDPH Chief Information Security Officer in writing. The fact that CDPH inspects, or fails to inspect, or has the right to inspect, Business Associate's facilities, systems and procedures does not relieve Business Associate of its responsibility to comply with this Addendum, nor does CDPH's:

- A. Failure to detect or
- B. Detection but failure to notify Business Associate or require Business Associate's remediation of any unsatisfactory practices constitute acceptance of such practice or a waiver of CDPH's enforcement rights under this Agreement and this Addendum.

HIPAA Business Associate Addendum

5. Termination

- A. **Termination for Cause.** Upon CDPH's knowledge of a material breach of this Addendum by Business Associate, CDPH shall:
- 1) Provide an opportunity for Business Associate to cure the breach or end the violation and terminate this Agreement if Business Associate does not cure the breach or end the violation within the time specified by CDPH;
 - 2) Immediately terminate this Agreement if Business Associate has breached a material term of this Addendum and cure is not possible; or
 - 3) If neither cure nor termination is feasible, report the violation to the Secretary of the U.S. Department of Health and Human Services.
- B. **Judicial or Administrative Proceedings.** Business Associate will notify CDPH if it is named as a defendant in a criminal proceeding for a violation of HIPAA. CDPH may terminate this Agreement if Business Associate is found guilty of a criminal violation of HIPAA. CDPH may terminate this Agreement if a finding or stipulation that the Business Associate has violated any standard or requirement of HIPAA, or other security or privacy laws is made in any administrative or civil proceeding in which the Business Associate is a party or has been joined.
- C. **Effect of Termination.** Upon termination or expiration of this Agreement for any reason, Business Associate shall promptly return or destroy all PHI received from CDPH (or created or received by Business Associate on behalf of CDPH) that Business Associate still maintains in any form, and shall retain no copies of such PHI or, if return or destruction is not feasible, shall continue to extend the protections of this Addendum to such information, and shall limit further use of such PHI to those purposes that make the return or destruction of such PHI infeasible. This provision shall apply to PHI that is in the possession of subcontractors or agents of Business Associate.

6. Miscellaneous Provisions

- A. **Disclaimer.** CDPH makes no warranty or representation that compliance by Business Associate with this Addendum, HIPAA or the HIPAA regulations will be adequate or satisfactory for Business Associate's own purposes or that any information in Business Associate's possession or control, or transmitted or received by Business Associate, is or will be secure from unauthorized use or disclosure. Business Associate is solely responsible for all decisions made by Business Associate regarding the safeguarding of PHI.
- B. **Amendment.** The parties acknowledge that federal and state laws relating to electronic data security and privacy are rapidly evolving and that amendment of this Addendum may be required to provide for procedures to ensure compliance with such developments. The parties specifically agree to take such action as is necessary to implement the standards and requirements of HIPAA, the HIPAA regulations and other applicable laws relating to the security or privacy of PHI. Upon CDPH's request, Business Associate agrees to promptly enter into negotiations with CDPH concerning an amendment to this Addendum embodying written assurances consistent with the standards and requirements of HIPAA, the HIPAA regulations or other applicable laws. CDPH may terminate this Agreement upon thirty (30) days written notice in the event:
- 1) Business Associate does not promptly enter into negotiations to amend this Addendum when requested by CDPH pursuant to this Section or

HIPAA Business Associate Addendum

- 2) Business Associate does not enter into an amendment providing assurances regarding the safeguarding and security of PHI that CDPH in its sole discretion deems sufficient to satisfy the standards and requirements of HIPAA and the HIPAA regulations.
- C. **Assistance in Litigation or Administrative Proceedings.** Business Associate shall make itself and any subcontractors, employees or agents assisting Business Associate in the performance of its obligations under this Agreement, available to CDPH at no cost to CDPH to testify as witnesses, or otherwise, in the event of litigation or administrative proceedings being commenced against CDPH, its directors, officers or employees based upon claimed violation of HIPAA, the HIPAA regulations or other laws relating to security and privacy, which involves inactions or actions by the Business Associate, except where Business Associate or its subcontractor, employee or agent is a named adverse party.
- D. **No Third-Party Beneficiaries.** Nothing express or implied in the terms and conditions of this Addendum is intended to confer, nor shall anything herein confer, upon any person other than CDPH or Business Associate and their respective successors or assignees, any rights, remedies, obligations or liabilities whatsoever.
- E. **Interpretation.** The terms and conditions in this Addendum shall be interpreted as broadly as necessary to implement and comply with HIPAA, the HIPAA regulations and applicable state laws. The parties agree that any ambiguity in the terms and conditions of this Addendum shall be resolved in favor of a meaning that complies and is consistent with HIPAA and the HIPAA regulations.
- F. **Regulatory References.** A reference in the terms and conditions of this Addendum to a section in the HIPAA regulations means the section as in effect or as amended.
- G. **Survival.** The respective rights and obligations of Business Associate under Section 6.C of this Addendum shall survive the termination or expiration of this Agreement.
- H. **No Waiver of Obligations.** No change, waiver or discharge of any liability or obligation hereunder on any one or more occasions shall be deemed a waiver of performance of any continuing or other obligation, or shall prohibit enforcement of any obligation, on any other occasion.

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

This Information Privacy and Security Requirements Exhibit (For Non-HIPAA/HITECH Act Contracts) (hereinafter referred to as "this Exhibit") sets forth the information privacy and security requirements Contractor is obligated to follow with respect to all personal and confidential information (as defined herein) disclosed to Contractor, or collected, created, stored, transmitted or used by Contractor for or on **behalf** of the California Department of Public Health (hereinafter "CDPH"), pursuant to Contractor's agreement with CDPH. (Such personal and confidential information is referred to herein collectively as "CDPH PCI".) CDPH and Contractor desire to protect the privacy and provide for the security of CDPH PCI pursuant to this Privacy Exhibit and in compliance with state and federal laws applicable to the CDPH PCI.

- I. Order of Precedence: With respect to information privacy and security requirements for all CDPH PCI, the terms and conditions of this Exhibit shall take precedence over any conflicting terms or conditions set forth in any other part of the agreement between Contractor and CDPH, including Exhibit A (Scope of Work), all other exhibits and any other attachments, and shall prevail over any such conflicting terms or conditions.
- II. Affect on lower tier transactions: The terms of this Exhibit shall apply to all contracts, subcontracts, and subawards, regardless of whether they are for the acquisition of services, goods, or commodities. When applicable the Contractor shall incorporate the relevant provisions of this Exhibit into each subcontract or subaward to its agents, subcontractors, or independent consultants.
- III. Definitions: For purposes of the agreement between Contractor and CDPH, including this Exhibit, the following definitions shall apply:
 - A. Breach: "Breach" means:
 1. the acquisition, access, use, or disclosure of CDPH PCI, in any medium (paper, electronic, oral), in violation of any state or federal law or in a manner not permitted under the agreement between Contractor and CDPH, including this Exhibit, that compromises the privacy, security or integrity of the information. For purposes of this definition, "compromises the privacy, security or integrity of the information" means poses a significant risk of financial, reputational, or other harm to an individual or individuals; or
 2. the same as the definition of "breach of the security of the system" set forth in California Civil Code section 1798.29(d).
 - B. Confidential Information: "Confidential information" means information that:
 1. does not meet the definition of "public records" set forth in California Government Code section 6252(e), or is exempt from disclosure under any of the provisions of Section 6250, et seq. of the California Government Code or any other applicable state or federal laws; or
 2. is contained in documents, files, folders, books or records that are clearly labeled, marked or designated with the word "confidential" by CDPH; or
 3. is "personal information" as defined in this Exhibit.
 - C. Disclosure: "Disclosure" means the release, transfer, provision of, access to, or divulging in any other manner of information.
 - D. Personal Information: "Personal information" means information, in any medium (paper, electronic, oral) that:
 1. by itself directly identifies or uniquely describes an individual; or

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

2. creates a substantial risk that it could be used in combination with other information to indirectly identify or uniquely describe an individual, or link an individual to the other information; or
3. meets the definition of "personal information" set forth in California Civil Code section 1798.3(a) or
4. is one of the data elements set forth in California Civil Code section 1798.29(e)(1),(2) or (3); or
5. meets the definition of "medical information" set forth in either California Civil Code section 1798.29(f)(2) or California Civil Code section 56.05(g); or
6. meets the definition of "health insurance information" set forth in California Civil Code section 1798.29(f)(3).

E. Security Incident: "Security Incident" means:

1. an attempted breach; or
2. the attempted or successful modification or destruction of CDPH PCI, in violation of any state or federal law or in a manner not permitted under the agreement between Contractor and CDPH, (including this Exhibit; or
3. the attempted or successful modification or destruction of, or interference with, Contractor's system operations in an information technology system, that negatively impacts the confidentiality, availability or integrity of CDPH PCI, or hinders or makes impossible Contractor's receipt, collection, creation, storage, transmission or use of PCI by Contractor for or on **behalf** of CDPH, pursuant to Contractor's agreement with CDPH, including this Exhibit.

F. Use: "Use" means the sharing, employment, application, utilization, examination, or analysis of information.

IV. Disclosure Restrictions: The Contractor and its employees, agents, or subcontractors shall protect from unauthorized disclosure any CDPH PCI. The Contractor shall not disclose, except as otherwise specifically permitted by the agreement between Contractor and CDPH (including this Exhibit) , any CDPH PCI to anyone other than CDPH without prior written authorization from the CDPH Program Contract Manager, except if disclosure is required by State or Federal law.

V. Use Restrictions: The Contractor and its employees, agents, or subcontractors shall not use any CDPH PCI for any purpose other than carrying out the Contractor's obligations under its agreement with CDPH.

VI. Safeguards: The Contractor shall implement administrative, physical, and technical safeguards that reasonably and appropriately protect the privacy, confidentiality, security, integrity, and availability of CDPH PCI, including electronic or computerized CDPH PCI. The Contractor shall develop and maintain a written information privacy and security program that includes administrative, technical and physical safeguards appropriate to the size and complexity of the Contractor's operations and the nature and scope of its activities in performing its agreement with CDPH, including this Exhibit, and which incorporates the requirements of Section VII, Security, below. Contractor shall provide CDPH with Contractor's current and updated policies.

VII. Security: The Contractor shall take any and all steps necessary to ensure the continuous security of all computerized data systems containing CDPH PCI. These steps shall include, at a minimum:

- A. complying with all of the data system security precautions listed in the Contractor Data Security Standards set forth in Attachment 1 to this Exhibit;

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

- B. providing a level and scope of security that is at least comparable to the level and scope of security established by the Office of Management and Budget in OMB Circular No. A-130, Appendix III- Security of Federal Automated Information Systems, which sets forth guidelines for automated information systems in Federal agencies; and

In case of a conflict between any of the security standards contained in any of these enumerated sources of security standards, the most stringent shall apply. The most stringent means that safeguard which provides the highest level of protection to CDPH PCI from breaches and security incidents.

- VIII. Security Officer: The Contractor shall designate a Security Officer to oversee its compliance with this Exhibit and for communicating with CDPH on matters concerning this Exhibit.
- IX. Training: The Contractor shall provide training on its obligations under this Exhibit, at its own expense, to all of its employees who assist in the performance of Contractor's obligations under Contractor's agreement with CDPH, including this Exhibit, or otherwise use or disclose CDPH PCI.
 - A. The Contractor shall require each employee who receives training to sign a certification, indicating the employee's name and the date on which the training was completed.
 - B. The Contractor shall retain each employee's written certifications for CDPH inspection for a period of three years following contract termination.
- X. Employee Discipline: Contractor shall discipline such employees and other Contractor workforce members who intentionally violate any provisions of this Exhibit, including by termination of employment.
- XI. Breach and Security Incident Responsibilities:
 - A. Notification to CDPH of Breach or Security Incident: The Contractor shall notify CDPH **immediately by telephone call plus email or fax** upon the discovery of a breach (as defined in this Exhibit), **or within twenty-four (24) hours by email or fax** of the discovery of any security incident (as defined in this Exhibit). Notification shall be provided to the CDPH Program Contract Manager, the CDPH Privacy Officer and the CDPH Chief Information Security Officer, using the contact information listed in Section XI(c), below. If the breach or security incident occurs after business hours or on a weekend or holiday and involves CDPH PCI in electronic or computerized form, notification to CDPH shall be provided by calling the CDPH IIT Service Desk at the telephone numbers listed in Section XI(c), below. For purposes of this Section, breaches and security incidents shall be treated as discovered by Contractor as of the first day on which such breach or security incident is known to the Contractor, or, by exercising reasonable diligence would have been known to the Contractor. A Contractor shall be deemed to have knowledge of a breach or security incident if such breach or security incident is known, or by exercising reasonable diligence would have been known, to any person, other than the person committing the breach or security incident, who is an employee or agent of the Contractor.

Contractor shall take:

1. prompt corrective action to mitigate any risks or damages involved with the breach or security incident and to protect the operating environment; and
2. any action pertaining to a breach required by applicable federal and state laws, including, specifically, California Civil Code section 1798.29.

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

- B. Investigation of Breach: The Contractor shall immediately investigate such breach or security incident, and within seventy-two (72) hours of the discovery, shall inform the CDPH Program Contract Manager, the CDPH Privacy Officer, and the CDPH Chief Information Security Officer of:
1. what data elements were involved and the extent of the data involved in the breach, including, specifically, the number of individuals whose personal information was breached; and
 2. a description of the unauthorized persons known or reasonably believed to have improperly used the CDPH PCI and/or a description of the unauthorized persons known or reasonably believed to have improperly accessed or acquired the CDPH PCI, or to whom it is known or reasonably believe have had the CDPH PCI improperly disclosed to them; and
 3. a description of where the CDPH PCI is believed to have been improperly used or disclosed; and
 4. a description of the probable causes of the breach or security incident; and
 5. whether Civil Code sections 1798.29 or any other federal or state laws requiring individual notifications of breaches have been triggered.
- A. Written Report: The Contractor shall provide a written report of the investigation to the CDPH Program Contract Manager, the CDPH Privacy Officer, and the CDPH Chief Information Security Officer within five (5) working days of the discovery of the breach or security incident. The report shall include, but not be limited to, the information specified above, as well as a full, detailed corrective action plan, including information on measures that were taken to halt and/or contain the breach or security incident, and measures to be taken to prevent the recurrence of such breach or security incident.
- B. Notification to Individuals: If notification to individuals whose information was breached is required under state or federal law, and regardless of whether Contractor is considered only a custodian and/or non-owner of the CDPH PCI, Contractor shall, at its sole expense, and at the sole election of CDPH, either:
1. make notification to the individuals affected by the breach (including substitute notification), pursuant to the content and timeliness provisions of such applicable state or federal breach notice laws. The CDPH Privacy Officer shall approve the time, manner and content of any such notifications, prior to the transmission of such notifications to the individuals; or
 2. cooperate with and assist CDPH in its notification (including substitute notification) to the individuals affected by the breach.
- C. CDPH Contact Information: To direct communications to the above referenced CDPH staff, the Contractor shall initiate contact as indicated herein. CDPH reserves the right to make changes to the contact information below by giving written notice to the Contractor. Said changes shall not require an amendment to this Exhibit or the agreement to which it is incorporated.

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

CDPH Program Contract Manager	CDPH Privacy Officer	CDPH Chief Information Security Officer (and CDPH IT Service Desk)
See the Scope of Work exhibit for Program Contract Manager	Privacy Officer Privacy Office, c/o Office of Legal Services California Department of Public Health P.O. Box 997377, MS 0506 Sacramento, CA 95899-7377 Email: privacy@cdph.ca.gov Telephone: (877) 421-9634	Chief Information Security Officer Information Security Office California Department of Public Health P.O. Box 997413, MS 6302 Sacramento, CA 95899-7413 Email: cdphiso@cdph.ca.gov Telephone: IT Service Desk (916) 440-7000 or (800) 579-0874

- XII. Documentation of Disclosures for Requests for Accounting: Contractor shall document and make available to CDPH or (at the direction of CDPH) to an Individual such disclosures of CDPH PCI, and information related to such disclosures, necessary to respond to a proper request by the subject Individual for an accounting of disclosures of personal information as required by applicable state or federal law.
- XIII. Requests for CDPH PCI by Third Parties: The Contractor and its employees, agents, or subcontractors shall promptly transmit to the CDPH Program Contract Manager all requests for disclosure of any CDPH PCI emanating from third parties to the agreement between Contractor and CDPH (and not emanating from an Individual for an accounting of disclosures of personal information pursuant to applicable state or federal law).
- XIV. Audits, Inspection and Enforcement: From time to time, CDPH may inspect the facilities, systems, books and records of Contractor to monitor compliance with this Exhibit. Contractor shall promptly remedy any violation of any provision of this Exhibit and shall certify the same to the CDPH Program Contract Manager in writing. The fact that CDPH inspects, or fails to inspect, or has the right to inspect, Contractor's facilities, systems and procedures does not relieve Contractor of its responsibility to comply with this Exhibit, nor does CDPH's:
- A. Failure to detect or
 - B. Detection, but failure to notify Contractor or require Contractor's remediation of any unsatisfactory practices constitute acceptance of such practice or a waiver of CDPH's enforcement rights under the agreement and this Exhibit.
- XV. Indemnification: Contractor shall indemnify, hold harmless and defend CDPH from and against any and all claims, losses, liabilities, damages, costs and other expenses (including attorneys fees) that result from or arise directly or indirectly out of or in connection with any negligent act or omission or willful misconduct of Contractor, its officers, employees, agents or subcontractors relative to the CDPH PCI, including without limitation, any violations of Contractor's responsibilities under the agreement between it and CDPH, including this Exhibit, with respect to the CDPH PCI.

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

XVI. Termination:

- A. Termination Upon Breach: A breach by Contractor of any provision of the Exhibit, as determined by CDPH, shall constitute a material breach of the agreement between Contractor and CDPH and grounds for immediate termination of the agreement by CDPH. At its sole discretion, CDPH may give Contractor 30 days to cure the breach.
- B. Judicial or Administrative Proceedings: Contractor will notify CDPH if it is named as a defendant in a criminal proceeding related to a violation of this Exhibit. CDPH may terminate the agreement between Contractor and CDPH if Contractor is found guilty of a criminal violation related to a violation of this Exhibit. CDPH may terminate the agreement if a finding or stipulation that the Contractor has violated any security or privacy laws is made in any administrative or civil proceeding in which the Contractor is a party or has been joined.

XVII. Return or Destruction of CDPH PCI on Expiration or Termination: On expiration or termination of the agreement between Contractor and CDPH for any reason, Contractor shall return or destroy the CDPH PCI. If return or destruction is not feasible, Contractor shall explain to CDPH why, in writing, to the CDPH Program Contract Manager, the CDPH Privacy Officer and the CDPH Chief Information Security Officer, using the contact information listed in Section XI(c), above.

- A. Retention Required by Law: If Required by state or federal law, Contractor may retain, after expiration or termination, CDPH PCI for the time specified as necessary to comply with the law.
- B. Obligations Continue Until Return or Destruction: Contractor's obligations under this Exhibit shall continue until Contractor destroys the CDPH PCI or returns the CDPH PCI to CDPH; provided however, that on expiration or termination of the agreement between Contractor and CDPH, Contractor shall not further use or disclose the CDPH PCI except as Required by state or federal law.
- C. Notification of Election to Destroy CDPH PCI: Contractor elects to destroy the CDPH PCI, Contractor shall certify in writing, to the CDPH Program Contract Manager, the CDPH Privacy Officer and the CDPH Chief Information Security Officer, using the contact information listed in Section XI(c), above. that the CDPH PCI has been destroyed.

XVIII. Amendment: The parties acknowledge that Federal and State laws relating to information security and privacy are rapidly evolving and that amendment of this Exhibit may be required to provide for procedures to ensure compliance with such laws. The parties specifically agree to take such action as is necessary to implement new standards and requirements imposed by regulations and other applicable laws relating to the security or privacy of CDPH PCI. Upon CDPH' request, Contractor agrees to promptly enter into negotiations with CDPH concerning an amendment to this Exhibit embodying written assurances consistent with new standards and requirements imposed by regulations and other applicable laws. CDPH may terminate this agreement upon thirty (30) days written notice in the event:

- A. Contractor does not promptly enter into negotiations to amend this Exhibit when requested by CDPH pursuant to this Section or
- B. Contractor does not enter into an amendment providing assurances regarding the safeguarding of CDPH PCI that CDPH in its sole discretion deems sufficient to satisfy the standards and requirements of applicable laws and regulations relating to the security or privacy of CDPH PCI.

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

- XIX. Assistance in Litigation or Administrative Proceedings: Contractor shall make itself and any subcontractors, employees or agents assisting Contractor in the performance of its obligations under the agreement between Contractor and CDPH, available to CDPH at no cost to CDPH to testify as witnesses, or otherwise, in the event of litigation or administrative proceedings being commenced against CDPH, its director, officers or employees based upon claimed violation of laws relating to security and privacy, which involves inactions or actions by the Contractor, except where Contractor or its subcontractor, employee or agent is a named adverse party.
- XX. Disclaimer: CDPH makes no warranty or representation that compliance by Contractor with this Exhibit will be adequate or satisfactory for Contractor's own purposes or that any information in Contractor's possession or control, or transmitted or received by Contractor, is or will be secure from unauthorized use or disclosure. Contractor is solely responsible for all decisions made by Contractor regarding the safeguarding of CDPH PCI.
- XXI. No Third-Party Beneficiaries: Nothing express or implied in the terms and conditions of this Exhibit is intended to confer, nor shall anything herein confer, upon any person other than CDPH or Contractor and their respective successors or assignees, any rights, remedies, obligations or liabilities whatsoever.
- XXII. Interpretation: The terms and conditions in this Exhibit shall be interpreted as broadly as necessary to implement and comply with regulations and applicable State laws. The parties agree that any ambiguity in the terms and conditions of this Exhibit shall be resolved in favor of a meaning that complies and is consistent with Federal and State regulations.
- XXIII. Survival: The respective rights and obligations of Contractor under Sections VI, VII and XI of this Exhibit shall survive the termination or expiration of the agreement between Contractor and CDPH.

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

Attachment 1
Contractor Data Security Standards

1. General Security Controls

- a. **Confidentiality Statement.** All persons that will be working with CDPH PCI must sign a confidentiality statement. The statement must include at a minimum, General Use, Security and Privacy safeguards, Unacceptable Use, and Enforcement Policies. The statement must be signed by the workforce member prior to access to CDPH PCI. The statement must be renewed annually. The Contractor shall retain each person's written confidentiality statement for CDPH inspection for a period of three (3) years following contract termination.
- b. **Background check.** Before a member of the Contractor's workforce may access CDPH PCI, Contractor must conduct a thorough background check of that worker and evaluate the results to assure that there is no indication that the worker may present a risk for theft of confidential data. The Contractor shall retain each workforce member's background check documentation for a period of three (3) years following contract termination.
- c. **Workstation/Laptop encryption.** All workstations and laptops that process and/or store CDPH PCI must be encrypted using a FIPS 140-2 certified algorithm, such as Advanced Encryption Standard (AES), with a 128bit key or higher. The encryption solution must be full disk unless approved by the CDPH Information Security Office.
- d. **Server Security.** Servers containing unencrypted CDPH PCI must have sufficient administrative, physical, and technical controls in place to protect that data, based upon a risk assessment/system security review.
- e. **Minimum Necessary.** Only the minimum necessary amount of CDPH PCI required to perform necessary business functions may be copied, downloaded, or exported.
- f. **Removable media devices.** All electronic files that contain CDPH PCI data must be encrypted when stored on any removable media or portable device (i.e. USB thumb drives, floppies, CD/DVD, Blackberry, backup tapes etc.). Must be encrypted using a FIPS 140-2 certified algorithm, such as Advanced Encryption Standard (AES), with a 128bit key or higher
- g. **Antivirus software.** All workstations, laptops and other systems that process and/or store CDPH PCI must install and actively use comprehensive anti-virus software solution with automatic updates scheduled at least daily.
- h. **Patch Management.** All workstations, laptops and other systems that process and/or store CDPH PCI must have security patches applied, with system reboot if necessary. There must be a documented patch management process which determines installation timeframe based on risk assessment and vendor recommendations. At a maximum, all applicable patches must be installed within 30 days of vendor release.
- i. **User IDs and Password Controls.** All users must be issued a unique user name for accessing CDPH PCI. Username must be promptly disabled, deleted, or the password changed upon the transfer or termination of an employee with knowledge of the password. Passwords are not to be shared. Must be at least eight characters. Must be a non-dictionary word. Must not be stored in readable format on the computer. Must be changed every 60 days. Must be changed if revealed

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

or compromised. Must be composed of characters from at least three of the following four groups from the standard keyboard:

- Upper case letters (A-Z)
- Lower case letters (a-z)
- Arabic numerals (0-9)
- Non-alphanumeric characters (punctuation symbols)

- j. **Data Sanitization.** All CDPH PCI must be sanitized using NIST Special Publication 800-88 standard methods for data sanitization when the CDPH PSCI is no longer needed.

2. System Security Controls

- A. **System Timeout.** The system must provide an automatic timeout, requiring re-authentication of the user session after no more than 20 minutes of inactivity.
- B. **Warning Banners.** All systems containing CDPH PCI must display a warning banner stating that data is confidential, systems are logged, and system use is for business purposes only. User must be directed to log off the system if they do not agree with these requirements.
- C. **System Logging.** The system must maintain an automated audit trail which can identify the user or system process which initiates a request for CDPH PCI, or which alters CDPH PCI. The audit trail must be date and time stamped, must log both successful and failed accesses, must be read only, and must be restricted to authorized users. If CDPH PCI is stored in a database, database logging functionality must be enabled. Audit trail data must be archived for at least 3 years after occurrence.
- D. **Access Controls.** The system must use role based access controls for all user authentications, enforcing the principle of least privilege.
- E. **Transmission encryption.** All data transmissions of CDPH PCI outside the secure internal network must be encrypted using a FIPS 140-2 certified algorithm, such as Advanced Encryption Standard (AES), with a 128bit key or higher. Encryption can be end to end at the network level, or the data files containing CDPH PCI can be encrypted. This requirement pertains to any type of CDPH PCI in motion such as website access, file transfer, and E-Mail.
- F. **Intrusion Detection.** All systems involved in accessing, holding, transporting, and protecting CDPH PCI that are accessible via the Internet must be protected by a comprehensive intrusion detection and prevention solution.

3. Audit Controls

- A. **System Security Review.** All systems processing and/or storing CDPH PCI must have at least an annual system risk assessment/security review which provides assurance that administrative, physical, and technical controls are functioning effectively and providing adequate levels of protection. Reviews shall include vulnerability scanning tools.
- B. **Log Reviews.** All systems processing and/or storing CDPH PCI must have a routine procedure in place to review system logs for unauthorized access.

Information Privacy and Security Requirements
(For Non-HIPAA/HITECH Act Contracts)

- C. **Change Control.** All systems processing and/or storing CDPH PCI must have a documented change control procedure that ensures separation of duties and protects the confidentiality, integrity and availability of data.

4. Business Continuity / Disaster Recovery Controls

- a. **Disaster Recovery.** Contractor must establish a documented plan to enable continuation of critical business processes and protection of the security of electronic CDPH PCI in the event of an emergency. Emergency means any circumstance or situation that causes normal computer operations to become unavailable for use in performing the work required under this agreement for more than 24 hours.
- b. **Data Backup Plan.** Contractor must have established documented procedures to backup CDPH PCI to maintain retrievable exact copies of CDPH PCI. The plan must include a regular schedule for making backups, storing backups offsite, an inventory of backup media, and the amount of time to restore CDPH PCI should it be lost. At a minimum, the schedule must be a weekly full backup and monthly offsite storage of CDPH data.

5. Paper Document Controls

- A. **Supervision of Data.** CDPH PCI in paper form shall not be left unattended at any time, unless it is locked in a file cabinet, file room, desk or office. Unattended means that information is not being observed by an employee authorized to access the information. CDPH PCI in paper form shall not be left unattended at any time in vehicles or planes and shall not be checked in baggage on commercial airplanes.
- B. **Escorting Visitors.** Visitors to areas where CDPH PCI is contained shall be escorted and CDPH PHI shall be kept out of sight while visitors are in the area.
- C. **Confidential Destruction.** CDPH PCI must be disposed of through confidential means, using NIST Special Publication 800-88 standard methods for data sanitization when the CDPH PSCI is no longer needed.
- D. **Removal of Data.** CDPH PCI must not be removed from the premises of the Contractor except with express written permission of CDPH.
- E. **Faxing.** Faxes containing CDPH PCI shall not be left unattended and fax machines shall be in secure areas. Faxes shall contain a confidentiality statement notifying persons receiving faxes in error to destroy them. Fax numbers shall be verified with the intended recipient before sending.
- F. **Mailing.** CDPH PCI shall only be mailed using secure methods. Large volume mailings of CDPH PHI shall be by a secure, bonded courier with signature required on receipt. Disks and other transportable media sent through the mail must be encrypted with a CDPH approved solution, such as a solution using a vendor product specified on the CSSI.

Program Appendices

**SNAP-Ed Target Audience(s)
by Designated Market Area**

Appendix 1

Designated Market Area (bold and *)	# FSP Participants - October, 2009 ¹	Estimate of Total # of People in DMA ²	Estimate of # Income Eligible for FSP (<130% FPL) ²	% Income Eligible for FSP (<130% FPL) ²	Estimate of # SNAP-Ed Eligible (<185% FPL) ²	% Eligible for SNAP-Ed (<185% FPL) ²
Bakersfield*	115,868	630,771	183,234	29.0%	269,415	42.7%
Kern	115,868	630,771	183,234	29.0%	269,415	42.7%
Chico*	55,174	451,593	112,643	24.9%	167,953	37.2%
Butte	23,706	197,816	53,296	26.9%	76,871	38.9%
Glenn	2,918	26,056	7,091	27.2%	11,413	43.8%
Tehama	7,828	55,088	13,715	24.9%	20,777	37.7%
Shasta	19,443	159,917	35,126	22.0%	53,750	33.6%
Trinity	1,279	12,716	3,415	26.9%	5,142	40.4%
Eureka*	17,130	146,793	40,084	27.3%	58,109	39.6%
Humboldt	12,501	123,167	33,027	26.8%	48,353	39.3%
Del Norte	4,629	23,626	7,057	29.9%	9,756	41.3%
Fresno*	347,959	1,593,324	502,466	31.5%	724,392	45.5%
Fresno	177,066	782,294	247,805	31.7%	354,140	45.3%
Kings	17,836	109,207	30,641	28.1%	47,720	43.7%
Tulare	89,895	362,142	122,617	33.9%	174,537	48.2%
Madera	19,636	114,795	34,457	30.0%	50,055	43.6%
Mariposa	1,139	16,834	3,753	22.3%	5,682	33.8%
Merced	42,387	208,052	63,193	30.4%	92,258	44.3%
Imperial County*	27,521	131,459	43,093	32.8%	63,707	48.5%
Imperial	27,521	131,459	43,093	32.8%	63,707	48.5%
Los Angeles*	1,289,866	14,575,869	2,885,244	19.8%	4,753,461	32.6%
Los Angeles	839,589	9,349,771	2,343,078	25.1%	3,484,611	37.3%
Ventura	50,859	742,195	102,376	13.8%	167	22.5%
Orange	137,982	2,803,533	428,704	15.3%	689,491	24.6%
San Bernardino	259,969	1,662,617	7,832	14.9%	573,810	34.5%
Inyo	1,467	17,753	3,254	18.3%	5,382	30.3%
Monterey*	48,636	682,873	127,285	18.6%	202,952	29.7%
Monterey	27,522	382,680	77,940	20.4%	124,543	32.5%
Santa Cruz	16,060	247,530	41,513	16.8%	65,454	26.4%
San Benito	5,054	52,663	7,832	14.9%	12,955	24.6%
Palm Springs*	183,871	1,511,153	308,746	20.4%	485,146	32.1%
Riverside	183,871	1,511,153	308,746	20.4%	485,146	32.1%
Sacramento*	412,940	3,520,609	664,019	18.9%	1,017,771	28.9%
Sacramento	166,243	1,201,917	234,676	19.5%	353,459	29.4%
San Joaquin	77,728	547,298	131,109	24.0%	192,576	35.2%
Stanislaus	65,013	440,454	101,032	22.9%	155,244	35.2%
Tuolumne	4,951	49,757	8,588	17.3%	13,156	26.4%
Calaveras	3,538	39,908	6,733	16.9%	10,767	27.0%
Amador	2,143	30,462	4,032	13.2%	6,730	22.1%
El Dorado	7,630	154,981	16,924	10.9%	28,894	18.6%
Placer	13,033	245,680	21,065	8.6%	36,742	15.0%
Nevada	4,380	90,922	11,095	12.2%	19,159	21.1%
Sierra	218	3,515	626	17.8%	1,009	28.7%
Plumas	1,016	20,571	3,762	18.3%	5,923	28.8%
Yuba	11,324	58,696	17,707	30.2%	26,660	45.4%
Sutter	9,189	77,420	17,401	22.5%	27,428	35.4%
Colusa	1,473	18,446	4,578	24.8%	7,459	40.4%
Yolo	13,080	162,151	39,142	24.1%	55,916	34.5%
Solano	31,981	378,431	45,549	12.0%	76,649	20.3%
San Diego*	153,140	2,722,408	486,974	17.9%	765,983	28.1%
San Diego	153,140	2,722,408	486,974	17.9%	765,983	28.1%
San Francisco*	333,831	6,425,151	793,372	12.3%	1,235,594	19.2%
San Francisco	39,032	765,356	122,387	16.0%	183,897	24.0%
San Mateo	15,444	697,649	60,246	8.6%	100,149	14.4%
Santa Clara	82,471	1,653,531	171,552	10.4%	271,103	16.4%
Alameda	93,462	1,419,998	211,920	14.9%	316,590	22.3%
Contra Costa	51,029	938,310	101,456	10.8%	160,784	17.1%
Napa	4,686	119,585	14,675	12.3%	24,909	20.8%
Marin	6,875	237,535	21,917	9.2%	34,169	14.4%
Sonoma	22,707	451,145	54,086	12.0%	90,876	20.1%
Lake	7,662	57,306	15,571	27.2%	23,307	40.7%
Mendocino	10,463	84,736	19,562	23.1%	29,810	35.2%
Santa Barbara*	38,351	616,472	121,148	19.7%	184,042	29.9%
San Luis Obispo	12,840	231,960	42,430	18.3%	63,706	27.5%
Santa Barbara	25,511	384,512	78,718	20.5%	120,336	31.3%
Total DMA's	3,024,287					

¹Number of people in federal and state Food Stamp Program (FSP) households during the month. California Department of Social Services. Source: Food Stamp Program Participation and Benefit Issuance Report, October 2009 (DFA 256) <http://www.cdss.ca.gov/research/res/pdf/DFA256/2009/DFA256Oct09.xls>

²Source: US Census, 2000

Our Playbook For A Strong Brand



Branding Guidelines Manual

February 2009





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TO: *Network for a Healthy California Contractors*

Healthy, active lifestyles were once part of the "brand" that drew millions to make our state their home. Over time, however, that California lifestyle eroded to little more than perception. The statistics for unhealthy eating, sedentary lifestyles, and obesity rates reveal why more than \$28 billion goes annually in California to related health care and lost productivity.

Our goal at the *Network* is to *reform the norm* which accepts the conditions that cause overweight, obesity, and sedentary lifestyles and replace it with a norm that expects fresh, healthy food and active living. We must focus on eliminating the disparities that place low-income California families at greater risk of so many chronic diseases, and empowering them to make healthy choices.

The task of reforming food and physical activity norms is huge! All segments of society must help. As a mosaic of diverse organizations working on multiple levels, the *Network* can be a focal point for change. We can stitch together the education, marketing, environmental and organizational shifts that together create the fabric of normative change.

In 2007, more than 40,000 individuals affiliated with the *Network* conducted interventions at nearly 10,000 sites. These are impressive numbers by any standard. And on the ground, each of us can see glimmers of the change that the *Network* is helping to create. But presented in a unified, single-minded movement under the umbrella of the *Network's* brand attributes of empowerment, champions, and change agents, the scenario transcends impressive to become powerful. At its core, this is what brand-building is all about. To take these changes to-scale, we must use the power of branding as a tool to unify our efforts, communicate our hope, overcome fragmentation, and magnify our impact.

I urge you to embrace this Branding Guidelines Manual to help us all build the *Network for a Healthy California* into a highly recognizable brand that stands for improving the health of low-income California families and reforming the prevailing toxic norms that lead to chronic diseases. Each of us has a role to play in making the brand successful. Collectively, we are Champions for Change. Take ownership of the brand in your own organization, represent it well, and continue to spread the power of the message of healthy change.

Sincerely,

Susan B. Foerster, MPH, RD, Chief
Network for a Healthy California

Table of Contents

The Importance of Our New Brand

- 4 Overview
- 5 Our Brand Architecture
- 8 Brand Examples

How to Use Our New Brand

- 9 Copy Personality
- 11 Copy Readability
- 12 Basic Layout Elements
- 13 Logo Usage
- 17 *Network* Color Palette
- 19 Imagery
- 21 Electronic Formats
- 22 Typography
- 23 Naming Structure
- 24 Acknowledgements/Funding Statements

WHO SHOULD USE THIS MANUAL

All Directors, Designers, Agency Heads, Web Masters – anyone who has supervisory, design, or production responsibilities over the materials being developed and supported by the *Network for a Healthy California*.

HOW TO USE THIS MANUAL

Please read the entire Manual before you start applying our new design to any specific program. This will help you develop your own intuition of “right” and “wrong.” Then depending on the specific application, you should be able to find an appropriate example in this Manual. Should an exact match not be found, contact state-level staff.

Overview

Introduction

Introducing *Network for a Healthy California*, Champions for Change – the culmination of a year-long review of our strategic purpose throughout the State of California and the people we serve every day. Our new name and brand design captures all that we represent – empowerment, agents for change, and champions.

Why Brands are Important

Brands are the sum of all the benefits – both tangible and intangible – associated with a specific product or service. And as well-supported brands age, they become much more than the benefits they deliver. They become a promise and a commitment that creates an expectation of excellence. Over time, that brand promise becomes the most valuable asset for that product or service.

Importantly, the simple use of a brand logo does not in itself create a brand. While hundreds of logos exist that are virtually inseparable from the product or service they represent, it is only through a thoughtful and concerted effort that these brands achieved the desired end result. A brand must be well designed, broadly supported, and used consistently to achieve success.

The Role of Design in Branding

Strong brands are the merger of strategy and art. Words alone are not enough. When branding design is done well, it not only communicates the brand's promise, but also captures its warmth, heart, and vision. Our new brand design captures what we're about, what we stand for, and the people we serve.

Why Consistency is Important

Well-designed and consistently delivered brands build equity and create value. Brands that are inconsistently applied or incorrectly used undermine their equity and erode their promise. But when brands are consistently applied, they reinvest in themselves and deposit value into their account. It is critical that any branding efforts we do be consistent and supportive of our growing brand equity.

People will come to know the *Network for a Healthy California (Network)*, Champions for Change through a range of contact and touch points: interactions between us and our colleagues; interactions between us and the populations we serve; advertising; direct mail; online; telephone; printed collateral; and through the media. The more we correctly and consistently support our brand across all touch points, the more it will grow in value and reinforce our commitment to excellence and our ongoing commitment to helping Californians live healthier lives.

Our Brand Architecture

A well-constructed brand is built upon a solid foundation, supported by pillars, and holds aloft an over-arching roof. Our brand is built the same way.

Ultimately, our foundation is the people we serve every day. We help them become their own champions for change to live healthier, more fulfilling lives.



Our pillars represent the four essential goals the *Network* is striving toward. They are:

- Increasing Fruit and Vegetable Consumption
- Increasing Physical Activity Levels
- Increasing Food Security
- Preventing Diet-related Chronic Diseases

Our roof is in two parts – Our Name and our Brand Character.

Our Brand Architecture

Relevance of Our New Name

Our name, the *Network for a Healthy California*, is the realization of our passions and vision. It is about helping our fellow Californians. It is also about setting goals, and then achieving them.

Until May 2007, we were known as *California 5 a Day* and the *California Nutrition Network for Healthy, Active, Families (California Nutrition Network)*. For 19 years, *California 5 a Day* set the standard for encouraging people of all ages to increase consumption of fruits and vegetables, and we can proudly claim the brand was adopted nationally and globally as a model for success. The *California Nutrition Network* existed for 10 years, and grew to be a formidable influence in the fight for better nutrition.

But the *Network* collectively does so much more than fight for better nutrition. And so when the U.S. Department of Agriculture voided 5 a Day language following the 2005 Dietary Guidelines that recommended a near doubling of fruit and vegetable consumption, the opportunity emerged to “reinvent” the *Network* to better reflect all that we do.

We’re about nutrition (fruits and vegetables), physical activity, food security, and chronic disease prevention. By expanding our name to reflect all that we do, it provides us a larger canvas upon which we can create and do more than ever before.

Meaning of Our New Name

There is great equity in our being “a network.” A network is a series of connections, which we are making every day as individuals working with other individuals, and as groups working together to “reform the norm” that has replaced the image of healthy Californians with the growing acceptance of overweight, obesity, and sedentary lifestyles that can lead to chronic diseases.

Collectively, the *Network* is a powerful force in the lives of Californians, particularly those with low income, linked by a common desire to make a difference through the promotion of a healthier lifestyle.

Our Brand Architecture

Our Brand Character

Our brand character is fundamentally defined by:

- **Empowerment** – We embrace the process of increasing the capacity of individuals, organizations, and communities to make choices and then transforming those choices into assets that make increased fruit and vegetable consumption and increased physical activity easy choices.
- **Champions** – We work tirelessly on behalf of Californians, particularly those with low incomes, to make sure their voices are heard and needs are addressed. And, importantly, we are reciprocated by uncounted numbers of Champion Moms, Champion Dads, Champion Teachers, Champion Doctors, etc. joining the call for healthier lifestyles.
- **Change Agents** – We will always seek innovative means to create more desirable ends for the people we serve, the environment they live in, and the systems that support them.

Supporting Our Brand

Our new brand supports the entire brand architecture for the *Network for a Healthy California* through its simple-to-use graphical layout. By using the guidelines in this Manual for color, fonts, and imagery for all campaigns, programs and initiatives, they will be distinguishable as part of our umbrella.

The language and tonality we use to communicate our messaging will also have a significant bearing on how our brand will come to life.

With consistent visual cues and tonality, the consumer and all those associated with the *Network* will easily associate our campaigns, programs, and initiatives, thus creating a unified brand presence for the *Network for a Healthy California*.

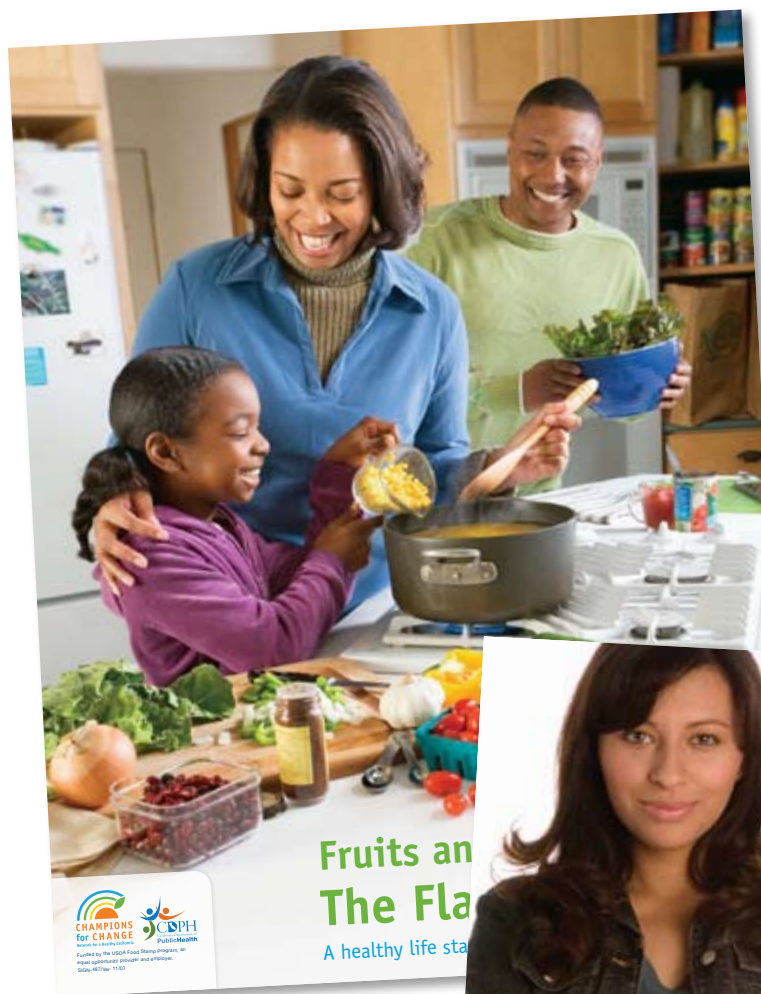
Our New Network Logo

Our new logo was designed to represent California, our *Network*, and growth. The sun represents us – all Californians. Radiating out is our multi-faceted *Network* with each ring representing one of our four commitments: Fruits and Vegetables, Physical Activity, Food Security, and Chronic Disease Prevention. The leaf represents all the wonderful growth and success we create.

Our new logo is an important element and expression of our new brand. So, prominently display our new logo in all that you do – as a reminder to ourselves and as a sign of commitment to those we serve.



Brand Examples



This Branding Guidelines Manual was created to provide our diverse organization with the tools and information necessary to create and promote materials that are unified and consistent, that build up our brand, and reinforce our message. The following examples illustrate the beginnings of what our brand represents. With consistent and continued use, the *Network for a Healthy California* will become a highly recognizable brand that stands for improving the health of California families.



Copy Personality

Our design will be applied to a variety of materials including collateral, posters, tee shirts, direct mail, cooperative advertising, Web sites, reinforcement items, you name it. That's why having all these elements accurately link back to the *Network for a Healthy California* is critical and why correctly applying our new brand is so important. It pulls everything together and creates a unified impression of who we are and what we do.

This section outlines the acceptable ways to apply our new brand onto the programs and materials you deliver in your area. Please carefully review this section and use these guidelines.

Tonality

It's not just what we say, but how we say it. The *Network for a Healthy California* is not a passive organization. We are about empowerment. We actively create the change we want to see in the world. In order to communicate this passion, our tone must reflect it. Here are some guidelines to follow for consumer-directed messaging:

- When writing copy, letters or flyers for any initiative, lead with passion and vision. Support those statements with the facts. Do not lead with facts unless they are written in a style that showcases our Champions for Change point-of-view.
- Present the *Network for a Healthy California* as a "we" organization, not as an "I" organization. Be inclusive when writing materials. Avoid sounding exclusive, authoritative, or preferential.
- As many women in our focus groups tell us, "be real." Emote confidence and a "you can do it" attitude without being preachy. Be inspirational, but leave off the sugar-coating.
- When writing for or about Champion Moms, think about the moms featured in the Ownership TV campaign. They would describe themselves and what they are doing in the following words:
 - It's not easy, but we want the best for our families
 - We're in control
 - I can do something to help the people I love
 - Together we can
 - If I can do it, so can you
- For low-income audiences, be mindful of the target's reading capability. *Network* materials should be written for a 5th grade literacy level.

Copy Personality

Appropriate copy personality example

Be a Champion for Change in Your Kitchen



You can become a Champion for Change for your family by making meals and snacks packed with plenty of fruits and vegetables and making sure your family is physically active every day.

Eating the right amount of fruits and vegetables as part of a lowfat, high fiber diet may lower your risk of serious problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer. The amount of fruits and vegetables that is right for you depends on your age, gender, and physical activity level. View the *Recommended Cups of Fruits and Vegetables* chart on pages 4 and 5 to find out how many cups of fruits and vegetables each person in your family needs.

Don't forget to be active, too! Being physically active gives you more energy. It helps lower stress. And, it helps you keep a healthy body weight. To take care of your health and lower the risk of serious health problems, you need at least 30 minutes of moderate-intensity physical activity every day (like dancing, walking, or doing yard work). Children need at least 60 minutes of physical activity every day.

Start using these low-cost, easy-to-make recipes today to keep your family healthy and happy!

For more information about the *Network for a Healthy California*, call 1-888-328-3483 or visit us at www.cachampionsforchange.net.

Low-literacy Tips

Consumer-targeted *Network* materials should be written at a 5th grade reading level. To write text at this level you must keep in mind the capacity of our low-income target audience to understand the information and make appropriate decisions related to their health. The following are quick tips for writing low-literacy materials.

- Use short, simple words and sentences.
- Use active voice and conversational style.
- Use correct grammar, punctuation, and spelling.
- Avoid jargon.
- Order main points in a logical manner.
- Make sub-points clearly correspond to the main point.
- Use bulleted lists and numbered steps to make information visually accessible.

Readability Test

There are many ways to assess the reading level of materials. The *Network* uses the Flesch-Kincaid Readability Test in Microsoft Word® (Word). To display readability statistics using Word follow these steps:

1. In the **Tools** menu, click **Options**, and then click the **Spelling & Grammar** tab.
2. Check the **Check Grammar with Spelling** and **Show Readability Statistics** check boxes.
3. Select **OK**.
4. When you are ready to check your document, click on the Tools menu and then click **Spelling & Grammar**. Word will then check your document and display the readability statistics.

The result should be at or below a grade level of 5.0. If the result is higher, refer to the tips above and modify the copy accordingly.

Basic Layout Elements

There are two main thematic elements that are universally applied to all *Network* publications that help punctuate the message and the imagery to the viewer — white space and an organic flow. White space means having roughly 20%-50% of the page not occupied by words or images. When possible, include at least one photo (or graphic element) per spread. White space allows the photo to be the hero. If the image is a knock-out photo, it creates an organic flow because of its shape. If the image is a square-edged photo (or a chart), consider having the photo bleed off the page, or go partially into a column, which causes the text to wrap around it creating a flow around a normally static shape.

White space example

Organic flow example

ENJOYING MORE FRUITS AND VEGETABLES AT WORK

- Snack on raisins and other dried fruits for something sweet instead of candy.
- Put extra lettuce, tomato, and other vegetables in your sandwich.
- Add a piece of fruit to your lunch. Try a nectarine or grapes.
- Bring fruit and vegetable dishes to office parties and potlucks.

ORDERING MORE FRUITS AND VEGETABLES WHEN EATING OUT

- Choose pizza with three or more vegetable toppings like bell peppers, onions, and mushrooms.
- Order taco salads with lots of tomatoes, beans, avocado, and cabbage.
- Go for a crisp garden salad with a little lowfat salad dressing or fresh fruit instead of French fries.



Planning Your Fruit and Vegetable Store Tour

To be successful, effective planning is crucial. You will be responsible for securing a date, time, tour group, store tour activities, and confirming the final details of the store tour with your retail contact. To help you stay on track with your planning efforts, you may also use the *Fruit and Vegetable Store Tour Planning Checklist* provided in Appendix B.

SECURING A DATE AND TIME

Before selecting a date and time, you will have to arrange your tour group. The total number of people you can take on a tour may vary according to the size of the store. Confirm with the retailer that the size of your group is acceptable at the store location you've selected.

If you are planning a store tour for a group of adults:

- Select a time and date that is convenient for your group of adults. If this group meets regularly as part of a series of nutrition classes, it is best to hold the tour at the same time and day they normally meet. While slow times and days of the week are optimal times for a store tour, you'll need to find a compromise between the times that your adult group is available and when your retail partner will allow a tour.
- When securing a date, avoid major holiday shopping days, such as before Christmas or Thanksgiving, when customers may be in a hurry and your presence may be a burden to retail staff.

If you are planning a tour for a school group:

- Ideal times for a class tour tend to be from 10:00 am to 2:00 pm on Monday or Tuesday because these are usually the slowest times and days of the week for a grocery store. Always confirm if these general guidelines hold true for your retail partner.
- Check with the school you are working with to pick a day that does not interfere with other school activities or holidays.

If you are planning a store tour for your retail partner's customers:

- Talk with your retailer about who they are trying to serve (weekend shoppers, evening shoppers, etc.) and which times would be the best to host a tour without obstructing too much foot traffic.
- Arrange fruit and vegetable store tours during the prime dates to reach Food Stamp participating families (i.e., the first week of the month).

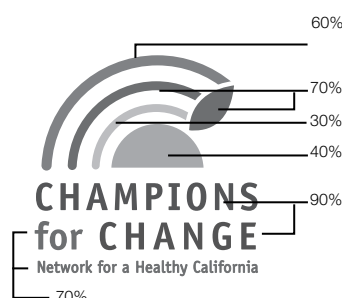
Once the dates are confirmed, follow-up in writing. This ensures both you and your retail contact understand what will be provided and when.



Correct Logo Usage

Our logo should be displayed prominently on the front cover of all printed material and on the face of all nutrition education reinforcement items (NERI) produced and/or distributed by the *Network for a Healthy California*. This treatment introduces the *Network* as the organization responsible for providing the message.

Whenever possible, the logo should appear in full color on a white background. When necessary, the logo can be produced in grayscale or 100% black. The full color logo can be placed on a 100% black background.



Prominent display of logo

If it is necessary to place the logo on top of a color background, the logo should be black or reversed to white. Use discretion with the yellow background, as the logo is more difficult to read.



Logo Usage

Incorrect Logo Usage

The logo should not be used in a single tone or color.



Do not separate the elements of the logo in any way.



Do not stretch or alter the shape of the logo.



Do not place the logo on a photograph or busy background.



Do not change the colors of the logo elements.



Do not rotate the logo in any direction.



Do not use a drop shadow on the logo. If readability is an issue, use the full black or white logo.

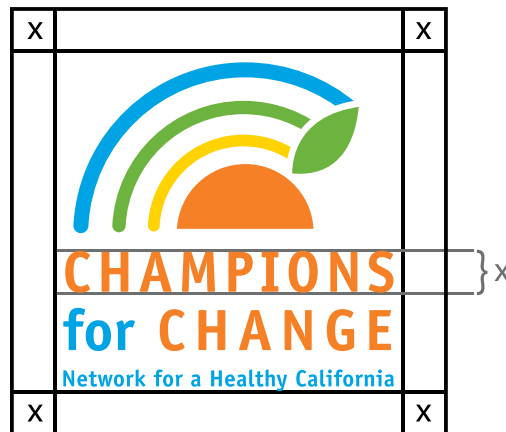


Do not use borders, lines, or boxes around the logo.



Protected Area

The protected area of the logo is proportionate to the height of the word 'champions' in any given size. Surrounding elements must never be placed less than the distance of the height of the word 'champions.'



Maintaining Proportions

The logo proportions should be maintained in all instances. When resizing the logo using Microsoft Word® and any other Microsoft® program, click on the logo image so that the sizing handles are in view. Drag out one of the corner sizing handles to increase or decrease the size. Do NOT use the side or top and bottom handles as these will stretch the logo vertically or horizontally out of proportion.

Minimum Size

The minimum size of the logo is 0.75 inches for all printed materials. The logo must not be used smaller than this size as it impedes legibility of the logotype.

For NERI items that have very small imprint areas, the "Network for a Healthy California" can be removed from the logo. If there is room somewhere on the material to add the full Network name in text it is preferred. This option requires prior approval from a state-level Program Manager. This logo exception does NOT apply to print materials.



Usage Across Different Mediums

When converting the logo to be used in such mediums as Web, television and animation, the integrity of colors and shapes should be preserved. This is best achieved by using the source files (EPS or Illustrator) so that the logo can be scaled without loss of quality. The logo should be optimized for Web use in the format of .gif, .jpg or .png.

Logo Usage

Usage in Conjunction with Other Organization Logos and Designs

If the material is a publication of the *Network for a Healthy California*, the logo should appear prominently on the front cover to act as an introduction to the piece. All subsequent logos should be placed on the back cover, acting as the stamp of approval or co-branded partner in support. This allows for clarity in presenting which organization is responsible for delivering the message.

All co-branded and partner logos should appear equally in weight and have appropriate spacing.



Front cover with the *Network* logo prominent.



Acknowledgements page with co-branded partner logos.

When the logo is to be used side-by-side with other logos, it should appear in full color when possible. Equal weight and positioning should be maintained. Please see previous page for active logo area.



Network Color Palette

The *Network* color palette includes four primary colors which were selected because they represent California; healthy green, the blue sky, golden yellow, and the orange sun. In addition to the primary palette, the *Network* has five complementary colors that round out the full range of the palette. At least one primary color should be used in ALL *Network* materials. Consistent use of the primary color palette across all *Network* materials will help build equity and recognition of the brand.

Primary Colors

			
PMS 369 U	PMS 2995 U	PMS 158 U	PMS 116 U
C:59 M:0 Y:100 K:7 R:108 G:179 B:63	C:90 M:11 Y:0 K:0 R:0 G:164 B:228	C:0 M:61 Y:97 K:0 R:245 G:128 B:37	C:0 M:16 Y:100 K:0 R:255 G:210 B:0

				
PMS 484 U	PMS 255 U	PMS 2955 U	PMS 364 U	BLACK
C:0 M:95 Y:100 K:29 R:179 G:35 B:23	C:51 M:100 Y:0 K:25 R:115 G:20 B:114	C:100 M:45 Y:0 K:37 R:0 G:82 B:136	C:65 M:0 Y:100 K:42 R:56 G:124 B:43	

Worksite

Professional Printing

PMS colors should be used if applicable to budget; otherwise the appropriate CMYK equivalents should be utilized.

PMS stands for Pantone Matching System, which is an internationally standardized system for achieving consistent color in offset printing. The number on the chip corresponds to a recipe each printer has for that color.

CMYK stands for Cyan, Magenta, Yellow, and Black, also known as “4-color process.” These colors, used in varying densities (screens) and overlapping, are what create the color photos you see in printing.

RGB stands for Red, Blue, and Green, which apply to the light transmitted color of a monitor and is relevant to Internet-oriented materials.

The CMYK-4 color process system can create flat color areas which resemble the PMS colors. However, CMYK or RGB will not match the PMS exactly. When an exact match is needed, print your materials using PMS colors.

Network Color Palette

Consumer and Intermediary Materials

Choose one primary color as the dominant color (see note below) that will be used for cover titles and headlines for your project along with one to three complementary colors from the full palette for use in subheads and graphical elements such as color blocks, tables, and pull quote boxes. These complementary colors enhance and accent the primary color choice. The full palette can be used for other style accents as needed.

Non-Consumer Materials

Material that is targeted to administrators, employers, business leaders, and other non-consumer audiences require a more conservative and professional look that the vibrant colors from the primary color palette do not offer. For these materials, choose a dominant color that is not part of the primary color family. All other guidelines listed above apply.

Note: Yellow (PMS116) type should not be used as a dominant color on a white background because it may be hard to read.

Use of appropriate primary color

Use of appropriate complementary colors

How Many Cups Do I Need?

LEARNING OBJECTIVES

By the end of the lesson, participants will be able to:

- Identify the recommended cups of fruits and vegetables they should eat each day for good health.
- Recognize how different quantities of fruits and vegetables add up to the recommended daily amount.
- Recognize the role that fruits and vegetables play in reducing their risk of certain chronic diseases.
- Recognize fruit and vegetable consumption as an important element of a healthy lifestyle.
- Use the Fruit and Vegetable Scoreboard handout to track their progress toward meeting their recommended cups of fruits and vegetables.

MATERIALS

- The Recommended Cups of Fruits and Vegetables for Adults handout (p. H-1)
- The What's in a Cup? handout (p. H-2)
- The Health Benefits of Eating Fruits and Vegetables handout (p. H-3)
- The Fruit and Vegetable Scoreboard handout (p. H-4)
- The Energize Your Body with Fruits and Vegetables! poster (English and Spanish)

PREPARATION

- Become familiar with the content of each handout prior to implementing the lesson. Photocopy the Recommended Cups of Fruits and Vegetables for Adults, What's in a Cup?, Health Benefits of Eating Fruits and Vegetables, and Fruit and Vegetable Scoreboard handouts for each participant.
- Distribute the English and Spanish Energize Your Body with Fruits and Vegetables! poster.

INSTRUCTIONS

- Distribute the Recommended Cups of Fruits and Vegetables for Adults handout to each participant.
- Review the handout with the class, and explain that adults should eat 3½ to 6½ cups of fruits and vegetables every day for good health. Also explain that the number of cups of fruits and vegetables that they need depends upon their age, gender, and physical activity level. For example, a 30-year-old woman who is physically active for 30 to 60 minutes each day should eat 2 cups of fruits and 2½ cups of vegetables every day.

3. Based on the handout information, ask participants the following questions:

- How many cups of fruits should you eat every day?
- How many cups of vegetables should you eat every day?
- How many total cups of fruits and vegetables should you eat every day?
- Does eating the recommended cups of fruits and vegetables sound easy or hard? Why?

4. Distribute the What's in a Cup? handout to participants. Review the information in the handout and explain that different quantities and types of fruits and vegetables can add up to the recommended 3½ to 6½ cups that adults need every day for good health. Point out that dried, frozen, 100% juice, canned, and fresh fruits and vegetables all count.

5. Introduce the Energize Your Body with Fruits and Vegetables! poster to demonstrate different amounts of fruits and vegetables using cupped hands. Have participants use the poster to answer the following questions:

- What does ½ cup of fruit look like?
- What does 1 cup of vegetables look like?

6. Ask the participants:

Now that you know what amounts are equal to 1 cup, ½ cup, and ¼ cup, does eating the recommended amount of fruits and vegetables every day seem easier or harder? Why?

Tips

- Demonstrate how to measure a variety of fresh, frozen, canned, or dried fruits and vegetables using cups and cupped hands.
- Visit the produce samples, or ask your local grocery store or farmers' market to donate them.
- Remember to handle food safely. To learn more about food safety, visit www.foodsafety.gov.

Distribute the Health Benefits of Eating Fruits and Vegetables handout to each participant. Review the information with the class, and have participants share their impressions.

8. Conclude the lesson by distributing the Fruit and Vegetable Scoreboard handout. Talk with participants about using the handout to keep track of their progress toward meeting the recommended cups of fruits and vegetables for a week. Direct their attention to the weekly goals section of the handout, and discuss with participants some helpful tips for meeting their stated goals. Talk with them about teaming up with a friend or family member to eat more fruits and vegetables. Mention how social support can make living a healthy lifestyle much easier.

Expansion Ideas

Photocopy and distribute the My Meal Plan handout (p. H-5) to participants. Have participants plan a day's worth of meals, snacks, and desserts using their recommended amount of fruits and vegetables as a guide. Ask them to share their meal and snack ideas with the group.

SECTION 1 • ADULT RECOMMENDATION LESSONS

The *Network* has developed an online resource called the *Communications Resource Library (Resource Library)*. This library includes images of empowering lifestyle photos, knock-out fruit, vegetable, and physical activity images, recipe photos, and line art, which can be used to punctuate and bring to life our message and reinforce our brand.

The *Resource Library* also includes other resources:

- *Network* related logos in all formats
- Graphic elements (wave and rainbow graphics)
- *Network* templates (letterhead, meeting agenda, news bulletins, press releases, flyers, recipe cards PowerPoint presentation, and a Web site template guide)

The *Resource Library* will be updated as new images, graphics or templates become available. The *Resource Library* can be accessed at www.networkforahealthycalifornia.net/Library (case sensitive).

Photography

Lifestyle photos are a signature element of our new brand. These images can be used in endless creative compositions and iterations, keeping the ideas of white space and organic flow in the forefront.

Whenever possible, use active lifestyle photos of everyday people that portray a sense of empowerment, healthy lifestyles, nutritious and affordable behaviors, as well as people engaging in physical activity. The photos used in *Network* materials should be ethnically diverse and culturally sensitive.

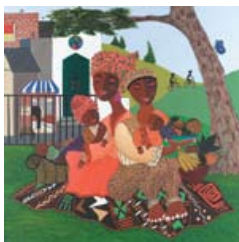
Take advantage of the full *Network* photography library and avoid overusing the same photos to ensure that your materials look fresh and new.



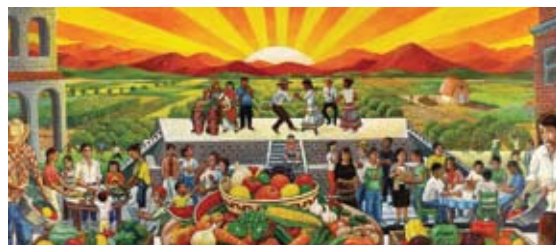
Imagery

Illustrations

The *Latino* and *African American Campaign* illustrations can be incorporated into *Campaign*-specific materials to continue to leverage the equity of these illustrations as well as to create tones of empowerment and pride within the community. These illustrations cannot be used as logos for the *Campaign*'s and should not be placed near the *Network* logo. Placement of these illustrations near the logo confuses the viewer, because they see the illustration as an additional logo.



African American Campaign
Afternoon in the Park



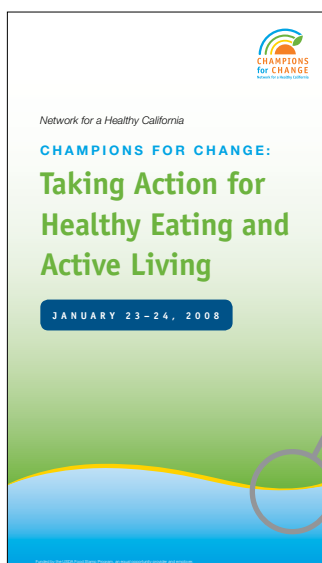
Latino Campaign Mural

Visual/Graphic Elements

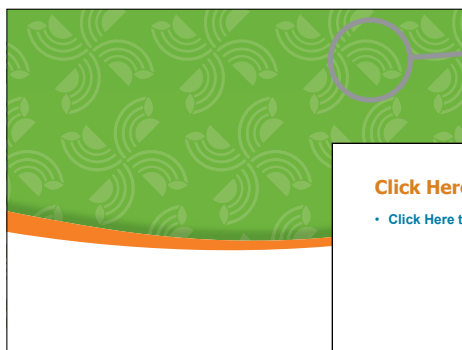
In addition to photography and illustrations, there are two other key visual elements which can be used to help build equity in our new brand as well as provide an opportunity for variety and visual interest from project to project.

The wave graphic represents movement, change, and energy. It symbolizes the healthy changes we are seeing everyday in our communities. Use this graphic element to bring an open organic feel to your materials. The graphical wave can bleed off the bottom of a page in any of the full pallet colors.

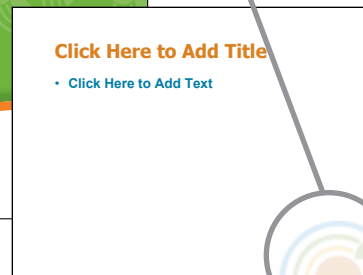
The rainbow graphic can be used as a subtle backdrop in many types of material to add visual interest. Use the white transparent rainbow graphic on a solid color background to add dramatic appeal or use the color transparent rainbow graphic on a white background in projects such as PowerPoint slides. Do not use this graphic in place of the *Network* logo or place the *Network* logo near the rainbow graphic.



Wave graphic



Rainbow graphic



Rainbow graphic

Electronic Formats

If you are producing a flyer, Web page, PowerPoint presentation, a printed publication, or any other document, you will find the appropriate electronic file format online in the *Resource Library* (www.networkforahealthycalifornia.net/Library).

Use the chart below to help you choose the correct file format for logos, images, illustrations, and graphics.

Rainbow Graphic indicates the recommended formats. 

USE	.EPS	.TIFF	.JPG	.GIF	.PNG
Print (by professional printer)					
Word Processing (Microsoft Word)					
PowerPoint					
Web					

File Format Notes:

.EPS is the most versatile graphic format available. You will not be able to open an .EPS file if you do not have a graphics program. A professional printer will have the appropriate software.

.TIFF files are generally used for high-resolution images (a high-resolution image is 300dpi or larger). It is possible for .TIFF files to be low-resolution and they can be black and white, gray-scale, or full color. Check the resolution of an image before you send it to get professionally printed.

.JPG files are not transparent. **Do not** place a .JPG file on a colored background or a box will appear around the logo.

.GIF files are transparent. Use a .GIF file to place a black or white logo on a colored background.

.PNG files are also transparent but are NOT recognized in Internet Explorer.

Typography

To simplify our efforts and provide strength to our message, we have selected the following fonts. Officina Sans lends credibility with a modern element to suggest growth and movement. Helvetica Neue is a classic font that is clean and easy to read. These typefaces bring a standard tone of professionalism and approachability.

Alternative Fonts

Officina Sans and Helvetica Neue are the official fonts that will appear in all materials produced by the *Network*. If you do not have access to these fonts, the use of the alternative fonts below is acceptable and encouraged.

Officina Sans ➡ Tahoma

Helvetica Neue ➡ Arial

Cover Titles & Headers

ITC Officina Sans Bold

Type size to be determined by project, but should not be smaller than 26pt
Primary Color choice

Sub-Headers

HELVETICA NEUE 75 BOLD

Use one of the complementary colors from the 2-3 options picked
Minimum size: 10pt. All Caps recommended.

Sub-Sub Headers

Helvetica Neue 75 Bold

Use a different complementary color from the 2-3 options picked
Minimum size: 10pt

Body Copy

Helvetica Neue 45 Light
Minimum size: 10pt; Black

Table & Sidebar Body Copy

Helvetica Neue 45 Light
Minimum size: 9pt

Pull Quotes

ITC Officina Sans Book or Helvetica Neue 45 Light
Minimum size: 12pt

Funding Statement

Helvetica Neue 55 Roman
Minimum size: 7pt

Naming Structure

Naming

Our name is the *Network for a Healthy California*. The benefit we deliver is embodied in our rallying cry tagline, “Champions for Change.” We are advocates. We are experts. In order to reinvest in ourselves and create an even stronger brand, we must adhere to strict naming protocols.

The *Network for a Healthy California* should be italicized. For proper grammar, “the” should precede *Network for a Healthy California*. Do not capitalize “the” except when it begins a new sentence. After establishing the full name in text, the *Network* may be used as an abbreviated form for *Network for a Healthy California* (*Network*).

Champions for Change can be used to describe us as a Network, as well as acknowledging those Californians who are inspiring and creating healthy changes in their households and communities. Champions for Change should not be used as our organization name.

Correct Usage

Network for a Healthy California
the *Network for a Healthy California*
Network (may be used only after the entire name has first been referenced)

Correct Spanish Usage

In text, *la Red para una California Saludable* should be used, abiding by the same adjective rule as outlined.

Following are the proper names for the *Network*’s established *Programs* and *Campaigns*. These titles replace *California 5 a Day*:

- *Network for a Healthy California—Children’s Power Play! Campaign*
- *Network for a Healthy California—Latino Campaign*
- *Network for a Healthy California—African American Campaign*
- *Network for a Healthy California—Retail Program*
- *Network for a Healthy California—Worksite Program*

INCORRECT USAGE

(Published Materials)

NHC
California Nutrition Network
network for healthy california
the network for a healthy california
Champions for Change
C4C
CFC

Following is the proper naming pattern for the *Regional Networks* (formerly known as *Regional Nutrition Networks*) as well as those organizations that choose to use the *Network for a Healthy California* as part of their name.

Region

Network for a Healthy California—Bay Area Region

Region plus Campaign/Program

Network for a Healthy California—Bay Area Region Latino Campaign

Local Incentive Awardee

Network for a Healthy California—Hawthorne Unified School District

Acknowledgements/Funding Statements

Network/USDA Acknowledgements

Newly developed and reprinted materials must have the appropriate acknowledgement/funding statement. Provided below are the *Network/USDA* acknowledgement statements and the corresponding materials that pertain to each. For materials not listed, please contact your state-level Program Manager for guidance on which statement is appropriate.

Complete version:

This material was produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

Spanish: Este material fue producido por la *Red para una California Saludable* del Departamento de Salud Pública de California, con fondos del *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Estas instituciones son proveedores y empleadores que ofrecen oportunidades equitativas. En California, los Cupones para Alimentos pueden ayudar a gente con bajos ingresos a comprar comida nutritiva para una mejor salud. Para información sobre los Cupones para Alimentos, llame al 877-847-3663. Para información nutricional, visite www.campeonesdelcambio.net.

The complete *Network/USDA* statement is required for longer and full length materials, including but not limited to:

- | | | |
|--|--|--|
| • Books | • Curricula | • Posters |
| • Brochures | • Guidebooks | • Print Advertisements |
| • Calendars | • Murals (may be provided on a separate plaque located near the mural) | • Registration Materials (e.g., forms, etc.) |
| • CD-ROMs | • Newsletters | • Videos/DVDs |
| • Compact Discs | • Newspaper Articles (including editorials) | • Web sites/ Web pages |
| • Conference Binders | • Periodical Articles | • Workbooks |
| • Cookbooks | | • Workshop Manual |
| • Corporate Identity Items (e.g., letterhead, folders, etc.) | | |

Instructional materials should include the acknowledgement on the cover, table of contents, reference/citation pages, and any stand-alone components.

Acknowledgements/Funding Statements

Network/USDA Acknowledgements

Space-limited version:

For important nutrition information, visit www.cachampionsforchange.net. For food stamp information, call 877-847-3663. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.

Spanish: Para información nutricional, visite www.campeonesdelcambio.net. Para información sobre los Cupones para Alimentos, llame al 877-847-3663. Financiado por el *Supplemental Nutrition Assistance Program* del Departamento de Agricultura de los Estados Unidos, un proveedor y empleador que ofrece oportunidades equitativas.

The space-limited *Network/USDA* statement may be used for shorter materials, including but not limited to:

- Agendas
- Brochures
- CD-ROMs
- Conference Binders
- Curricula
- Flyers
- Guidebooks
- Menu Slicks
- Newsletters
- Outdoor Boards
- Paid Commercials
- PowerPoint Presentations
- Radio Public Service Announcements
- Recipe Cards
- Television Public Service Announcements
- Videos/DVDs
- Workshop Manuals

Instructional materials should include the acknowledgement on the cover, table of contents, reference/citation pages, and any stand alone components.

Shortest version:

For food stamp information, call 877-847-3663. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.

Spanish: Para información sobre los Cupones para Alimentos, llame al 877-847-3663. Financiado por el *Supplemental Nutrition Assistance Program* del Departamento de Agricultura de los Estados Unidos, un proveedor y empleador que ofrece oportunidades equitativas.

The shortest version of the *Network/USDA* statement may be used for short materials, including but not limited to:

- Fact Sheets
- Flyers
- Recipe Cards
- Surveys
- Videos/DVDs Labels

Acknowledgements/Funding Statements

Network/USDA Acknowledgements

Press Releases, Media Alerts, and Press Kits:

The *Network for a Healthy California (Network)* is a public health effort working with hundreds of partners and organizations to empower low-income Californians to live healthier lives through good nutrition and physical activity. Funding is from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). For food stamp information, call 877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

La *Red para una California Saludable (Red)* es un esfuerzo de salud pública que trabaja con cientos de afiliados y organizaciones para capacitar a los californianos de bajos ingresos para vivir más saludablemente por medio de una buena nutrición y actividad física. Financiado por el *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Para información sobre los Cupones para Alimentos, llame al 877-847-3663. Para información nutricional, visite www.campeonesdelcambio.net.

Research Articles Published in Journals:

This [report or study] was conducted through the California Department of Public Health, *Network for a Healthy California*, and [funded or partially funded] by the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers.

Este [reporte o estudio] fue realizado a través de la *Red para una California Saludable* del Departamento de Salud Pública de California y [financiado o financiado en parte] por el *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Estas instituciones son proveedores y empleadores que ofrecen oportunidades equitativas.

California State Brochure Requirements

Brochures produced by the *Network* must include the following state officials' names. The state seal and CDPH logo are also suggested if possible.

Arnold Schwarzenegger

Governor
State of California

Kimberly Belshé

Secretary
California Health and Human Services Agency

Mark B Horton, MD, MSPH

Director
California Department of Public Health



This material was produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information visit www.cachampionsforchange.net.

For consumer information, visit us at

www.cachampionsforchange.net.

For partner information, visit us at

www.networkforahealthycalifornia.net.





Network for a Healthy California

Contractor Listing / Project Coordinator by Region

Federal Fiscal Year (FFY) 2009



Bay Area Region

Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties

Santa Clara County Public Health Department

(Regional Network - Local Public Health Department)

Bonnie Broderick

Chronic Disease & Injury Prevention
1400 Parkmoor Ave., Ste. 120B, 1st Fl

San Jose, CA 95126

Phone: (408) 793-2706

Fax: (408) 793-2701

bonnie.broderick@hhs.co.scl.ca.us

Physical Activity Specialist

Carmen Bogan

1943 Rosecrest Dr.

Oakland, CA 94602

Phone: (510) 482-8827

Fax: (510) 531-2076

carmenbo@pacbell.net

African American Campaign

Santa Clara County Public Health Department

Monique Woodford

1400 Parkmoor Ave., Ste. 120B, 1st Fl

San Jose, CA 95126

Phone: (408) 793-2717

Fax: (408) 793-2731

monique.woodford@hhs.sccgov.org

Latino Campaign

Santa Clara County Public Health Department

Pamela Harter

976 Lenzen Ave.

San Jose, CA 95126

Phone: (408) 792-5130

Fax: (408) 947-8745

pamela.harter@hhs.sccgov.org

Worksite Program

Santa Clara County Public Health Department

Suellen Haggerty, R.D.

1400 Parkmoor Ave., Ste. 120B, 1st Fl

San Jose, CA 95126

Phone: (408) 793-2719

Fax: (408) 793-2731

suellen.haggerty@hhs.co.santa-clara.ca.us

Retail Program

Santa Clara County Public Health Department

Carlos Torres

976 Lenzen Ave., Unit 1200

San Jose, CA 95126-2737

Phone: (408) 792-5135

Carlos.Torres@hhs.sccgov.org

Children's Power Play! Campaign

University of California, Cooperative Extension, Alameda County

Lucrecia Farfan-Ramirez (Interim)

1131 Harbor Bay Pkwy., Ste. 131

Alameda, CA 94502

Phone: (510) 567-6812

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Alameda County Health Care Services Agency

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Contractor Listing/Project Coordinator by Region FFY09

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The Regents of the University of California, Cooperative Extension of Alameda County - Child and Youth Nutrition Program

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Trust for the Conservation Innovation, on behalf of Nextcourse

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Urban Resource Systems, Inc.

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Central Coast Region

Monterey and Santa Cruz Counties

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Children's Power Play! Campaign

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Central Valley Region

Fresno, Kern, Madera, Merced, and Tulare Counties

Central Valley Health Network

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Desert Sierra Region

Riverside and San Bernardino Counties

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Gold Coast Region

Santa Barbara and Ventura Counties

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Contractor Listing/Project Coordinator by Region FFY09

Gold Country Region

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Los Angeles Region

Los Angeles County

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Worksite Program

Los Angeles County Department of Health Services
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Retail Program

Los Angeles County Department of Health Services
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Latino Campaign

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Children's Power Play! Campaign

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ABC Unified School District

(LIA - School District)
Dipa Shah
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Alhambra Unified School District

(LIA - School District)
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Alondra Church of Christ

(Faith-Based - Faith Community)
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Baptist Church of the New Covenant

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City of Duarte Parks and Recreation Department

(LIA - Parks & Recreation Department)
Donna Georgino
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City of Long Beach Department of Health and Human Services

(LIA - Local Public Health Department)
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City of Pasadena Public Health Department

(LIA - Local Public Health Department)
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Compton Unified School District

(LIA - School District)
Tracie Thomas
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Downey Unified School District

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Dry Sponge - New Life Christian Center

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Contractor Listing/Project Coordinator by Region FFY09

El Monte City School District

(LIA - School District)

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Girls Club of Los Angeles

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Hawthorne School District

(LIA - School District)

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Long Beach Unified School District

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Los Angeles County Office of Education

(LIA - County Office of Education)

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Los Angeles Trade Technical College

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Los Angeles Unified School District

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Monrovia Unified School District

(LIA - School District)

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Montebello Unified School District

(LIA - School District)

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New Economics for Women

(LFNE)

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Maggie Cervantes

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Pasadena Unified School District

(LIA - School District)

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Rosemead School District

(LIA - School District)

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Santa Clarita Valley School Food Services Agency

(LIA - School District)

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Southeast Asian Community Alliance

(LFNE)

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University of Southern California - Keck Diabetes Prevention Initiative

(LFNE - Public Health)

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Vaughn Next Century Learning Center

(LIA - School District)

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North Coast Region next page

Contractor Listing/Project Coordinator by Region FFY09

North Coast Region

Del Norte, Humboldt, Mendocino, Napa, and Sonoma Counties

California Health Collaborative - North Coast

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Retail Program

California Health Collaborative

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Children's Power Play! Campaign

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Calistoga Joint Unified School District

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Community Alliance with Family Farmers

(LFNE - Community-Supported Agriculture)

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Del Norte Unified School District

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Humboldt County Office of Education

(LIA - County Office of Education)

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Manila Community Services District

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(LIA - County Office of Education)

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Orange County Region

Orange County

Orange County Health Care Agency *(Regional Network - Local Public Health Department)*

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Worksite Campaign

Orange County Health Care Agency

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Orange County Health Care Agency

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Latino Campaign

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Contractor Listing/Project Coordinator by Region FFY09

Children's Power Play! Campaign

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Orange County Superintendent of Schools - ACCESS

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Orange County Superintendent of Schools - Coalition

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Orange Unified School District

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Orange County Health Care Agency

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Santa Ana Unified School District

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San Diego and Imperial Region

Imperial and San Diego Counties

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Physical Activity Specialist

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African American Campaign

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Latino Campaign

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Worksite Campaign

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Children's Power Play! Campaign

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Retail Program

University of California, San Diego
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Friendly Church of God in Christ

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Imperial County Public Health Department

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Contractor Listing/Project Coordinator by Region FFY09

Southern Indian Health Council, Inc.

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Sierra Cascade Region

Shasta County

California Health Collaborative

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Physical Activity Specialist

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Children's Power Play! Campaign

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Retail Program

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California State University, Chico, Research Foundation - SCNAC

(Nonprofit Incentive Awardee - School-Related)

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Shasta County Office of Education

(LIA - County Office of Education)

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Shasta County Public Health

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Statewide

Alameda County Office of Education - California Healthy Kids Resource Center (CHKRC)

(Statewide Project - County Office of Education)

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California Association of Food Banks - Food Stamp Outreach

(Food Stamp Outreach - Food Bank)

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California Association of Food Banks - Nutrition Education

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California Department of Education

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California Department of Public Health, Chronic Disease Control, California Project LEAN

(CDPH Sister Program - DPH Sister Program)

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California Department of Public Health, Chronic Disease Control, California Project LEAN - Youth Empowerment Programs

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Contractor Listing / Project Coordinator by Region FFY09

**Central Valley Health Network -
Food Stamp Outreach**

*(Food Stamp Outreach - Community-
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Central Valley Health Network

*(Nonprofit Incentive Awardee -
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**The Regents of the University of
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Project**

(Other - Other Government)

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California Department of Public Health *Network for a Healthy California* 2008-2009 Project Directory





MARK B HORTON, MD, MSPH
Director

State of California—Health and Human Services Agency
California Department of Public Health



ARNOLD SCHWARZENEGGER
Governor

July 15, 2009

TO: *NETWORK FOR A HEALTHY CALIFORNIA (NETWORK)*
PARTNERS AND ADVOCATES

SUBJECT: 2008-2009 PROJECT DIRECTORY

The Cancer Control Branch is pleased to bring you the 2008-2009 Project Directory for the *Network for a Healthy California—Champions for Change (Network)*. The *Network* has been in existence for 13 years, and in 2007 served an estimated 3 million households with incomes at or below 185 percent of the federal poverty level. This population of more than 10.1 million persons includes about 7 million parents, children, and youth.

This Directory introduces the work of all *Network*-funded programs. They promote eating more fruits and vegetables, being physically active every day, and—for those who are eligible—participating in nutrition assistance programs. The statewide, regional, and local programs do this through educating consumers in ways that engage them and help foster environments conducive to these healthy behaviors.

Network partners use social marketing techniques to reach large numbers of people. The *Network's* definition of social marketing is very pragmatic: it is the application of the commercial marketing mix of advertising, public relations, promotion, and personal sales (education) combined with public health techniques of consumer engagement, community development, public/private partnerships, media advocacy, and policy, systems, and environmental change. The *Network's* goals are to increase rates of healthy eating and physical activity among low-income parents and children and to work with others to promote food security. In addition, program activities described in the Directory reflect efforts to make change at five levels of social influence: Statewide; Community; Organizational/Institutional; Interpersonal; and Individual.

Most of the projects presented in this Directory participate in the Local Incentive Award (LIA) or Non Profit Incentive (NIA) Program. Incentive Awardees are agencies that already spend non-federal funds on allowable nutrition education activities serving low-income households. This portion of the budget is referred to as the "State Share."

By participating in the *Network's* Incentive Award Program, the partner demonstrates their existing spending toward the *Network* goals and receives a proportional amount of federal funds, referred to as the "Federal Share," to extend the reach of their existing programs.

Other projects listed in this Directory include: Local Food and Nutrition Education Special Projects, Faith Community Outreach Special Projects, *Regional Networks*, the *Children's Power Play! Campaign*, the *Latino Campaign*, the *African American Campaign*, the *Retail Program*, the *Worksite Program*, other statewide leadership projects, and Food Stamp Outreach.

The project summaries are listed alphabetically within each of the 11 regions. The statewide projects are in a separate section at the end of the Directory. Contact information is included in each entry. Indices organized alphabetically across regions, by county, and by contract type are included to aid you in finding a specific project or group of projects. We hope you will find the Directory a useful tool in strengthening collaboration and networking with new partners in your region.

We continue to be encouraged by the strong, ever-expanding, and committed partnerships that are emerging to promote healthy lifestyles and eliminate diet-and physical-activity-related health disparities in California communities. We thank our partners for their dedication to this important and urgent call to increase fruit and vegetable consumption, daily physical activity, and food security to promote good health, prevent obesity and related health disparities, and otherwise realize the potential of low-income families.

Our entire State team gratefully acknowledges all our local partners who provide the *Network* State Share funding, the United States Department of Agriculture Supplemental Nutrition Assistance Program as the source of *Network* federal funding, the assistance of the California Department of Social Services our principal partner among state agencies, and the collaboration of our sister Food Stamp Nutrition Education Program administered through the University of California, Davis.



Gil Sisneros, M.P.H., Chief
Program Development Section

Table of Contents

I.	<i>Network for a Healthy California State Summary</i>	i
II.	<i>Regional Networks for a Healthy California Map</i>	1
	<i>Regional Networks Summary</i>	2
III.	Projects by Region	
	Bay Area	3
	Central Coast	30
	Central Valley	35
	Desert Sierra	49
	Gold Coast	55
	Gold Country	59
	Los Angeles	68
	North Coast	93
	Orange County	103
	San Diego and Imperial.....	111
	Sierra Cascade	115
IV.	Projects of Statewide Significance.....	119
V.	Appendices	
	A. Alphabetical Listing of All Organizations.....	A-i
	B. Contractor Listing/Project Coordinator by Region.....	B-i
	C. Organizations Listed by Contract Type	C-i
	D. Organizations Listed by County	D-i
	E. California Congressional Delegation and Legislature	
	1) <i>Network</i> Programs and Legislative Districts by Region	E1-i
	2) 2009 California Congressional Delegation	E2-i
	California Congressional Districts Map.....	E2-iii
	California Assembly Districts Map	E2-v
	California Senate Districts Map	E2-vi



I.
***Network for a
Healthy California
State Summary***



California Department of Public Health Network for a Healthy California



MISSION:

The mission of the *Network for a Healthy California (Network)* is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other diet-related chronic diseases.

PROGRAM DESCRIPTION AND KEY FUNCTIONS:

The *Network* is a statewide social marketing initiative administered by the California Department of Public Health's (CDPH) Cancer Control Branch. It represents a statewide movement of local, state, and national partners collectively working toward improving the health status of low-income Californians through increased fruit and vegetable consumption to the recommended levels in the United States Dietary Guidelines for Americans and to promote daily physical activity to at least 30 minutes a day for adults and 60 minutes a day for children. Multiple venues are used to facilitate behavior change in the homes, schools, worksites, and communities of low-income Californians to create environments that support fruit and vegetable consumption and physical activity.

The *Network* works with Local Incentive Awardees (LIAs) that represent almost 100 local agencies in a variety of different community channels, including 34 low-resource school districts, 22 local health departments, 13 county offices of education, 6 public colleges and universities, 4 Indian tribal organizations, 2 city governments, First Five commission, 2 cooperative extension agencies, as well as sister programs within CDPH, park and recreation departments, and non-profit organizations.

Local assistance projects are supported by a statewide infrastructure of 11 *Regional Networks* and targeted campaigns and programs to promote fruit and vegetable consumption and physical activity. These include the *Be Active! Worksite Program*, the *Retail Program*, Harvest of the Month, the *Children's Power Play! Campaign*, and interventions for special populations including Latinos and African Americans. In addition, the *Network* contracts with the California Association of Food Banks and the Central Valley Health Network to conduct food stamp outreach through the California Food Stamp Program Access Improvement Plan.

The services provided by the *Network* consist of the following:

- Community interventions funded through over 160 local assistance contracts with a variety of local governments and community based organizations.

- Staff support for statewide public private partnerships, planning and administration, including resource development.
- Research and evaluation that supports interventions.
- Media and supermarket interventions. Special projects of statewide significance to promote systems and environmental change within the United States Department of Agriculture's (USDA) parameters.
- Training and technical assistance to *Network* grantees and LIAs.

TARGET POPULATION:

The *Network* targets an estimated six million parents and children where the annual household income falls below 185 percent of the federal poverty level which is approximately \$41,000 for a family of four (\$28,665 gross income for Supplemental Nutrition Assistance Program [SNAP]). Based on the demographics of California's SNAP participants, the *Network's* social marketing campaigns target Latino, African American, and Caucasian parents and their school-aged children.

KEY PARTNERS:

Principal partners are the USDA, Western Regional Office, and the California Department of Social Services (CDSS), Food Stamp Bureau (FSB). Key partners include: the American Cancer Society, American Heart Association, California Center for Research on Women and Families, California Department of Education, California Department of Food and Agriculture, California Women Lead! (formerly California Elected Women's Association for Education and Research), California Medical Association Foundation, Center for Civic Partnerships, Center for Collaborative Solutions, Centers for Disease Control and Prevention (CDC), National Cancer Institute, Produce for Better Health Foundation, Public Health Law Program, University of California, United Fresh Produce Association, and Western Growers Association.

RECENT SUCCESSES/MILESTONES:

- 2004: Launch of Harvest of the Month Toolkit promoting a fruit and vegetable each month through classrooms, cafeterias, homes, farms, retail, and media.
- 2004: 11 Regional Networks and Collaboratives established and Food Stamp Access Improvement Plan approved by USDA.
- 2005: Released 'The Economic Costs of Physical Inactivity, Obesity, and Overweight in California Adults' report projecting \$28 billion in preventable costs by 2005.
- 2005: Launched Front Lines Campaign in television, radio, and outdoor media.

- 2005: Food Stamp Office Resource Kit released statewide.
- 2006: Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX³) rating complete and community indicators piloted by six local health departments.
- 2006: California Nutrition Network 10-year anniversary.
- 2006: California 5 a Day-For Better Health! Campaign receives Produce for Better Health Foundation National Excellence Award.
- 2007: Launch of new Champions for Change brand identity for the *Network*; Champion Moms advertisement flight including grassroots pilot project-575,000 low-income households in five counties.

FUNDING (AMOUNTS AND SOURCES):

Principal funding is made possible by in-kind contributions from state and local governments that qualify for federal financial participation reimbursement funding from USDA SNAP. Annual appropriations from the CDC, Prevention Block Grant provide other funds.

WEBSITE: www.networkforahealthycalifornia.net and www.championsforchange.net.



II.

Regional Networks for a Healthy California Map and Summary

Regional Networks Map



Regional Networks Summary

An important part of the *Network for a Healthy California* is the *Regional Networks*. Through 11 regions covering every county in the state, the *Regional Networks* are:

Maximizing Local Impact: Provide training, coordination, and communications support to all *Network*-funded projects and other stakeholders serving the target population to better promote nutrition, physical activity, and federal food assistance programs. A regional physical activity specialist is available to provide resources, education, and training to enhance projects with infusing physical activity into nutrition education interventions.

Collaborating for Action: Convene regional collaborative comprised of local organizations, advocates, community leaders, and others with expertise in nutrition, physical activity, and underserved communities to develop region-wide nutrition education initiatives that engage the target population to create better access to healthier foods in low-income communities.

Reaching Out:

- The *Children's Power Play! Campaign* educates and engages low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, and other community venues.
- The *Latino Campaign* reaches low-income Latino adults through culturally relevant and linguistically appropriate community interventions and skill-building consumer education at farmers'/flea markets, neighborhood grocery stores, media, and Latino cultural gatherings.
- The *African American Campaign* reaches the low-income African American adult population through festivals and supermarkets; and coordinates with the faith-based community projects in community health and fitness fairs, farmers' markets, nutrition classes, neighborhood grocery stores, and media.
- The *Retail Program* creates innovative partnerships with California supermarkets, grocery store chains, independent markets, and produce industry stakeholders to increase the purchase and consumption of fruits and vegetables among low-income adults and their families to reduce the risk of serious health problems such as heart disease, cancer, type 2 diabetes, and obesity.
- The *Worksite Program* establishes worksite wellness programs within companies that encourage fruit and vegetable consumption and physical activity among low-income worksite adults.

Bay Area Region

Alameda, Contra Costa, Marin, San Francisco,
San Mateo, and Santa Clara Counties

Network for a Healthy California Regional Lead Agency Santa Clara County Public Health Department - Nutrition and Wellness 976 Lenzen Avenue, Unit 1200 San Jose, CA 95126-2737 Region: www.barnn.org Collaborative: www.banpac.org Funding Amount: \$1,327,500	Joe Prickitt, MS, RD Project Director Phone: (408) 792-5118 Fax: (408) 947-8745 Joe.Prickitt@hhs.co.santa-clara.ca.us
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African American Campaign Coordinator

Monique Woodford
Santa Clara County Public Health
Department
Phone: (408) 792-5149
Fax: (408) 947-8745
Email: Monique.Woodford@hhs.sccgov.org

Children's Power Play! Campaign Coordinator

Tuline Baykal
U.C. Cooperative Extension,
Alameda County
1131 Harbor Bay Parkway, Suite 131
Alameda, CA 94502
Phone: (510) 639-1272
Fax: (510) 748-9644
Email: tnbaykal@ucdavis.edu

Collaborative Coordinator

Susan Karlins, MPH
Santa Clara County Public Health
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Latino Campaign Coordinator

Pamela Harter
Santa Clara County Public Health
Department
Phone: (408) 792-5130
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Physical Activity Specialist

Carmen Bogan
1943 Rosecrest Drive
Oakland, CA 94602
Phone: (510) 482-8827
Email: carmenbo@pacbell.net



Worksite Program Coordinator

Suellen Haggerty, RD

Santa Clara County Public Health
Department

Phone: (408) 792-5133

Fax: (408) 947-8745

Email: Suellen.Haggerty@hhs.co.santa-clara.ca.us

ALAMEDA COUNTY COMMUNITY FOOD BANK*Local Food and Nutrition Education*

Ms. Bridget Galvan P.O. Box 2599 Oakland, CA 94614-0599 Phone: (510) 635-3663 bgalvan@accfb.org	Funding Amount: \$84,847 First Funded: 2001-2002
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Target Audience

- Gender: Male (30%); Female (70%)
- Ethnicity: African American (62%); Asian (4%); Caucasian (18%); Latino (16%)
- Language: English (72%); Spanish (23%); Cantonese (4%); Vietnamese (1%)
- Ages: Under 5 (6%); 5 to 8 (6%); 9 to 11 (6%); 12 to 17 (6%); 18 to 59 (65%); 60 and Over (11%)

Intervention Channels

Emergency Food Assistance Sites (included Food Banks) (2)

Narrative Summary

To supplement and strengthen nutrition education efforts, the Food Bank plans to provide: 1) handouts to Food Bank clients featuring seasonal produce distributed by the Food Bank; 2) indirect nutrition education to member agencies using a Train-the-Trainer model; and 3) a Nutrition Helpline to foster nutrition training of member agencies and community empowerment. The goal of the *Network's* Local Food and Nutrition Education project fits well with the Food Bank's aim to increase nutrition knowledge among its member agency representatives so that they can transfer knowledge to their clients while distributing emergency food.

Key Performance Measures

The impact evaluation will evaluate increases in knowledge related to nutrition, physical activity, and/or healthy eating during the Train-the-Trainer workshops using pre- and post-tests. The Nutrition Helpline will be assessed using a telephone survey. Nutrition education activities will be documented using the Activity Tracking Form, materials distribution log and intake logs/sign-in sheets.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY*Local Incentive Award: Government - Local Public Health Department*

Ms. Diane Woloshin Director of Nutrition Services 3600 Telegraph Avenue Oakland, CA 94609-2427 Phone: (510) 595-6458 Fax: (510) 595-6486 diane.woloshin@acgov.org	State Share: \$7,794,754 Federal Share: \$3,897,377 First Funded: 1999-2000
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Target Audience

- Gender: Female (52%), Male (48%)
- Ethnicity: African American (26%); Asian (21%); Caucasian (36%); Latino (27%); Native American (1%); Pacific Islander (1%); "Other" (14%)
- Language: English, Spanish, Asian/Pacific Island languages; Indo-European
- Ages: Under 5 (5%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (15%); 18 to 59 (10%); 60+ (10%)

Intervention Channels

Afterschool Programs (26); Churches (6); Community-Based Organizations (1); Community Youth Organizations (3); Elderly Service Sites (5); Food Stores (1); Parks, Recreation Center (10); Preschools (25); Schools students (K-12), adults/parents (34); Women, Infant, and Children (WIC) programs (4); Worksites (3)

Narrative Summary

Alameda County Nutrition Services delivers a comprehensive social marketing initiative designed to change the dietary and physical activity behaviors of SNAP-Ed eligible residents of Alameda County. The population is reached through schools, senior centers, WIC programs, and community collaborations. Activities are grounded in primary research with the target audience. The Healthy Living Councils at schools and senior centers educate and empower community members to become actively engaged in improving nutrition and overall health individually, for their families, and their communities. Nutrition Services trains and supports community partners who impact SNAP-Ed eligible residents. The 'Healthy Living...for Life' campaign is designed to increase healthy lifestyle adoption through collaborative partnerships with community agencies. Working with over 100 community groups, 'Healthy Living...for Life' uses a train-the-trainer model to provide ready to use nutrition interventions and tools and technical assistance. The school campaign includes school wide interventions, classroom learning, and curriculum integration, Harvest of the Month, cooking classes, and training for food service, school nursing, and afterschool staff. Promotional efforts have increased breastfeeding rates, fruit and vegetable consumption, and farmers' market redemption rates among WIC clients.

Key Performance Measures

1) Impact evaluation will measure the effects the interventions have on school children; at least 50 matched pre- and post-tests will be administered to 4th and 5th grade students to determine behavior change, self-efficacy, and knowledge. 2) Process evaluation on all of our community trainings will measure reach and program success. In addition, to determine total reach of interventions, develop a systematic approach to identifying the number of people that our community partners reach. 3) Randomly selected individuals who have been exposed to our social marketing campaigns will be surveyed to determine their changes in attitude and behavior. 4) To determine the effectiveness of participation in our State Share data collection efforts, we will track the number of participants.

ALAMEDA COUNTY OFFICE OF EDUCATION Coalition

Local Incentive Award: Education - County Office of Education

Ms. Chris Boynton, Director 313 W. Winton Ave., Ste. 244 Hayward, CA 94544 Phone: (510) 670-4539 cboynton@acoe.org	State Share: \$7,256,810 Federal Share: \$3,611,103 First Funded: 2002-2003
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (17%); Asian (20%); Caucasian (25%); Latino (28%); Native American (1%); Pacific Islander (1%); Filipino (5%); Multiple/No response (4%)
- Language: (1%); English (78%); Mandarin (1%); Spanish (13%); Tagalog (1%); Vietnamese (1%); All Others (4%)
- Ages: Under 5 (10%); 5 to 8 (32%); 9 to 11 (30%); 12 to 17 (28%)

Intervention Channels

Afterschool Programs (26); Schools -students (K-12) (43)

Narrative Summary

Alameda County Office of Education Nutritional Learning Community Project, an extension of the highly successful Hayward Nutritional Learning Community Project, reaches out to the school districts to deliver an integrated nutrition education program that increases consumption of fruits and vegetables. By building capacity among the teacher's to teach academically-aligned nutrition education curriculum and enhance adopted district curriculum, the program delivers hands on materials, professional development, and support to create cultures of health at each school site. As the program flourishes and grows, garden-based nutrition education and cooking further enhance students' ability to distinguish a healthy meal from one not as healthy. Cafeterias join in the Harvest of the Month fun by offering selections on the salad bar and as entrees to create a culture of nutritious curiosity that ensures students and their caregivers a taste of something new each month! Every year the harvest is celebrated with families through community events.

Key Performance Measures

Measure behavior change through the Day in the Life evaluation. Focus groups will provide information on the curriculum and implementation processes.

ALAMEDA COUNTY OFFICE OF EDUCATION

Rock La Fleche Community School

Local Incentive Award: Education - County Office of Education

Ms. Toni Adams 313 West Winton Avenue Hayward, CA 94544-1136 Phone: (510) 670-7747 Fax: (510) 670-4577 vtoni@acoe.k12.ca.us	State Share: \$163,365 Federal Share: \$81,435 First Funded: 1999-2000
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (60%); Asian (10%); Caucasian (5%); Latino (25%)
- Language: English (100%)
- Ages: 5 to 8 (60%); 12 to 17 (40%)

Intervention Channels

Schools - students (K-12) (7)

Narrative Summary

The Alameda County Office of Education (ACOE) Health and Nutrition Education Program will serve at least 120 individual students attending court and community schools and at least another 80 students attending four Oakland Unified School District Elementary Schools. The program will reach students for whom nutrition information will be most relevant - those in drug recovery, pregnant and parenting and receiving support from social services, including foster care. The program will include classroom and garden-based components in which students will learn about nutrition and especially consuming the recommended amounts of fruits and vegetables daily through hands-on activities, discussion, video presentations, and lecture. Students at the Rock la Fleche Community School site will receive the nutrition program in the form of service-learning experience. At that site students will design, plan and execute a garden-based nutrition program for a target audience of elementary school students. The young students will attend workshops during which they will learn about healthy eating, nutrition in the garden and physical activity in the garden. The high schools students will continually reflect on their work, will celebrate their success as a community, and will develop a program template for new students to follow.

Key Performance Measures

High school students will research, develop and teach key nutrition messages to elementary school audiences at four community/garden events; High school students will attend and will participate in at least 180 classes and will receive key nutrition messages through information, activities and discussion during each session; and 80 elementary school student will attend and will participate in garden-based workshops during which they will receive key nutrition messages through information, activities, discussion, and images.

BERKELEY UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Melanie Okamoto Program Supervisor 1835 Allston Way, #7 Berkeley, CA 94703-1764 Phone: (510) 644-6710 Fax: (510) 644-7753 Melanie_Okamoto@berkeley.k12.ca.us	State Share: \$2,917,204 Federal Share: \$1,458,173 First Funded: 1999-2000
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (31%); Asian (7%); Caucasian (21%); Latino (23%); Multiple/Other/No response (18%)
- Language: Arabic (1%); English (81%); Mandarin (1%); Spanish (13%); all other non-English (4%)
- Ages: Under 5 (9%); 5 to 8 (42%); 9 to 11 (29%); 12 to 17 (19%); 18 to 59 (1%)

Intervention Channels

Afterschool Programs (9); Preschools: School District Preschools (4); Schools – students (K-12) (10); Schools – adults/parents (1); NOTE: Afterschool programs and adult programs located at school sites.

Narrative Summary

Berkeley Unified School District (BUSD) seeks to educate all students on the importance of eating fresh fruits and vegetables and getting physical activity every day as way of maintaining life long good health. At *Network* eligible school sites, students are exposed to a variety of seasonal fruits and vegetables through hands on cooking and garden-based nutrition education classes. Nutrition education garden classes teach students how to grow fruits and vegetables, while providing them with an opportunity to be active as they learn about nutrition. Nutrition education cooking classes teach students how to cook healthy meals using Harvest of the Month (HOTM) items. Special school wide and district wide events such as Harvest Fairs, Back to School nights, and parent cooking classes give parents an opportunity to join their children in learning fun and easy ways to make healthy choices. BUSD promotes the HOTM program to every eligible school in the district via newsletters and an annual calendar. Food Services incorporates the featured HOTM item in their menu planning and even includes one cooking class developed recipe per month. The BUSD School Lunch Initiative is an innovative partnership that emphasizes the relationships among food, diet, physical activity, health and the environment.

Key Performance Measures

Impact evaluation will measure whether intervention activities change behavior and attitudes about fruits and vegetables as well as the consumption of HOTM items within selected intervention sites. BUSD will compare data regarding HOTM consumption habits between intervention and control sites. BUSD's *Network* program will use a plate waste survey of HOTM Snack Tastings, parent, and student focus groups, and parent surveys to gather information for the outcomes noted above. Process evaluation data will be collected using surveys and focus groups.

CITY OF BERKELEY HEALTH AND HUMAN SERVICES DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Ms. Kate Clayton Project Director 1947 Center St., 2nd Floor Berkeley, CA 94704-1155 Phone: (510) 981-5314 Fax: (510) 981-5335 kclayton@ci.berkeley.ca.us	State Share: \$270,658 Federal Share: \$135,329 First Funded: 2000-2001
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Target Audience

- Gender: Male (45%); Female (55%)
- Ethnicity: African American (35%); Asian (5%); Caucasian (5%); Latino (35%); Pacific Islander (5%); Mixed Ethnicity (15%)
- Language: English (65%); Spanish (35%)
- Ages: Under 5 (15%); 5 to 8 (10%); 9 to 11 (20%); 12 to 17 (15%); 18 to 59 (35%); 60 and Over (5%)

Intervention Channels

Adult Education & Job Training Sites (1); Afterschool Programs (3); Elderly Service Sites (1); Farmers' Markets (1); Preschools: Head Start Programs (10); Public Housing (2); Schools – students (K-12) (3); Schools – adults/parents (1); Shelters/Temporary Housing (2); WIC Programs (1); Ethnic fairs/Flea markets (3); NOTE: K-12 and parent activities at same school sites.

Narrative Summary

The City of Berkeley has striking inequities in the health of residents based on race/ethnicity and socioeconomic status. The Health Department 'Berkeley Be Fit' project addresses this inequity utilizing the Social-Ecological Model to increase nutrition education, fruit and vegetable consumption, healthy eating and promoting physical activity among SNAP-Ed eligible Berkeley residents with an emphasis on African-American and Latino residents. The majority of activities are conducted at the 10 Head Start sites in Berkeley, 2 Middle Schools (Longfellow and Willard) and at the alternative high school (Berkeley Technology Academy) and include: 1) workshops for staff, teachers, youth, and parents/caregivers 2) peer education with youth and parents and 3) providing education to parents, community members and staff about activities they can do to promote healthy eating and physical activity. Activities at schools have been coordinated with Berkeley USD. Educational and promotional activities are also provided through special programs at locations frequented by SNAP-Ed eligible residents such as: city summer recreation programs for low-income youth, job training programs, homeless shelters, senior centers, and community clinics. Brief interventions are conducted in collaboration with other community programs at venues such as ethnic events, flea markets, and barber/beauty shops. Services are delivered by nutritionists, community health workers, and trained peer residents.

Key Performance Measures

Process evaluation will indicate number of people receiving services. Key measures of performance will assess increases in knowledge, intent or behaviors relating to: 1) Increase number of fresh fruits or vegetables eaten each day by one; 2) Decrease portion size; 3) Increase number of times a week eating breakfast; and 4) Reduce consumption of high-sugar drinks.

CHILDREN'S COUNCIL OF SAN FRANCISCO*Local Food and Nutrition Education*

Ms. Bergen Watterson Nutrition Manager 445 Church Street San Francisco, CA 94114-1720 Phone: (415) 276-2929 Fax: (415) 343-3331 bwatterson@childrenscouncil.org	Funding Amount: \$85,000 First Funded: 2003-2004
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Target Audience

- Gender: Male (15%); Female (85%)
- Ethnicity: African American (48%); Asian (24%); Caucasian (9%); Latino (16%); Pacific Islander (3%)
- Language: (60%); Spanish (16%); Arabic (1%); Cantonese (16%); Korean (1%); Mandarin (2%); Russian (1%); Tagalog (1%); Vietnamese (2%)
- Ages: Under 5 years old (20%); 18 to 59 (70%); 60 and Over (10%)

Intervention Channels

Preschools: Other Preschools or Daycares (3); Schools-students (K-12) (1)

Narrative Summary

In collaboration with their subcontractor, Farms to Grow, Children's Council of San Francisco will train parents of three child care centers in the Bayview-Hunter's Point neighborhood to be parent mentors/educators. Nutrition education classes will be taught by the staff of Children's Council of San Francisco, Farms to Grow, and the parent mentors. The classes will include garden-based nutrition education, cooking, and farmers' market and community garden tours. Parent mentors will increase their responsibilities in the classes from year to year. Children at the child care centers will also participate in garden-based nutrition education activities, and events will be conducted twice a year at a child care center and a local elementary school for families involved in the project. This project will serve as a pilot project for citywide child care center garden-based nutrition education and be a model for future projects.

Key Performance Measures

For the first year Children's Council of San Francisco (CCSF) will conduct surveys that provide feedback about the nutrition education and cooking classes such that changes can be implemented during the second and third years. At the end of every year, CCSF will ask participants what they learned from the classes and if they have increased their consumption of fruits and vegetables. The progress of the parent mentors will be demonstrated by their ability to conduct peer nutrition education and cooking classes.

CONTRA COSTA HEALTH SERVICES*Local Incentive Award: Government - Local Public Health Department*

Ms. Andrea Menefee Program Manager Community Wellness and Prevention Program 597 Center Avenue, Suite 200 Martinez, CA 94553-4669 Phone: (925) 313-6217 Fax: (925) 313-6840 amenefee@hsd.cccounty.us	State Share: \$1,085,351 Federal Share: \$624,997 First Funded: 1996-1997
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (20%); Asian (2%); Caucasian (13%); Latino (62%); Native American (1%); Pacific Islander (1%); Multi-racial (1%)
- Language: English (40%); Spanish (60%)
- Ages: 5 to 8 (1%); 9 to 11 (4%); 12 to 17 (10%); 18 to 59 (79%); 60 and Over (6%)

Intervention Channels

Adult Rehabilitation Centers (5); Afterschool Programs (13); Churches (4); Community-Based Organizations (9); Community Centers (1); Community Clinics (non government) (1); Community Youth Organizations (1); Farmers' Markets (1); Food Stamp Offices (1); Food Stores (2); Preschools (1); Head Start Programs (8); Preschools: Other Preschools or Daycares (4); Public/Community Health Centers (includes Public Health Departments) (4); Schools-students (K-12) (1); Schools-adults/parents (13); WIC Programs (4); First 5 Centers (5); Flea Markets (1).

Narrative Summary

Contra Costa Health Services' (CCHS) food stamp nutrition education includes services in health care, school-based, retail and community settings. The public health and health care personnel incorporate nutrition and physical activity messages into routine encounters with eligible clients, public health center providers reach individuals with nutrition and physical activity messages and goal-setting, WIC families receive supplementary and complementary services through extra workshops, and breastfeeding peer support. The project helps high school students, parents, agency staff and food retailers identify healthy food and physical activity choices and make positive changes. The project also delivers nutrition education through skill-based workshops in English/Spanish at child care homes, First Five Centers, faith institutions, community-based organizations, food stamp offices, schools and other locations; places materials, posters, and resources in the community; reaches people through events and mailings; and reinforces the "Champions for Change" message in coordination with State efforts through television and radio stations. CCHS meets annually with the County's other USDA-funded projects to coordinate programs and messages. CCHS provides leadership in Contra Costa's three nutrition coalitions: Families Coalition for Activity and Nutrition; Food and Nutrition Policy Consortium; and Healthy and Active Before Five.

Key Performance Measures

The impact evaluation will record increases in self-reported fruit and vegetable consumption and/or improvements in related factors such as fruit and vegetable knowledge, preferences and self-efficacy. Process measures will summarize adult and youth participation in presentations, trainings, community events, mailings, and similar activities with nutrition education messages.

EAST BAY ASIAN YOUTH CENTER*Local Food and Nutrition Education*

Ms. Susan Yee Project Coordinator 2025 E. 12th St. Oakland, CA 94606 Phone: (510) 533-1092 ext. 34 Fax: (510) 533-6825 susan@ebayc.org	Funding Amount: \$86,788 First Funded: 2006-2007
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Target Audience

- Gender: Male (49%); Female (51%)
- Ethnicity: African American (24%); Asian (34%); Caucasian (13%); Latino (27%); Pacific Islander (1%); Filipino (1%)
- Language: Cantonese (23%); English (40%); Khmer (3%); Lao (1%); Spanish (20%); Tagalog (2%); Vietnamese (7%); African (1%); Asian (3%)
- Ages: 5 to 8 (33%); 9 to 11 (33%); 12 to 17 (34%)

Intervention Channels

Afterschool Programs (6); Community Clinics (non government) (1); Schools -students (K-12) (6); Community Garden (1); Afterschool programs, community clinic, and community gardens located at school sites.

Narrative Summary

The East Bay Asian Youth Center's (EBAYC) Nutrition Education Project (NEP) provides high quality, culturally sensitive, language-specific nutrition education to the San Antonio community through lessons in the classroom, after-school programs, and Parent Action Committees. EBAYC's NEP includes previously piloted, hands-on, science based nutrition lessons co-taught by a credentialed teacher and a qualified nutrition educator. After school, students participate in the International Cooking Club and develop tastes for new foods. Parents are engaged through general nutrition and physical activity promotion lessons from Alameda County nutrition experts and our qualified nutrition educator. Each year NEP provides two community health nutrition education outreach events that are planned and implemented by students, parents, and staff. EBAYC's NEP builds on its more than 15 years of experience working with families in the San Antonio community.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of preparing healthy recipes will indicate increased cooking skills. The pre-post tests and after school program surveys will measure overall success of nutrition education intervention and any increase in fruit and vegetable consumption.

ECOLOGY CENTER

Farm Fresh Choice

Local Food and Nutrition Education

Mr. Martin Bourque 2530 San Pablo Avenue Berkeley, CA 94702-2000 Phone: (510) 548-2220 Fax: (510) 548-2240 martin@ecologycenter.org	Funding Amount: \$98,059 First Funded: 2006-2007
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Target Audience

- Gender: Male (35%); Female (65%)
- Ethnicity: African American (50%); Asian (1%); Caucasian (15%); Latino (33%); mixed race (1%)
- Languages: English (65%); Spanish (33%); various Asian languages (2%)
- Ages: Under 5 (5%); 5 to 8 (10%); 9 to 11 (5%); 12 to 17 (25%); 18 to 59 (45%); 60 and Over (10%)

Intervention Channels

Adult Education & Job Training Sites (4); Adult Rehabilitation Centers (3); Community Youth Organizations (5); Elderly Service Sites (1); Parks, Recreation Centers (2); Preschools: Other Preschools or Daycares (1); Schools-students (K-12) (2); Universities, Community Colleges (1); Community Festivals (15).

Narrative Summary

Farm Fresh Choice (FFC) provides nutrition education to SNAP-Ed eligible residents of South and West Berkeley at strategic locations where the target audience is known to congregate: after-school subsidized childcare facilities, youth recreation centers, festivals, churches, and schools. Nutrition education takes a variety of forms: brochures, recipes, displays, games, presentations, newsletters, teen 'zines,' cooking classes, and most importantly, fruit and vegetable and healthful dish tastings. This approach is based on the belief that nutrition education is hollow if it does not take place in the context of tasting, touching, sampling recipes, and the pleasurable, social sharing of food. All of the outreach activities are designed to create enthusiasm for healthy food, to increase residents' understanding of health and nutrition, and to encourage the consumption of fresh fruit and vegetables. FFC addresses the social and environmental barriers to healthy eating by making sure that the food and materials are culturally appropriate, and hiring and training youth interns from the target community to conduct the nutrition outreach. The youth internship program is specifically designed to cultivate a new generation of leaders: knowledgeable and articulate food activists who will advocate for healthy eating habits in their schools, families, and social networks.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in events, trainings, and site logs and on the Activity Tracking Form. Improved knowledge of food preparation and increased cooking skills will indicate successful implementation of cooking classes. Youth interns will display increased self efficacy, which will be determined by pre- and post-internship interviews.

MARIN COUNTY HEALTH AND HUMAN SERVICES*Local Incentive Award: Government - Local Public Health Department*

Ms. Linda Armstrong, RD, MS 899 Northgate Drive, Suite 415 San Rafael, CA 94903-3667 Phone: (415) 473-7059 Fax: (415) 473-6266 larmstrong@co.marin.ca.us	State Share: \$1,504,587 Federal Share: \$747,594 First Funded: 1999-2000
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (3%); Asian (5%); Caucasian (77%); Latino (13%); Native American (1%); Pacific Islander (1%)
- Language: English (80%); Spanish (10%); Tagalog (1%); Vietnamese (4%); Other Indo-European languages (5%)
- Ages: Under 5 (5%); 5 to 8 (5%); 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (40%); 60 and Over (30%)

Intervention Channels

Adult Education & Job Training Sites (1); Afterschool Programs (3); Churches (1); Community-Based Organizations (25); Community Centers (2); Community Clinics (2); Community Youth Organizations (3); Elderly Service Sites (2); Emergency Food Assistance Sites (2); Extension Offices (1); Farmers' Markets (3); Food Stamp Offices (1); Health Care Facilities (2); Head Start Programs (1); Preschools (6); Public Health Centers (2); Schools – students (K-12) (7); Soup Kitchens/Congregate Meal Sites (1); Universities, Community Colleges (1); WIC Programs (1).

Narrative Summary

The Nutrition Wellness Program's mission is to improve the daily eating practices and physical activity among the SNAP-ED eligible population residing in Marin County by promoting the importance of fruit and vegetable consumption, participation in regular physical activity, and participation in federal food assistance programs. This program uses the Spectrum of Prevention/Social Ecological model to collaborate with low-income schools and community organizations. The program's goal is to encourage behavior change in populations from pre-natal through geriatric. Specific objectives are: 1) Foster collaborative partnerships to increase community awareness, educate families on the importance of fruit and vegetable consumption, and increase access to healthy foods and regular physical activity; 2) Coordinate the Marin Nutrition, Wellness, and Physical Activity Collaborative in order to implement and monitor a county-wide plan for promoting healthy eating, increased access to healthy foods, and being active; 3) Continue to improve and expand nutrition education and physical activity promotion efforts to educate the community around changing the environment to improve healthy eating and physical activity behaviors; and 4) Provide technical assistance, assessment/evaluation tools, and train-the-trainer programs to schools, public health programs (WIC, Social Services, Public Health Nursing, etc.), and other community programs that are providing nutrition education to the SNAP-Ed eligible population.

Key Performance Measures

Increase in consumption of fruits and vegetables in target population by at least one serving per day from previous year. Increase in access to healthy foods by target population. Increase in physical activity in target population to at least 30 minutes per day. Increase access to physical activity and safe, walkable neighborhoods.

MOUNT DIABLO UNIFIED SCHOOL DISTRICT

Afterschool Program

Local Incentive Award: Education - School District

Ms. Ali Medina Program Administrator 1266 San Carlos Ave., A6 Concord, CA 94520 Phone: (925) 458-1601 Fax: (925) 458-2736 medinaa@mdusd.k12.ca.us	State Share: \$719,278 Federal Share: \$352,628 First Funded: 2001-2002
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (15%); Asian (8%); Caucasian (20%); Latino (53%); Native American (1%); Pacific Islander (3%)
- Languages: English (52%); Hmong (1%); Spanish (45%); Tagalog (1%); Vietnamese (1%)
- Ages: 5 to 8 (48%); 9 to 11 (27%); 12 to 17 (20%); 18 to 59 (5%)

Intervention Channels

Afterschool Programs (15); Schools-adults/parents (15)

Narrative Summary

Mt. Diablo CARES (Collaborative for Academic, Recreation and Enrichment for Students) is a unique collaborative that includes Mt. Diablo School District, Ambrose Recreation and Park District, City of Concord and local police departments. A 1.2 acre garden at Riverview Middle School is visited by students from 12 after school sites each week. Additionally, a second garden at Glenbrook Middle that is about a quarter acre is included. The Nutrition Educators conduct middle school elective classes at Riverview during the regular school day. Students are extremely enthusiastic about the course and have expressed that they have learned valuable nutrition knowledge from the experience. After school students enjoy their classes in the garden classroom, especially cooking the produce they have grown in the garden.

Key Performance Measures

Impact evaluation will be conducted to measure an increase in fruit and vegetable consumption and factors related to fruit and vegetable consumption such as knowledge, preferences, outcome expectations, and self-efficacy. Process evaluation will be conducted to ensure all expectations are completed and will be documented using an activity tracking form.

NATIVE AMERICAN HEALTH CENTER, INC.*Local Incentive Award: Indian Tribal Organizations*

Ms. Chris Weahunt Program Manager 3124 International Blvd., Ste. 201 Oakland, CA 94601-2902 Phone: (510) 535-4460 ext. 135 Fax: (510) 261-6438 chrisw@nativehealth.org	State Share: \$241,597 Federal Share: \$117,606 First Funded: 1999-2000
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (17%); Caucasian (24%); Latino (31%); Native American (16%); non-identified (12%)
- Languages: English (85%); Spanish (15%)
- Ages: 18 to 59 (96%); 60 and Over (4%)

Narrative Summary

The main goal for the *Network* program at the Native American Health Center (NAHC) is to increase the consumption of fruits and vegetables to SNAP-Ed eligible community members and to promote daily physical activity as part of a nutrition education intervention. This will be achieved by several activities including a series of nutrition classes, a quarterly cooking class, monthly display boards featuring fruits and vegetables, and farmers' market and grocery store tours. The targeted audience will be SNAP-Ed eligible community members and SNAP-Ed eligible residents of a recovery lodge, The Friendship House Association of American Indians. Many of the nutrition education interventions will be held at the Healthy Nations Wellness Center, which is a comprehensive wellness center affiliated with the NAHC. Included in each scheduled activity will be nutrition education, food sampling, recipe distribution, and a physical activity promotion demonstration. WIC and Headstart will participate in Kinder-gym classes at Healthy Nations Wellness Center. Both programs refer to NAHC and the children and caregivers participate in classes that teach nutrition and physical activity promotion activities.

Key Performance Measures

NAHC's *Network* program goal includes improving the health of the SNAP-Ed eligible community by offering people services that support healthy eating, increased consumption of the recommended daily intake of fruits and vegetables and daily physical activity. Attendance sheets will be used to measure achievement of this goal.

PACIFIC COAST FARMERS' MARKET ASSOCIATION*Local Food and Nutrition Education*

Ms. Sarah Nelson 5056 Commercial Circle, Ste. E Concord, CA 94520 Phone: (925) 825-9090 Fax: (925) 825-9101 sarahnelson@pcfma.com	Funding Amount: \$79,894 First Funded: 2008-2009
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (20%); Asian (10%); Caucasian (30%); Latino (40%);
- Languages: English (70%); Spanish (30%)
- Ages: Under 5 (5%); 18 to 59 (80%); 60 and Over (15%)

Intervention Channels

Farmers' Markets (3); Food Stamp Offices (2); WIC Programs (3)

Narrative Summary

Through funding from the *Network*, Pacific Coast Farmers' Market Association (PCFMA) intends to expand its "Cookin' the Market," nutrition education, and Food Stamp promotion efforts by focusing on Food Stamp and WIC offices and select community events. Cooking demonstrations and nutrition education will be conducted at WIC and Food Stamp offices and farmers' markets in the first year, and also at other community sites in years two and three. In year three, the project will sponsor a series of community cooking classes targeting SNAP recipients and SNAP-Ed eligible community members. Nutrition information will be distributed, and participants will receive information about budgeting their produce purchases. The goal of these events will be to educate SNAP recipients about the benefits, preparation methods, and local availability of fresh fruits and vegetables in order to increase the consumption of fruits and vegetables.

Key Performance Measures

Pacific Coast Farmers' Market Association will measure the performance of our programs through intercept surveys that monitor the knowledge gained by participants in our educational outreach programs, as well as financial data from WIC and Food Stamp offices concerning Farmers' Market Nutrition Program (FMNP) coupons, and farmers who collect FMNP coupons.

PEOPLE'S GROCERY*Local Food and Nutrition Education*

Mr. Brahm Ahmadi Executive Director 3265 Market St., #103 Oakland, CA 94608-4332 Phone: (510) 652-7607 Fax: (510) 654-0474 brahm@peoplesgrocery.org	Funding Amount: \$85,934 First Funded: 2006-2007
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (64%); Asian (9%); Caucasian (7%); Latino (16%); 2 or more races (4%)
- Language: Cantonese (3%); English (75%); Mandarin (2%); Spanish (20%)
- Age: 5 to 8 (20%); 9 to 11 (10%); 12 to 17 (20%); 18 to 24 (10%); 25 to 54 (20%); 55 to 64 (10%); Over 65 (10%)

Intervention Channels

Afterschool Programs (12); Community-Based Organizations (5); Community Youth Organizations (8); Gardens (5); Grocery Stores (2); Housing Projects (3); Preschools (2); Parks, Recreation Centers (3); Schools (K-12) (2); Senior Centers (2)

Narrative Summary

The Community Education and Outreach Program (CEOP) targets SNAP-Ed eligible residents of West Oakland and provides nutrition education and promotion of healthy eating and physical activity to children, youth, and adults through diverse and relevant formats of delivery and learning modes. CEOP also promotes buying fruits and vegetables from local and fresh sources. The program develops multiple nutrition education interventions that present hands-on learning that is fun, memorable, and meaningful. The Community Education and Outreach Program engage with four interventions:

- The adult nutrition education and cooking classes present creative cooking activities and nutrition education that promote healthy lifestyles based on culinary knowledge and whole ingredient selection.
- The garden nutrition program uses gardening activities to support nutrition education, nutrition workshops, and cooking classes to deliver hands-on nutrition education to children and youth.
- The Peer-2-Peer Education Program trains youth to develop relevant education workshops on nutrition, food choices, and healthy eating targeted to other youth in the community.
- The Be-Heal-thy Team uses urban and popular culture formats of nutrition education, outreach, events organizing, and street teams to promote healthy eating and nutrition.

Key Performance Measures

Process evaluation measures will include participation levels in activities. Improved knowledge and awareness of nutrition concepts and healthy eating habits, preferences for healthy food, skills in meal preparation, availability and accessibility of resources, and self-efficacy in cooking and shopping will reflect successful nutrition education interventions.

SAN FRANCISCO GENERAL HOSPITAL FOUNDATION*Non-profit Incentive Award*

Ms. Catherine Wong 2789 25th Street, Ste. 2028 San Francisco, CA 94110 Phone: (415) 364-7919 CKWWong@aol.com	State Share: \$163,789 Federal Share: \$81,894 First Funded: 2007-2008
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Target Audience

- Gender: Male (35%); Female (65%)
- Ethnicity: African American (1%); Asian (93%); Caucasian (4%); Latino (1%); unknown (1%)
- Languages: Cantonese (77%); English (17%); Mandarin (4%); Unknown (2%)
- Ages: Under 5 (4%); 5 to 8 (5%); 9 to 11 (4%); 12 to 17 (9%); 18 to 59 (52%); 60 and Over (26%)

Intervention Channels

Community-Based Organizations (1); Community Youth Organizations (1); Elderly Service Sites (1); Farmers' Markets (1); Preschools: Head Start Programs (1); Public/Community Health Centers (includes Public Health Departments) (1); WIC Programs (1)

Narrative Summary

The *Network for a Healthy California* - Chinese Project continues to develop partnerships with over 20 community agency partners, to plan and implement project activities to SNAP-Ed eligible populations in San Francisco County, including but not limited to the Chinese speaking communities. Partners include the American Cancer Society, American Heart Association, Chinese Community Health Resource Center, City College of San Francisco, Kai Ming Head Start, San Francisco WIC Program, Self Help for the Elderly, Wu Yee Children's Services, YMCA Chinatown, Chinatown Child Development Center, Asian Family Support Center, Chinese Hospital, Commodore Stockton Child Development Center, NICOS Chinese Health Coalition, On-Lok Senior Health Services, Newcomers Health Program, University of California Cooperative Extension, Community Youth Center, Excelsior Family Connections, Chinatown Beacon Center, and numerous community based organizations. Project activities include nutrition classes, community workshops, in-service training for professionals, participation in 1-2 state media promotional campaigns or statewide initiatives, media interviews and press releases. In addition, the project will provide resources, along with technical assistance for partnering agencies to promote nutrition and physical activity when planning and conducting summer camp activities. Project staff will participate in regional trainings and meetings such as the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and annual *Network* conference. Project will also identify "Champions for Change" in the Chinese community in accordance with the established *Network* guidelines and feature them in success stories for sharing with the community.

Key Performance Measures

Participant knowledge and satisfaction surveys (or pre & post questionnaires) will be used as a major tool to evaluate various nutrition and physical activity promotion classes targeting specific groups of the SNAP-Ed eligible Chinese population. Project outreach activities, especially disseminated through media channels to the Chinese communities, will be tallied accordingly from inquiries via phone calls, letters, and walk-ins.

SAN FRANCISCO UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Mr. Mark Elkin 1515 Quintara Street San Francisco, CA 94116-1273 Phone: (415) 242-2615 Fax: (415) 242-2618 elkinm@sfusd.edu	State Share: \$3,211,220 Federal Share: \$1,605,550 First Funded: 2001-2002
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Target Audience

- Gender: Male (53%); Female (47%)
- Ethnicity: African American (15%); Asian (40%); Caucasian (6%); Latino (29%); Native American (1%); Pacific Islander (2%); Other Non-White (4%); declined to state (3%)
- Languages: Arabic (1%); Cantonese (23%); English (43%); Mandarin (1%); Spanish (22%); Tagalog (3%); Vietnamese (2%); All Others (5%)
- Ages: 5 to 8 (35%); 9 to 11 (25%); 12 to 17 (37%); 18 to 59 (3%)

Intervention Channels

Afterschool Programs (60); Schools - students (K-12) (73);

Narrative Summary

The Nutrition Education Project in San Francisco Unified School District (SFUSD) is administered through the School Health Programs Department (SHPD). The goal of the project is to increase the likelihood that SNAP-Ed eligible students and their families will make healthy food choices and engage in daily physical activity. The Project works collaboratively with Student Nutrition Services, teachers, principals, parent/caregivers, after school program staff, nurses, and community-based organizations. At 18-20 target elementary sites, a coordinator spearheads a nutrition wellness team to assess priorities and plan activities/lessons, supported by mobile kitchens, field trips, school gardens, and Harvest of the Month. Families are reached through nutrition nights, health fairs, parent workshops, and newsletters. Workshops are held for elementary/second teachers, after school staff, and food service workers to empower them to serve as student role models and to increase understanding of comprehensive nutrition education. Youth peer educators at elementary and secondary levels lead an on-site education campaign to address a nutrition or physical activity issue. Classroom teachers, administrators, and other SFUSD staff contribute to state share by teaching nutrition and physical activity promotion lessons that are part of the K-12 adopted Health curricula.

Key Performance Measures

Project evaluator will coordinate both process and impact evaluation and generate evaluation reports to ensure that evaluation findings strengthen program implementation and impact. Process evaluation, including workshop surveys, program personnel surveys, parent/caregiver survey, and the activity tracking database will direct and ensure program improvement. Impact evaluation will determine changes in fruit and vegetable enjoyment, nutrition knowledge, and behavioral intentions among students participating in the five-lesson nutrition lessons series. Weekly "monitoring and evaluation" meetings will be conducted with ETR Associates and Nutrition Education Project staff to discuss deliverables, evaluation implementation time lines, and results.

CITY AND COUNTY OF SAN FRANCISCO, DEPARTMENT OF PUBLIC HEALTH*Local Incentive Award: Government - Local Public Health Department*

Ms. Laura Brainin-Rodriguez, MPH, MS, RD, Coordinator Feeling Good Project 30 Van Ness Avenue, Suite 3500 San Francisco, CA 94102-6080 Phone: (415) 575-5687 Fax: (415) 575-5798 laura.brainin-rodriguez@sfdph.org	State Share: \$272,017 Federal Share: \$145,136 First Funded: 1998-1999
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (15%); Asian (30%); Caucasian (20%); Latino (30%); Pacific Islander (5%)
- Language: Cantonese (20%); English (40%); Mandarin (15%); Spanish (25%)
- Ages: Under 5 (5%); 5 to 8 (5%); 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (60%); 60 and Over (10%)

Intervention Channels:

Community-Based Organizations (2); Community Clinics (non government) (1); Emergency Food Assistance Sites (includes Food Banks) (1); Food Stores (1); Public/Community Health Centers (includes Public Health Departments) (13); WIC Programs (5); Worksites (1); Training and Conference Facilities (1); Community Health Fairs and Events (8)

Narrative Summary:

The Feeling Good Project is focusing its efforts on projects that allow us to educate SNAP-Ed eligible in San Francisco on healthy eating and physical activity promotion as a way to reduce the risk of chronic disease, including members of the Spanish and Chinese speaking communities. Activities include nutrition education classes to SNAP-Ed eligible, participation in health fairs targeting SNAP-Ed eligible, and participation in the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and Shape Up San Francisco. Through collaboration with parents, staff, and students in the SFUSD Nutrition and Physical Activity Committee and the SNAP-Ed funded SFUSD Nutrition Education Project, healthier foods and opportunities for physical activity are promoted in San Francisco schools. The Women's Nutritional Awareness Project will educate San Francisco Department of Public Health providers and clients about the importance of practicing good nutrition prior to becoming pregnant. Nutrition education will emphasize how including adequate folic acid in the diet helps to ensure optimal maternal, fetal and infant health and improve birth outcomes. Activities include nutrition education classes, community education events, training conference for key community health *Network* staff and provider trainings.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of healthy eating practices and the role of physical activity in preventing chronic disease will be collected. We will collect data on numbers of people reached and assess behavior change as a result of information received, by tracking the number of healthy meals selected from the staff cafeteria and self-reported health maintenance behaviors and preventive health services sought.

SAN MATEO COUNTY HEALTH SERVICES AGENCY*Local Incentive Award: Government - Local Public Health Department*

Ms. Lydia Guzman Health Services Manager 32 West 25th Avenue, Suite 203A San Mateo, CA 94403-2265 Phone: (650) 573-2025 Fax: (650) 577-9223 lguzman@co.sanmateo.ca.us	State Share: \$395,577 Federal Share: \$194,123 First Funded: 1998-1999
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (5%); Asian (5%); Caucasian (15%); Latino (75%)
- Languages: English (25%); Spanish (75%)
- Ages: 5 to 8 (5%); 9 to 11 (15%); 12 to 17 (20%); 18 to 59 (60%)

Intervention Channels

Adult Education & Job Training Sites (4); Adult Rehabilitation Centers (1); Afterschool Programs (16); Churches (3); Community-Based Organizations (3); Community Clinics (4); Community Youth Organizations/sites (15); Emergency Food Assistance Sites (1); Extension Offices (1); Farmers' Markets (2); Food Stamp Offices (6); Health Care Facilities (1); Libraries (5); Parks, Recreation Centers (3); Preschools (3); Public Health Centers (5); Public Housing (2); Schools adults/ parents (35); Shelters/Temporary Housing (2); WIC Programs (6); Worksites (1)

Narrative Summary

San Mateo County outreaches to young mothers of school age and preschool children living in qualifying census tracts that are primarily Latino. The main goal is to increase fruit and vegetable consumption and to promote daily physical activity through fun and interactive nutrition education activities including food preparation, games, physical activity demonstrations, and puppet shows. The program offers nutrition education programs designed with the participant in mind - The 'Woman Spas' reaches SNAP-Ed eligible adult woman of all ages, 'Spring Training' uses sports themes to target SNAP-Ed eligible teenage boys, and 'My Hero' is designed to reach SNAP-Ed eligible adult men. The novel project names were assigned in order to generate special interest with the priority population. These programs are collaboration with community based organizations such as local libraries and the YMCA. The project continues to: a) offer the 'Teen Health Spas' for SNAP-Ed eligible teenage girls and produces the 'Teen Health Spa Newsletter' to reinforce nutrition information and encourage daily physical activity; b) distribute a low literacy Spanish bulletin, 'El Arco Iris,' to promote better health through nutrition; c) partner with the WIC Breastfeeding Center to provide nutrition education activities at 'Celebrate the Gift of Life' events, honoring breastfeeding mothers and their families and; d) conduct train-the-trainer workshops to introduce creative nutrition education activities to individuals working with low-income communities.

Key Performance Measures

Pre and post survey measuring an Increase in the consumption of fruits and vegetables in low-income communities. Measure increase in awareness of the relationship between nutrition and health by conducting a survey. Reach projected number of individuals with nutrition education interventions.

SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Ms. Mary Foley, MS, RD Project Coordinator 976 Lenzen Avenue San Jose, CA 95126-2737 Phone: (408) 792-5245 Fax: (408) 947-8745 mary.foley@hhs.co.santa-clara.ca.us	State Share: \$685,014 Federal Share: \$342,507 First Funded: 2000-2001
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Target Audience

- Gender: Male (34%); Female (63%)
- Ethnicity: African American (5%); Asian (10%); Caucasian (5%); Latino (80%)
- Language: Cantonese (1%); English (40%); Russian (1%); Spanish (50%); Tagalog (1%); Vietnamese (7%)
- Ages: Under 5 (20%); 5 to 8 (10%); 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (40%); 60 and Over (10%)

Intervention Channels

Adult Education & Job Training Sites (2); Afterschool Programs (10); Churches (5); Community Based Organizations (5); Community Centers (5); Community Youth Organizations (5); Emergency Food Assistance Sites (1); Extension Offices (1); Farmers' Markets (5); Food Stamp Offices (2); Food Stores (5); Libraries (5); Parks, Recreation Centers (5); Head Start Programs (2); Preschools (4); Public Health Centers (1); Public Housing (3); Schools - students & adults/parents (K-12) (22); Soup Kitchens/Congregate Meal Sites (2); WIC Programs (6); Worksites (5).

Narrative Summary

Santa Clara County Nutrition & Wellness Unit is comprised of seven programs which includes our *Network* project. Main intervention activities of the *Network* LIA program include: 1) general nutrition education, 2) community-based fruit and vegetable and physical activity promotion campaigns, 3) collaboratives and coalitions promoting healthful eating and physical activity among SNAP-Ed eligible residents, 4) free media activities supporting fruit and vegetable and physical activity promotion campaign messages, and, in collaboration with WIC, breastfeeding 5) trainings on promoting healthy eating and physical activity behaviors, and 6) technical assistance in healthy nutrition and physical activity-related practices. One unique aspect of Nutrition and Wellness is the integration and coordination of multiple campaigns with shared goals, resulting in enrichment of services, pooled resources, and improved cross-county communication for optimal behavior change and maximum impact while simultaneously maintaining the integrity and individual goals of each program.

Key Performance Measures

Key measures/indicators of implementation include: farmers' market coupon redemption rates, class attendance rates, surveys (as appropriate) to measure knowledge, changes in behavior, intention to increase fruit/vegetable consumption and daily physical activity, workshop attendance rates and evaluations, community-based organization practice changes, media impressions, improvements in overweight/obesity rates over time may reflect the results of collaborative efforts with community partners to improve the health of the community.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, COOPERATIVE EXTENSION OF ALAMEDA COUNTY

Local Incentive Award: Education - University of California Cooperative Extension

Ms. Lucrecia Farfan-Ramirez Project Director Child and Youth Nutrition Program 1131 Harbor Bay Parkway, Suite 131 Alameda, CA 94502-6540 Phone: (510) 639-1270 Fax: (510) 567-6813 cdalameda@ucdavis.edu	State Share: \$1,531,271 Federal Share: \$765,143 First Funded: 1998-1999
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Target Audience

- Gender: Male (30%); Female (70%)
- Ethnicity: African American (28%); Asian (24%); Latino (45%); Yemenese, Ethiopian, African, Iranian, Afgani, Palestinian (.45%); Native American (1%), Pacific Islander (.25%)
- Languages: English (47%); Spanish (36%); Arabic (1%); Cantonese (13%); Vietnamese (3%)
- Ages: Under 5 (30%); 18 to 59 (70%)

Intervention Channels

Preschools: School District Preschools (36); Schools - adults/parents (17)

Narrative Summary

The Nutrition Education Training Academy (NETA) seeks to improve the Oakland Unified School District Early Childhood Programs for children and their families by teaching and promoting physical activity and the consumption of fruits and vegetables to the recommended levels. Using the Train the Trainer model, 105 teachers are trained to teach 1,820 children the importance of eating fruits and vegetables and being active using the Nutrition Matters! (NM!) Curriculum, early childhood activities, and Tips for Busy Professionals. Thirty six lead teachers ensure that children have at least one to two nutrition activities included as part of their classroom activities. Ten parents are trained as Community Nutrition Assistants to help expand and improve the parent's knowledge and information about the importance of eating more fruits and vegetables, garden based nutrition education, being physically active for a healthier lifestyle, and decreasing the risk of chronic diseases. The NETA Program helps the school community create a supportive environment where eating fruits and vegetables and being physically active are easier to do. Parental and family involvement ensures children 3-5 years old will eat healthier meals with their families and engage in family outings to increase physical activity.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking form. Increasing consumption of fruits and vegetables, enhanced efficacy to access healthy foods, and increased knowledge of fruits and vegetables in the target audience will indicate successful implementation of the NM! Curriculum. Teachers implementing the curriculum will display confidence in teaching nutrition education to preschool children. Parents will be empowered to create environmental change. Impact evaluation will determine changes in fruit and vegetable consumption among preschool children participating in nutrition lessons from the NM! Curriculum.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, COOPERATIVE EXTENSION OF ALAMEDA COUNTY

Local Incentive Award: Education - University of California Cooperative Extension

Dr. Mary Blackburn, MPH, Advisor Family and Consumer Services 1131 Harbor Bay Parkway, Suite 131 Alameda, CA 94502-6540 Phone: (510) 639-1274 Fax: (510) 567-6813 mlblackburn@ucdavis.edu	State Share: \$138,458 Federal Share: \$69,228 First Funded: 2001-2002
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (32%); Asian (16%); Caucasian (10%); Latino (23%); Native American (1%); Pacific Islander (16%); Other (2%)
- Language: Cantonese (1%); English (51%); Lao (1%); Mandarin (1%); Spanish (25%); Tagalog (1%); Vietnamese (20%)
- Ages: 18 to 59 (94%); 60 and Over (6%)

Intervention Channels

Churches (5); Community Centers (9); Elderly Service Sites (4); Emergency Food Assistance Sites (5); Farmers' Markets (5); Food Stamp Offices (5); Food Stores (4); Homes (400); Head Start Programs (5); Preschools (3); Public Housing (3); WIC Programs (5); Worksites (1); Indian/Tribal centers (3)

Narrative Summary

The Nutrition Family & Consumer Sciences (NFCS) Division of the University of California Cooperative Extension (UCCE) in Alameda County provides community education, and science based knowledge and information to the SNAP-Ed eligible public. In particular, NFCS provides nutrition education, food buying, meal planning, safe food handling, positive lifestyles, and education on healthy eating.

The NFCS Division uses the *Network* Local Incentive Award to expand nutrition food safety and smart shopping skills activities to a larger audience of SNAP-Ed eligibles, promoting the use of SNAP as a nutrition model, not welfare. NFCS reaches at least 25,000 SNAP eligible families by direct mail to promote a healthy diet, emphasizing the benefits of good nutrition.

Key Performance Measures

The USDA approved Food Behavior Checklist (FBC) measuring behavior change in four key areas will be the evaluation tool. Based on pre and post FBC assessments after direct education interventions, participants will show a significant increase in: daily fruit and vegetable intake; positive behavior change in healthy eating practices; safe food handling practices; and food resource management. FBC will be analyzed by the USDA - End of Year Reporting System (ERS) database.

TRUST OF CONSERVATION INNOVATION, ON BEHALF OF NEXTCOURSE
Project #1*Local Food and Nutrition Education*

Ms. Susie White Associate Director, Nextcourse 930 Bryant Street San Francisco, CA 94103 Phone: (415) 640-3762 Fax: (415) 567-0317 susie@nextcourse.org	Grant Amount: \$89,408 First Funded: 2006-2007
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Target Audience

- Gender: Male (65%); Female (35%)
- Ethnicity: African American (18%); Asian (16%); Caucasian (6%); Latino (45%); non-white (15%)
- Languages: English (50%); Mandarin (25%); Spanish (25%)
- Ages: 12 to 17 (100%)

Intervention Channels

Schools (K-12) (1)

Narrative Summary

The Mission High School Student Nutrition Education Project's major goal is to increase the consumption of fresh produce among students and their families by engaging a unique combination of activities and partners that provide the knowledge, experience, and motivation for youth to improve their health and well-being. With the input of nutritionists, peer leaders, professional chefs, and food systems experts, Nextcourse nutrition education classes and activities will annually provide 120 SNAP-Ed eligible students and families with the information and skills they need to consume nutritious and delicious food as an alternative to readily available convenience and processed foods. Through basic nutrition information, hands-on experience developing basic cooking skills, and taste comparisons, the goal of each class is to help students explore their understanding of food and to become better educated food consumers. Each class is an in-depth exploration into food and flavors as a means of enjoyment and enrichment, not simply sustenance. In addition, Nextcourse will encourage students and their families to develop economical strategies for buying local and seasonal foods and to gain experience shopping at farmers' markets.

Key Performance Measures

Process evaluation measures will include participation sign-in sheets, Activity Tracking form data, student feedback surveys, and Peer Leader surveys. These measures will determine successful participation and demonstration of nutrition knowledge gained. Outcome measures will include follow-up participant focus groups and pre-post Food Preference Surveys that will indicate increased preferences in fresh fruits and vegetables.

TRUST OF CONSERVATION INNOVATION, ON BEHALF OF NEXTCOURSE

Project #2

Local Food and Nutrition Education

Ms. Susie White Associate Director, Nextcourse 930 Bryant Street San Francisco, CA 94103 Phone: (415) 640-3762 Fax: (415) 567-0317 susie@nextcourse.org	Funding Amount: \$82,461 First Funded: 2006-2007
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Target Audience

- Gender: Male (18%); Female (72%)
- Ethnicity: African American (60%); Caucasian (20%); Latino (20%)
- Languages: English (100%)
- Ages: 18 to 59 (100%)

Intervention Channels

Community-Based Organizations (4)

Narrative Summary

Nextcourse proposes to create the Soul Food project serving the nutrition and health education needs of SNAP-Ed eligible women enrolled at the Women's Reentry Center (WRC), an innovative transitional services program located in San Francisco's South of Market (SOMA) neighborhood. The Soul Food nutrition education project will become a fundamental strategy through which the WRC community will help women learn essential skills necessary to nurture and heal themselves through healthy eating and active lifestyles. Major objectives will include nutrition education curricula providing simple and accessible healthy eating and active lifestyle concepts developed by Nextcourse, Network, and USDA. An estimated 430 participants annually will be impacted by the following central themes for Soul Food project:

- Relevant nutrition education and physical activity lessons that provide opportunities for both personal growth and social support
- Community engagement strategies that involve program participants in meaningful leadership positions
- Engagement of a diverse array of community partners providing resources and linkages to a broader community audience, and;
- On-going evaluation and assessment to inform project growth and development

Key Performance Measures

Key behavior change factors to be influenced will include: knowledge; awareness; skills; self-efficacy; peer norms; food preferences; social support; and community empowerment. These indicators will be measured through both process and outcomes evaluation methods. Process measures will include date and location of activities, number of participants, nutrition education/physical activity topics, materials used or distributed, and facilitators, feedback surveys, and minutes from community meetings. Outcomes measures will include pre- and post-testing and focus groups capturing data on food preferences and self-efficacy.

URBAN RESOURCE SYSTEMS, INC.
Urban Sprouts School Gardens
Local Food and Nutrition Education

Ms. Abby Jaramillo Executive Director 326 Prospect Ave. San Francisco, CA 94110 Phone: (415) 648-4596 Fax: (415) 733-0889 abby@urbansprouts.org	Funding Amount: \$86,371 First Funded: 2006-2007
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (28%); Asian (18%); Caucasian (3%); Latino (28%); Native American (1%); Pacific Islander (10%); Non-White (12%)
- Language: Cantonese (10%); English (58%); Korean (1%); Spanish (20%); Tagalog (10%); Vietnamese (1%)
- Ages: 9 to 11 (60%); 12 to 17 (35%); 18 to 59 (5%)

Intervention Channels

Afterschool Programs (1); Schools - students (K-12) (3); Schools - adults/parents (2); Community Garden (1)

Narrative Summary

The Urban Sprouts School Garden-based Nutrition Education Program (NEP) works to increase fruit and vegetable consumption of SNAP-Ed eligible youth and adults in San Francisco's underserved southeastern neighborhoods. NEP provides garden-based nutrition education in three public middle and high schools, reaching over 450 youth each year. By teaching youth to grow, harvest, prepare, and eat vegetables from the school garden, NEP help youth actively engage in school, eat better and exercise more, and connect with the environment and each other. NEP also facilitates parent leadership groups to help students' parents and guardians use garden-based nutrition education to improve food access and nutrition knowledge in their schools and neighborhoods. Urban Sprouts is unique in providing garden-based nutrition programming that includes targeted parent involvement strategies, at urban middle and high schools. NEP are developing, testing, and disseminating a program model that will help other middle and high schools in underserved communities to do the same.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheet, pre- and post- tests, and on the Activity Tracking Form. Of program participants, 70 percent will report an increase of fruit and vegetable consumption, measured by pre- and post- survey questionnaires and focus groups, including reporting of weekly and monthly fruit and vegetable consumption. Of program participants, 70 percent will report an increase in daily physical activity, measured by pre- and post-survey questionnaires and focus groups regarding physical activity and screen time.

Central Coast Region

Monterey, San Benito, and Santa Cruz Counties

Network for a Healthy California Regional Lead Agency

Monterey County Health Department
1270 Natividad Road, Rm. 11
Salinas, CA 93906

www.co.monterey.ca.us/Health/CommunityHealth/Nutrition

Funding Amount: \$665,000

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Salinas, CA 93906

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Email: barreramr@co.monterey.ca.us



ALISAL UNION SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Petra Martinez 680 Las Casitas Dr. Salinas, CA 93905 Phone: (831) 753-5770 x3261 Fax: (831) 753-3396 Petra.martinez@alisal.org	State Share: \$3,312,603 Federal Share: \$1,623,880 First Funded: 1996-1997
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (1%); Caucasian (2%); Latino (91%); various (6%)
- Language: English (50%); Spanish (50%)
- Ages: Under 5 (10%); 5 to 8 (10%); 9 to 11 (75%); 12 to 17 (5%)

Intervention Channels

Preschools: Other Preschools or Daycares (6); Schools - students (K-12) (11) Preschools:
 Other Preschools or Daycares (6); Schools - students (K-12), adults/parents (11)

Narrative Summary

Alisal Union School District Nutrition Network (AUSD NN) provides nutrition education to SNAP-Ed eligible students and parents regarding the consumption of fruits and vegetables as healthier choices for snacks and meals. The project also has a focus of promoting physical activity. Staff, students, and parents learn about common and uncommon fruits and vegetables, the nutritive value, how to identify them for seasonal purchases, and how to cook, clean, and eat them. AUSD NN provides information to parents and students on the importance of daily activity and gives examples of physical activities that can be done individually and as a family. AUSD NN trains teachers on how to present nutrition information to students, how to conduct taste testing, and how to encourage the students to make healthy choices. AUSD also teaches nutrition education through the garden experience. AUSD NN conducts Health Clubs as an after-school project to teach all students who participate about the importance of eating fruits and vegetables in a colorful way. AUSD NN works with pre-school, Kindergarten through sixth graders, various grade levels after-school, parents, and staff in the workplace. Through all of these interventions the same message of eating healthy with fruits and vegetables and incorporating physical activity daily is reinforced with the students and parents in school and at home.

Key Performance Measures

AUSD NN is using an impact evaluation to check on the effectiveness of the nutrition education classes with students. AUSD will be evaluating the sixth grade classes this year. Next year AUSD plans to evaluate the fourth grade.

MONTEREY COUNTY HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Ms. Joy Mendoza Community Health Division 632 E. Alisal Street Salinas, CA 93905 Phone: (831) 796-2870 Fax: (831) 796-3286 mendozaj@co.monterey.ca.us	State Share: \$1,681,448 Federal Share: \$601,835 First Funded: 1998-1999
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (4%); Asian (7%); Caucasian (37%); Latino (51%); Native American (1%)
- Language: English (65%); Spanish (35%)
- Ages: Under 5 (10%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (5%); 18 to 59 (25%)

Intervention Channels

Afterschool Programs (2); Community-Based Organizations (5); Public Health Centers (1); Schools - students (K- 12) (15); Schools - adults/parents (1)

Narrative Summary

The Monterey County Health Department (MCHD) is a public health government entity, whose mission is to enhance, promote, and protect the health of Monterey County individuals, families, communities, and environment. The *Network* Local Incentive Award (LIA) is housed in the Community Health Division. The LIA focuses on capacity building within qualifying elementary and middle schools through a train the trainer model. The trainings provide teachers with curricula on nutrition and physical activity education and tools including toolboxes, resources, and activity bins that facilitate the integration of nutrition and physical activity promotion into the mandated curricula. The LIA also educates parents on nutrition and physical activity through adult education programs at schools and faith-based organizations, as well as the provision of basic nutrition education to SNAP-Ed eligible families through community and school events. Through State Share activities, nutrition education and physical activity promotion are provided annually in science, reading, language development, social studies, and math instruction for more than 9,200 low-income elementary-grade children in 15 schools. Over 11,000 SNAP-Ed eligible recipients of all ages receive nutrition and physical activity education through the Salinas Adult School's Parent Education, English as a Second Language, General Education, Speakers Bureau, Adult Basic Education, and the Creative Living Programs.

Key Performance Measures

Process evaluation will indicate the participation levels in all activities performed, as reported by the Activity Tracking Log, sign-in sheets, and on-going evaluations of trainings and classes. Impact evaluation will measure changes in food preferences for fruits and vegetables among students.

NATIVIDAD MEDICAL FOUNDATION*Local Food and Nutrition Education*

Ms. Isabel Estolano 1441 Constitution Blvd. P.O. Box 81611 Salinas, CA 93912-1611 Phone: (831) 759-6539 Fax: (831) 796-2833 Isabel@natividadfoundation.org	Funding Amount: \$83,519 First Funded: 2008-2009
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (10%); Asian (8%); Caucasian (12%); Latino (70%)
- Languages: English (29%); Spanish (70%); Tagalog (1%)
- Ages: 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (75%); 60 and Over (5%)

Intervention Channels

Adult Education & Job Training Sites (1); Community-Based Organizations (4); Community Centers (4); Emergency Food Assistance Sites (including Food Banks) (8); Farmers' Markets (4); Food Stamp Offices (2); Public Housing (10); Shelters/Temporary Housing (2)

Narrative Summary

The Central Coast Local Food and Nutrition Education project is designed to prevent or reduce the risk of chronic diseases related to poor nutrition and obesity among SNAP-Ed eligible people in the places where they live, work, eat and seek recreation on the Central Coast. The proposed non-traditional outreach venues uniquely target the Central Coast's food stamp-eligible population, including low-income housing complexes, food banks, and other direct service sites for the target audience. The target population will benefit from increased access to nutrition education; increased access to client-centered, culturally appropriate services with consideration of literacy level, language, cultural belief systems, and environment of care; and immediate reinforcement of the importance of good nutrition to help prevent chronic diseases resulting from obesity and poor nutrition. The project will consist primarily of direct nutrition education to 30 groups of approximately 50 participants each year at community-based organizations, food banks, farmers' markets, workplaces, flea markets, and other venues where members of the target population live, work, eat, and seek recreation. Interventions will be conducted throughout the tri-county region and will encompass South Santa Cruz/Pajaro, the Salinas Valley and Hollister/ San Juan Bautista.

Key Performance Measures

Impact evaluation will measure change in behavior and factors that influence behavior, including knowledge, cultural beliefs, and availability or access to fruits and vegetables. The evaluation will utilize quantitative methods including pre- and post-surveys and qualitative methods such as focus groups and participatory learning. Natividad will also utilize *Network*-approved surveys as appropriate.

SANTA CRUZ CITY SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Jessica Silverman Curcio Nutrition Network Grant Coordinator Gault Elementary School 1320 Seabright Ave. Santa Cruz, CA 95062-2525 Phone: (831) 429-3856 Fax: (831) 427-4812 jcurcio@sccs.santacruz.k12.ca.us	State Share: \$339,720 Federal Share: \$169,802 First Funded: 2002-2003
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (2%); Caucasian (35%); Latino (59%); multiple/no response (3%)
- Language: English (38%); Spanish (58%); Other (4%)
- Ages: Under 5 (2%); 5 to 8 (61%); 9 to 11 (37%)

Intervention Channels

Afterschool Programs (2); Schools - students (K-12), adults/parents (2); Preschools (1)

Narrative Summary

The *Network* funded project at Santa Cruz City Schools works to increase the number of elementary students who receive nutrition education and physical activity promotion. The Student Nutrition Advisory Councils meet regularly to help integrate the healthy eating and physical activity messages into school classrooms, school-wide events and the school environment. Nutrition education is integrated into Language Arts, Art and Math in grades K-5. Students participate in taste tests and cooking projects with fruits and vegetables that are the featured Harvest of the Month. These fruits and vegetables are also featured in the healthy snack program and in displays in the school cafeteria. Throughout the school year, the Harvest of the Month is highlighted at the library science centers, in the monthly teacher newsletter, and in the Life Lab garden. Physical activity promotion is linked to general nutrition education and healthy eating in K-5 classrooms. Nutrition themed physical games are used in Nutrition Olympics and at school events. Students receive nutrition education on farm field trips to local farms. Farmers also visit classrooms to deliver nutrition education. Finally, classes receive nutrition education on field trips to local grocery stores.

We are enhancing the project by expanding Harvest of the Month tasting kits to a preschool and providing nutrition education to parents at PTA meetings. New after school nutrition education will include a field trip to the farmers' market and a kids cooking class.

Key Performance Measures

Process evaluation will be used to measure activities. Activities are geared toward increasing fruit and vegetable consumption among the target audience, improvement in nutrition knowledge, improvement in cooking and nutrition knowledge and skills for gardening based education along with increasing physical activity.

Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties

Network for a Healthy California Regional Lead Agency

Central Valley Health Network
1987 N. Gateway, Suite 101
Fresno, CA 93727

Region:

http://cefresno.ucdavis.edu/custom_program620

Collaborative: <http://groups.ucanr.org/steppingup>

Funding Amount: \$1,258,500

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CENTRAL VALLEY HEALTH NETWORK*Non-profit Incentive Award*

Ms. Cynthia Peshek, MA, RD Nutrition Program Coordinator 1107 9th Street, Suite 810 Sacramento, CA 95814-3600 Phone: (916) 552-2846 Fax: (916) 444-2424 cpeshek@cvhnclinics.org	State Share: \$1,509,143 Federal Share: \$1,074,590 First Funded: 2003-2004
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Target Audience

- Gender: Male (39%); Female (61%)
- Ethnicity: African American (5%); Asian (2%); Caucasian (19%); Latino (71%); Native American; Pacific Islander; Other (3%)
- Languages: English (43%); Spanish (57%)
- Ages: Under 5 (14%); 5 to 8 (8%); 9 to 11 (5%); 12 to 17 (11%); 18 to 59 (55%); 60 and Over (7%)

Intervention Channels

Churches (8); CBOs (1); Community Centers (11); Community Clinics (57); Elderly Service Sites (3); Emergency Food Assistance Sites (1); Farmers' Markets (13); Food Stores (3); Health Care Facilities (7); Healthy Start (3); Parks, Recreation Centers (2); Head Start Programs (14); Preschools (11); Public Health Centers (1); Public Housing (3); Schools - students (K-12) (71); Schools - adults/parents (4); WIC Programs (8); Health Fair/Community Event (13)

Narrative Summary

The Central Valley Health Network's (CVHN) goal is to provide nutrition education that promotes the recommended intake of fruits and vegetables (F/V), 30 minutes for adults and 60 minutes for children/day of physical activity (PA), as well as improved food access to SNAP-Ed eligibles. To accomplish this, CVHN will distribute English/Spanish newsletters bi-monthly to health center clientele and community members highlighting the above. CVHN nutrition educators will distribute Food Stamp promotion materials to health center clients. CVHN will collaborate with community organizations to conduct nutrition education and PA promotion activities at qualifying community sites. We will provide health center based individual and/or classroom-setting nutrition education and PA promotion. Coordinators will participate in a *Network* impact evaluation training. Health centers will be able to measure the adoption of the F/V and/or PA recommendations and related factors either through pre and post-measures or annual surveillance with a representative sample of health center clients. CVHN will communicate the *Network* program activities and its benefits regarding disease prevention to healthcare providers through presentations at least two staff meetings per health center per year or by including this information in a health center based newsletter.

Key Performance Measures

Process evaluation: Numbers of news bulletins, SNAP promotion materials, media communications delivered to target audience, food demonstrations, classes, and individual education sessions, unduplicated participants (adult and children) in all above mentioned activities, and staff/health care providers updated on nutrition education and nutrition services offered. Impact evaluation: the measurement of the adoption of F/V and/or PA recommendations, and related factors, through pre and post measures or annual surveillance with representative sample of health center clients.

FRESNO COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

Ms. Michelle Roman Wellness and Nutrition Coordinator 1111 Van Ness Avenue Fresno, CA 93721-2019 Phone: (559) 443-4831 Fax: (559) 443-4842 mroman@fcoe.k12.ca.us	State Share: \$1,269,311 Federal Share: \$634,655 First Funded: 1999-2000
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Target Audience

- Gender: Male (49%); Female (51%)
- Ethnicity: African American (6%); Asian (11%); Caucasian (12%); Latino (69%); Native American, Pacific Islander, Filipino, Other (2%)
- Language: English (69%); Hmong (2%); Khmer; Lao; Spanish (27%); all other non-English (2%)
- Ages: Under 5 (6%); 5 to 8 (34%); 9 to 11 (28%); 12 to 17 (30%); 18 to 59 (2%)

Intervention Channels

Afterschool Programs (12); Community Based Organizations (4); Community Clinics (2); Schools - students (K-I 2) (19); Fresno County Fairgrounds (1)

Narrative Summary

Fresno County Office of Education (FCOE) works with multiple K-8 schools as well as After School programs in six school districts to promote healthy eating and physical activity through school-based activities and county-wide events. A comprehensive Harvest of the Month program at school sites has been developed with taste-testing, classroom, after school and cafeteria activities, and take-home newsletters. Student lead Nutrition Advisory Council (NAC) groups assist with facilitation of nutrition education on school campuses through peer teaching and support a healthy school campus. Training is provided to teachers, staff, after school staff, and parents through *Network* approved materials. Trainings and nutrition education workshops are essential in increasing integration of nutrition in the classroom and to promote physical activity. Impact evaluation is completed to measure preference for fruits and vegetables. FCOE also participates in county-wide events that promote increased consumption of fruits and vegetables and physical activity: Back to School Nights, School Open Houses, health fairs, FCOE Pentathlon Adventure (5th-8th grade students), FCOE Scout Island Adventure Challenge (High School), Fresno County Farm and Nutrition Day at the Fresno Fairgrounds, as well as nationally recognized events such as National Walk to School Day.

Key Performance Measures

Impact evaluation is conducted yearly to determine preferences of fruits and vegetables. Process evaluation measures will indicate participation levels through sign-in sheets, tracking forms, pictures, summaries of evaluation, and feedback tools developed.

FRESNO UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Sally Fowler Project Director 3132 East Fairmont Avenue, Bldg. 5 Fresno, CA 93726-0606 Phone: (559) 248-7175 Fax: (559) 227-5314 sfowler@fresnounified.org	State Share: \$398,225 Federal Share: \$198,762 First Funded: 2001-2002
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Target Audience

- Gender: Male (49%); Female (51%)
- Ethnicity: African American (11%); Asian (15%); Caucasian (15%); Latino (58%); Native American (1%); Pacific Islander; Filipino, Multiple, No Response (1%)
- Language: English (52%); Hmong (10%); Khmer (2%); Lao (2%); Spanish (32%); Armenian, Vietnamese; Tagalog, Russian, Cantonese (2%)
- Ages: Under 5 (2%); 5 to 8 (2%); 12 to 17 (85%); 18 to 59 (11%)

Intervention Channels

Preschools: School District Preschools (1); Schools - students (K-12) (12); Schools adults/parents (10); Parent and Child Education Centers (ages 1-4) on eligible high school campuses (4); Billboard (1)

Narrative Summary

Fresno Unified School District (FUSD), a large ethnically and linguistically diverse district with several established community partnerships, has developed nutrition education curriculum from MyPyramid and aligned these lessons to State standards. The *Network* program is training students in nutrition advocacy and promotion of physical activity. Nutrition advocacy reinforces the District goal of promoting healthy choices for students as part of an effort to continue to increase student success on the California Standards Tests. Student advocates provide nutrition education presentations and school bulletin announcements, promote the Harvest of the Month program, and provide nutrition education at one event such as Walk to School Week, Spring into Health, National School Breakfast Week, or The Great American Eat Right Challenge. Student advocates conduct nutrition education and physical activity promotion for parents and preschool children on Food Stamp eligible high school campuses. They also teach nutrition education and physical activity promotion through grade-level-specific lessons to elementary school students. Advocates promote increased consumption of fruits and vegetables with taste testing, and partner with School Food Service to reinforce healthy eating linked to academic achievement. *Network* objectives provide activities in a culturally relevant and participatory manner that supports healthy food choices.

Key Performance Measures

Impact evaluation will determine changes in fruit and vegetable consumption among Student Nutrition Advocates enrolled in nutrition education classes. Process evaluation measures will indicate the participation levels in all activities performed, as recorded on sign-in sheets and on the Activity Tracking Form. Student Nutrition Advocates serving as peer educators will display increased self-efficacy.

GREENFIELD UNION SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Nora Ortiz Nutrition Facilitator 5400 Monitor St. Bakersfield, CA 93307-6399 Phone: (661) 837-3720 Fax: (661) 837-3723 ortizn@gfusd.k12.ca.us	State Share: \$363,835 Federal Share: \$148,000 First Funded: 2000-2001
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (9%); Asian (2%); Caucasian (12%); Latino (72%); Native American (1%); Pacific Islander (1%); All others (3%)
- Language: Arabic (1%); English (70%); Spanish (28%); Korean (1%)
- Ages: Under 5 (1%); 5 to 8 (38%); 9 to 11 (50%); 12 to 17 (1%); 18 to 59 (10%)

Intervention Channels

Adult Education & Job Training Sites (1); Afterschool Programs (11); Community-Based Organizations (1); Community Centers (1); Emergency Food Assistance Sites (1); Food Stores (3); Parks, Recreation Centers (1); Preschools (4); Schools - students (K-12) (11); Schools - adults/parents (1); Worksites (1)

Narrative Summary

The Greenfield Union School District (GUSD) Family Resource Center works with families, teachers, staff, and students to promote healthy eating and physical activity. GUSD provides nutrition education and physical activity promotion resources to teachers and afterschool staff. Nutrition education is provided in K-6 classes and/or in the after school program. Noon student aide staff link the cafeteria with nutrition education classes by promoting fruits and vegetables during lunch using banners and taste testing. GUSD teaches students gardening concepts in the after school program as part of nutrition education.

GUSD works closely with individual families, distributing nutrition education materials, and promoting participation in nutrition education classes. Cooking demonstration classes are conducted to help improve families' ability to provide healthy nutritious meals. Physical activity promotion is provided along with the nutrition education. GUSD also provides volunteers and participants of local walking groups, nutrition education, and physical activity promotion.

Key Performance Measures

Process measures will indicate participation and will include sign-in sheets, number of materials handed out, taste test surveys, and Activity Tracking Form. Impact Evaluation will be conducted to measure change in fruit and vegetable consumption among 4th and 5th graders.

KERN COUNTY SUPERINTENDENT OF SCHOOLS*Local Incentive Award: Education - County Office of Education*

Ms. Kimberly Thompson 1300 17th Street Bakersfield, CA 93301 Phone: (661) 636-4668 Fax: (661) 636-4329 kithompson@kern.org	State Share: \$400,000 Federal Share: \$199,531 First Funded: 2008-2009
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Target Audience

- Gender: Male (51%) Female (49%)
- Ethnicity: African American (7%); Asian (2%); Caucasian (30%); Latino (58%)
- Languages: English (40%); Spanish (60%)
- Ages: Under 5 years old (40%); 5-8 years old (25%); 9 to 11 (1%); 12 to 17 (15%); 18 to 59 (19%)

Intervention Channels

Preschools/Daycares (7); Schools - (K-12) (6)

Narrative Summary

The Kern County Superintendent of Schools (KCSOS) along with Beardsley and Standard School Districts will work its partners (American Cancer Society, the Gleaners, Grocery Partners, Kern County Farm Bureau, Dairy Council and UCCE) to increase healthy eating among SNAP-ED eligible families in Kern County. Nutrition education will be provided at thirteen eligible school sites. Classes will include hands-on healthy cooking demonstrations and physical activity promotion. The Food Stamp Program will also be promoted in the context of nutrition education.

Activities to increase nutrition education and physical activity promotion will include: implementation Harvest of the Month at eligible school sites; providing professional development to teachers and staff on nutrition education; providing eligible school sites with materials needed to conduct nutrition education and healthy taste testing; developing a resource exchange of nutrition education materials for teachers, parents, and students. With its partners, KCSOS will promote fruits and vegetables to students from eligible schools at community events. Such events may include Farm Days at the Kern County Fair, farmers' markets, health fairs, and other similar health promotion activities that provide services to the target audience. KCSOS will attend Central Valley Health and Nutrition Collaborative meetings.

Key Performance Measures

Process evaluation measures will include the following: a recorded in sign-in sheets, meeting agendas, numbers who participated in events, and frequency of events and classes as measured on Activity Tracking Forms.

KERNVILLE UNION SCHOOL DISTRICT

Family Resource Center

Local Incentive Award: Education - School District

Ms. Alisa Hinkle Program Coordinator P.O. Box 2905 Lake Isabella, CA 93240-2905 Phone: (760) 379-2556 Fax: (760) 379-1257 alhinkl@zeus.kern.org	State Share: \$361,926 Federal Share: \$180,963 First Funded: 1999-2000
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (84%); Latino (8%); Native American (5%); Pacific Islander (1%)
- Language: English (94%); Spanish (6%)
- Ages: Under 5 years old (8%); 5-8 years old (19%); 9 to 11 (22%); 12 to 17 (30%); 18 to 59 (13%); 60 years old and over (8%)

Intervention Channels

Afterschool Programs (3); Churches (3); Community-Based Organizations (3); Community Centers (1); Community Clinics (1); Community Youth Organizations (3); Elderly Service Sites (1); Emergency Food Assistance Sites (3); Homes (75); Libraries (2); Other Youth Education Sites (1); Parks, Recreation Centers (1); Head Start Programs (1); Preschools (1); Schools - students (K-12) (3); Soup Kitchens (1); WIC Programs (1); Worksites (2); Other: Department of Human Services (1)

Narrative Summary

Kernville Union School District (KUSD) acts as a community broker for nutrition education, physical activity promotion, and nutrition assistance program promotion through its Family Resource Center Nutrition Program. The KUSD Family Resource Center sponsors two community-based health fairs and annual Nutrition Olympics, offering nutrition education, fresh fruit and vegetable sampling, direct services emphasizing the importance of healthy eating and daily physical activity, and nutrition assistance program promotion. The nutrition program provides nutrition education and physical activity promotion in preschools and K-8th grade schools in regular and after school classrooms. Students learn healthy eating, food safety and the 'farm to table' process by working in two school site gardens. Harvest of the Month, UC FSNEP, and Dairy Council curriculum enhances after school program nutrition education efforts. Within the community, the nutrition program provides nutrition education, physical activity promotion, and federal nutrition assistance promotion to SNAP-Ed eligibles through: classes, home visits, playgroups, newsletters, newspaper columns, radio and print announcements, Kern River Valley Collaborative meetings, and a website. Ongoing coordination with Kern Valley Health Care District, Kern River Valley Collaborative, and the Central Valley Health and Nutrition Collaborative ensures that nutrition education participants receive accurate and quality nutrition education information.

Key Performance Measures

Impact Evaluation will determine changes in the consumption of fruits and vegetables among students and adults in nutrition education classes and also improvement in knowledge and self efficacy to choose and prepare healthier foods. Process evaluation measures will indicate participation levels in nutrition program activities performed via Activity Tracking Form.

LAMONT SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Yolanda Romero, RNC Project Director 7915 Burgundy Ave. Lamont, CA 93241-1350 Phone: (661) 845-2724 Fax: (661) 845-5114 yromero@lesd.us	State Share: \$335,903 Federal Share: \$167,952 First Funded: 1999-2000
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (1%); Caucasian (4%); Latino (94%); Indian (1%)
- Language: English (26%); Spanish (74%)
- Ages: Under 5 (5%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (10%); 18 to 59 (20%); 60+ (5%)

Intervention Channels

Afterschool Programs (4); Community-Based Organizations (1); Community Centers (1); Healthy Start (1); Homes (100); Parks, Recreation Centers (1); Head Start Programs (1); Public Health Centers (1); Schools - students (K-12), adults/parents (4)

Narrative Summary

Lamont is a rural community located in Kern County. It is a community of about 13,000 people, where the majority are Hispanic, (94%), and primarily Spanish speaking (75%). Poverty levels are high as indicated by the number of students in our school district that qualify for free/reduced meals (89.5%). Lamont School District's Nutrition Education Program through community outreach workers will target students, parents, and other community members considered SNAP-Ed eligible. Bilingual nutrition education activities and cooking classes are offered at the Family Resource Center during days and evenings in order to reach community members with varying work schedules. Nutrition education materials and promotional items are distributed at community events such as health fairs, The Harvest Festival, Day to Explore the Arts and Sciences, Back to School Nights, Parent/Youth Night at Arvin High School and other family fun nights at the schools or local Head Start Programs. The Family Advocates also distribute nutrition education materials and information during their home visits to their case managed families. The Family Resource Center lobby always has nutrition education pamphlets and food stamp information available. Students in the district receive nutrition education in the classroom and during the after school programs using Harvest of the Month, Dairy Council, *Network for a Healthy California Power Play!*, and USDA materials as well as curriculums and lessons from the UC FSNEP programs. Students and adults also practice making healthy meals and snacks and play games that teach them to stay active and incorporate physical activity into their daily habits.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as indicated in the sign in sheets and/or by tracking the number of fliers/pamphlets handed out and on the Activity Tracking Form. Improved knowledge of healthy eating and exercise habits will indicate successful implementation of nutrition classes. Pre/post evaluation will be conducted using tools provided in the curriculums or other tools that have been approved by the *Network*. Impact evaluation efforts will be conducted to measure change in knowledge, preference, or behavior.

MADERA COUNTY CHILDREN AND FAMILIES COMMISSION - FIRST 5*Local Incentive Award: Education - First 5 Children and Families Commission*

Ms. Diane Sandoval Health & Wellness Coordinator 525 E. Yosemite Ave. Madera, CA 93638-3334 Phone: (559) 661-5155 Fax: (559) 675-4950 dsandoval@first5madera.net	State Share: \$151,443 Federal Share: \$75,721 First Funded: 2003-2004
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Target Audience

- Gender: Male (9%); Female (91%)
- Ethnicity: African American (3%); Asian (1%); Caucasian (12%); Latino (81%); Bi-racial (2%); unknown (1%)
- Language: English (52%); Hmong (1%); Spanish (47%)
- Ages: Under 5 (20%); 18 to 59 (80%)

Intervention Channels

Community-Based Organizations (1); Farmers' Markets (1); Food Stamp Offices (1); Head Start Programs (3); Preschools: School District Preschools (7); Preschools/Daycares (1); Public/Community Health Centers (1); Schools - adults/parents (7); WIC Programs (1)

Narrative Summary

Madera County Children's and Families Commission aims to impact optimal childhood development among young children through the promotion of adequate nutrition and physical activity through the following strategies:

- Health and Wellness Workshops will include the benefits of fruit and vegetable consumption and the importance of daily physical activity. Workshops will be interactive and offer family games, discussions, the distribution of nutrition education materials, one-time physical activity demonstrations, food demonstrations and taste testing.
- Nutrition Decathlon will provide a fun-filled nutrition education event that reinforces the importance of consuming the recommended amounts of fruits and vegetables and physical activity through various games, activities, and taste testing opportunities, this allows children to become familiar with different fruits and vegetables, learn about nutrition, and have fun while being physically active.
- By partnering with the Food Stamp Office to include nutrition information in the monthly mailings and participating in community events/fairs held in qualifying census tracts, the community will receive nutrition education and information at various locations throughout the community.

Key Performance Measures

Pre/Post surveys will be issued to participants of the Health and Wellness workshops to measure change in nutrition knowledge and attitude towards eating more fruits and vegetables. A material distribution log will measure the quantity of materials provided to the community and a list of partners will track collaborative efforts with *Network* staff and community organizations that serve the SNAP-Ed population.

MADERA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Rosa Garcia Health Services Coordinator 1902 Howard Road Madera, CA 93637-5123 Phone: (559) 675-4500 Fax: (559) 675-4526 chaney_l@madera.k12.ca.us	State Share: \$445,434 Federal Share: \$222,679 First Funded: 2002-2003
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (3%); Asian (1%); Caucasian (13%); Latino (82%); Native American (1%)
- Languages: Arabic (1%); Armenian (0%); English (40%); Farsi (0%); Russian (0%); Spanish (58%) Punjabi (1%)
- Ages: Under 5 (4.5%); 5-8 years old (0%); 9 to 11 (40%); 12 to 17 (55.5%); 18-59, 60 years old and over

Intervention Channels:

Preschools /Daycares (9); Schools (K-12) (23)

Narrative Summary:

Madera Unified School District (MUSD) is located in the heart of the San Joaquin Valley. This contractor has a population of approximately 18,100 students; approximately 82% are of Latino descent. Madera is an agricultural community that continues to grow. The nutrition program is focused toward the 4th-6th grade elementary students at each of the 23 elementary schools. The contractor is teaching *Power Play!*, California Dairy Council, and Eat Fit curriculums. They make 4,000 direct student contacts with a majority of them Hispanic. The fifth grade curriculum is used to integrate technology with small group learning to affect changes in both eating habits and increased physical activity. The changes in knowledge are measured using a pre and post test model.

Key Performance Measures

The focus of the grant activities is to work with teachers of fourth and fifth graders to develop a schedule for nutrition education and physical activity promotion. Approved curricula are used to increase the student's knowledge of the health benefits of consuming fruits and vegetables and the importance of daily physical activity. There is pre and post testing done at each grade level to evaluate growth of students' knowledge in these areas. This information is summarized and reported in the semi annual and year end reports.

MERCED COUNTY OFFICE OF EDUCATION*Local Incentive Awardee: Education - County Office of Education*

Ms. Jaci Westbrook 632 West 13th St. Merced, CA 95340-5908 Phone: (209) 381-6711 Fax: (209) 381-6765 jwestbrook@mcoe.org	State Share: \$2,185,751 Federal Share: \$1,133,410 First Funded: 2003-2004
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (4%); Asian (7%); Caucasian (41%); Latino (45%); Native American (1%); Hmong, Vietnamese, Punjabi, Hindi, Mein/Yao, Portuguese, Arabic, Urdu (2%)
- Language: English (61%); Spanish (26%); Hmong, Vietnamese, Punjabi, Hindi, Mein/Yao, Portuguese, Arabic, Urdu (13%)
- Ages: Under 5 (9%); 5 to 8 (12%); 9 to 11 (12%); 12 to 17 (12%); 18 to 24 (35%)

Intervention Channels

Community-Based Organizations (3); Food Stores (6); Community Clinics (1); Emergency Food Assistance Sites (1); Extension Offices (1); Farmers' Markets (2); Food Stamp Offices (1); Libraries (5); Preschools (4); Schools – students (K-12), adults/parents (46); WIC Programs (1)

Narrative Summary

Merced County Office of Education (MCOE) Nutrition serves students preschool to 8th grade, their teachers, administrators, and support staff in 13 regular education school sites (6 school districts); 14 preschool, and 37 Special Education sites. Special Education has students with varying disabilities (deaf and hard of hearing, emotionally disturbed, autistic, severely disabled, or mental and/or physical impairments). Our main focus is promoting Harvest of the Month (HOTM) by linking classroom nutrition education to the cafeteria, home, and community. This is also done with Special Education, however with visual or instructional modifications as needed.

The HOTM program includes a teacher newsletter, parent newsletters (English, Spanish, and Hmong), Kid Friendly Recipe Page, fun food fact calendar, curriculum integrated preschool activity packets, and content linked resources (i.e., workbook, Activity Time Page, Visual recipes). The HOTM program includes support for cafeteria taste testing, reference signs at local grocery stores, and promotion for nutrition education and nutrition literacy at the public library.

Key Performance Measures

Impact Evaluation: To show an increase in preference with special education for four of the featured HOTM fruits and vegetables. Website Evaluation: To evaluate the content of the MCOE website, its usefulness and the ability to acquire recipe and shopping list information for HOTM activities.

TULARE COUNTY HEALTH AND HUMAN SERVICES AGENCY WIC Program

Local Incentive Award: Government - Local Public Health Department

Ms. Peggy Redfern, RD Supervising Public Health Nutritionist 115 E Tulare Avenue Tulare, CA 93274-4019 Phone: (559) 685-2519 Fax: (559) 685-2695 predfern@tularehhsa.org	State Share: \$955,000 Federal Share: \$374,472 First Funded: 2002-2003
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (13%); Latino (81%); Native American (1%)
- Language: English (55%); Hmong (1%); Spanish (41%); Vietnamese (1%); Lahu (1%); Chinese (1%)
- Ages: Under 5 (18%); 5 to 8 (18%); 9 to 11 (18%); 12 to 17 (18%); 18 to 59 (18%); 60 and Over (10%)

Intervention Channels

Churches (1); Community-Based Organizations (3); Community Centers (1); Community Clinics (1); Community Youth Organization (2); Farmers' Markets (3); Schools – students (K-12) (21); Schools – adults/parents (1); WIC Programs (8); Worksites (2); Summer Lunch Program (6); Grace Homes (group home) (1)

Narrative Summary

This project is a unique multi-organizational partnership of public agencies and community based organizations focused on activities that promote healthy eating and physical activity. The primary target audience is SNAP-Ed eligible residents of Tulare County. The secondary target audience is staff, employees, and volunteers of organizations providing services to the primary target audience. Primary activities include the maintenance and expansion of the Tulare County Nutrition Collaborative, (TCNC), which promotes *Network for a Healthy California (Network)* objectives that focus on nutrition education including Family Challenge, Nutrition on the Go, and Women, Infants, and Children (WIC). WIC activities are above and beyond regular WIC core nutrition services and are SNAP-Ed allowable. The Healthy Promotions Unit of Tulare County Health and Human Services provides dental nutrition education in most of the schools in Tulare County. WIC staff is part of the Tulare County Breastfeeding Coalition in order to promote breastfeeding as the first defense against childhood obesity. TCNC serves as the "Public Agency" for the Central California Regional Obesity Project grant, which has increased TCNC's partnership. *Network* staff also provides nutrition education and physical activity at farmers' markets.

Key Performance Measures

Process measures will indicate participation and include sign in sheets and Activity Tracking Forms. Impact evaluation will be conducted to measure changes in consumption, behavior, and knowledge of healthy eating and physical activity. *Network* and contractor developed tools will be used for impact evaluation.

TULARE COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

Ms. Nani Rowland, MS, RD Project Director 7000 Doe Avenue, Building 700 Visalia, CA 93291-9287 Phone: (559) 651-0130 Fax: (559) 651-1995 nrowland@tcoe.org	State Share: \$3,841,726 Federal Share: \$1,863,439 First Funded: 2002-2003
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Target Audience

- Gender: Male (53%); Female (47%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (24%); Latino (69%); Native American (1%); Filipino (1%); Multiple/no response (3%)
- Languages: English (60%); Spanish (39%); Other: Arabic, Cantonese, Farsi, Hmong, Khmer, Korean, Lao, Mandarin, Tagalog, Punjabi (1%)
- Ages: Under 5 (1%); 5 to 8 (50%); 9 to 11 (40%); 12 to 17 (6%); 18 to 59 (2%); 60+ (1%)

Intervention Channels

Afterschool Programs (15); Farmers' Markets (5); Food Stores (5); Parks, Recreation Centers (2); Preschools (3); Public Health Centers (7); Schools – students (K-12) (85); Other: Special Education (Service) Sites (41) (qualify through FRPM data); Other: Fairgrounds (1)

Narrative Summary

Tulare County Office of Education (TCOE) works with Alta Vista, Culter-Orosi, Dinuba, Exeter, Porterville, Woodlake school districts and TCOE Special Services. Through the commitment of parents, community members, business partners, school staff and students, TCOE provides nutritionally sound services and resources to SNAP-ED eligible families. TCOE staff provides nutrition education within the school environment, to promote the increased consumption of fruits and vegetables and daily physical activity. Services are provided to students in preschool through grade twelve and their families located in rural communities within Tulare County. Specific program activities include: teacher training to provide nutrition education and physical activity promotion and curriculum resources which are based on the California Content Standards; parent education at Back to School Night, Open House, and Parent Teacher Organization meetings; partnerships with local farmers to provide farm fresh produce for classroom lessons, taste testing and cooking demonstrations; utilizing nutrition education and promotional strategies to encourage increased healthy foods in the school district, including salad/fresh fruit bars, healthy fundraising ideas, farmers' market programs and after-school programs; and connecting the community, classroom, and cafeteria with Harvest of the Month. TCOE also actively participates in the Tulare County Nutrition Collaborative.

Key Performance Measures

The expectation and measurable goal of the project is to document a change in fruit and vegetable preferences, self-efficacy, norms, and physical activity among 4th and 5th grade students. Process measures will indicate participation and will include sign-in sheets and Activity Tracking Forms.

VISALIA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

Ms. Neva Wright Project Coordinator P.O. Box 5004 Visalia, CA 93278-5004 Phone: (559) 730-7554 Fax: (559) 730-7576 nwright@visalia.k12.ca.us	State Share: \$137,492 Federal Share: \$68,746 First Funded: 2002-2003
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (3%); Asian (5%); Caucasian (33%); Latino (56%); Native American (2%); Filipino (1%)
- Languages: English (78%); Hmong (1%); Spanish (21%)
- Ages: 5-8 years old (22%); 9 to 11 (57%); 12 to 17 (11%); 18 to 59 (10%)

Intervention Channels

Afterschool Programs (2); Schools - students (K-12) (22); Schools - adults/parents (12)

Narrative Summary

Visalia Unified School District (VUSD) will increase the number of SNAP-Ed eligible families in Visalia who consume an increased number of serving of fruit and vegetables. Nutrition Education classes will be conducted at the eligible elementary sites. Middle school students will participate in an afterschool Youth Engagement Project with a nutrition education and physical activity promotion focus. Elementary students will participate in Harvest of the Month taste testing and nutrition education activities. Elementary students will also receive a Harvest of the Month newsletter to take home and share with their families. Nutrition education and physical activity promotional information will be shared with the parents of elementary students during "Open House," "Back to School," and other special school events. Nutrition education classes will also be conducted with parents. Fruit and vegetable consumption will also be promoted through murals and posters in the cafeteria and special nutrition education events held during meal time in the cafeteria. A strong working relationship with partners of the Central Valley Health and Nutrition Collaborative, Tulare County Nutrition Council and VUSD Coordinated School Health Committee will support the Scope of Work objectives.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets, and on the Activity Tracking form. Increase in knowledge of basic nutrition and meal patterns for second grade nutrition education classes will be evaluated by pre and post assessments. Increase knowledge of school and community nutrition and physical activity issues through youth-led research as part of the Youth Engagement Project.

Desert Sierra Region

Inyo, Riverside, and San Bernardino Counties

Network for a Healthy California Regional Lead Agency

San Bernardino County Department
of Public Health
351 North Mt. View Avenue, 1st Fl.
San Bernardino, CA 92415

[www.co.san-bernardino.ca.us/eatwell/
desert_sierra_hlth_ntwrk.htm](http://www.co.san-bernardino.ca.us/eatwell/desert_sierra_hlth_ntwrk.htm)

Funding Amount: \$1,257,500

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of Public Health
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CITY OF MONTCLAIR*Local Incentive Award: Government - City Government*

Ms. Michelle Roche Project Coordinator, Resource Analyst 5111 Benito Street Montclair, CA 91763-2808 Phone: (909) 625-9451 Fax: (909) 399-9751 mroche@ci.montclair.ca.us	State Share: \$116,746 Federal Share: \$58,373 First Funded: 1999-2000
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Target Audience

- Gender: Male (25%); Female (75%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (10%); Latino (85%)
- Languages: English (20%); Spanish (80%)
- Ages: 18 to 59 (95%); 60 and Over (5%)

Intervention Channels

Farmers' Markets (1); Food Stores (1); Parks, Recreation Centers (1); Public Housing (1); Schools - adults/parents (8); Apartment Complex (1)

Narrative Summary

Located in southern California, in an urbanized valley at the base of the San Bernardino Mountains, the City of Montclair is located 35 miles east of Los Angeles. With 7,049 people per square mile, the City is a lower income urban-suburban community with a population of approximately 35,000 people. Through bilingual Health Educators and Promotoras, the City of Montclair Nutrition Education Project targets qualifying census tracts which are 68% Hispanic and have a total population of 19,680 residents. The Project reaches Latino adults by tapping into the existing network of Por La Vida-Families Saludables participants, Montclair Community Collaborative members, and Medical Clinic participants, among others. Promotoras facilitate the 16 session Por La Vida-Mujeres Decididas curriculum. In addition, Promotoras maintain a positive ongoing rapport with targeted community members after sessions are delivered. Health Educators lead the cooking demonstrations, advanced nutrition classes, field trips to local farmers' markets, and nutrition workshops at various community events. A once-yearly newsletter is directly mailed to homes to introduce healthy eating and physical activity concepts to raise awareness and increase perceived benefits of healthy lifestyle choices.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all classes, workshops, and community education events, as recorded in sign-in sheets and on the Activity Tracking Form. Women from the community serving as Peer Health Educators (Promotoras) will display increased nutrition knowledge and self efficacy. Improved knowledge of food selection and preparation will indicate successful implementation of cooking classes. Impact evaluation will determine changes in fruit and vegetable consumption among adults participating in nutrition education classes.

COUNTY OF RIVERSIDE COMMUNITY HEALTH AGENCY*Local Incentive Award: Government - Local Public Health Department*

Ms. Durreen Qureshi, MS, RD Supervising Nutritionist 4065 County Circle Dr., Ste. 207 Riverside, CA 92503 Phone: (951) 358-5888 Fax: (951) 358-5472 dqureshi@co.riverside.ca.us	State Share: \$2,019,730 Federal Share: \$1,009,865 First Funded: 2000-2001
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Target Audience

- Gender: Male (10%); Female (90%)
- Ethnicity: African American (30%); Asian (3%); Caucasian (10%); Latino (60%)
- Languages: English (40%); Spanish (60%)
- Ages: Under 5(1%); 5 to 8 (6%); 9 to 11 (6%); 12 to 17(1%); 18 to 59 (85%); 60 and Over (1%)

Intervention Channels

Adult Education & Job Training Sites (6); Churches (3); Community-Based Organizations (4); Community Centers (3); Community Clinics (10); Elderly Service Sites (2); Emergency Food Assistance Sites (2); Extension Offices (1); Farmers' Markets (2); Food Stamp Offices (5); Food Stores (15); Health Care Facilities (4); Other Youth Education Sites (1); Parks, Recreation Centers (1); Head Start Programs (15); Public Health Centers (10); Public Housing (2); Schools students (K- 12) (115); Schools - adults/parents (2); Shelters/temporary Housing (2); Soup Kitchens (2); WIC Programs (5)

Narrative Summary

To achieve the goal of increasing the consumption of fruits and vegetables and physical activity among residents, information, education and resources are provided across channels such as community centers, Head Start, schools, Department of Public and Social Services offices, government agencies, retail sites, and at community events. Training is provided to staff of other programs at the Health Department that serve SNAP-Ed eligible populations. Activities are conducted for breastfeeding moms, especially African Americans. Media and advertising are conducted to promote *Network* messages. To enhance collaboration with the WIC program at the county, classes are conducted for WIC participants at a minimum of five sites using the "Loving Your Family Feeding Their Future" curriculum. Priority neighborhoods have been identified as a result of participating in the *Communities of Excellence* project and findings will be presented to community agencies, city officials, schools, and County of Riverside Health Department staff. Harvest of the Month materials are used for classes conducted at qualifying school sites, especially those participating in the Farm to School Salad Bar program. State Share activities will include partnership with schools in Riverside and interdepartmental collaboration to promote *Network* messages.

Key Performance Measures

The primary performance measure will be improvement in consumption of fruits or vegetables by an additional serving of fruit or vegetable a day. The second performance measure will be to improve healthy food shopping by reading nutrition facts on food labels. Harvest of the Month will be used in schools to conduct impact evaluation and pre and post tests surveys will be conducted. State Share measures will be attendance records.

CITY OF SAN BERNARDINO PARKS, RECREATION, AND COMMUNITY SERVICES DEPARTMENT

Local Incentive Award: Government - Parks and Recreation Department

Ms. Glenda Martin-Robinson Senior Recreation Supervisor 201-A N. 'E' St., Ste. 103 San Bernardino, CA 92401 Phone: (909) 384-5332 Fax: (909) 384-5160 robinson_gl@ci.san-bernardino.ca.us	State Share: \$187,611 Federal Share: \$93,805 First Funded: 1999-2000
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (16%); Asian (4%); Caucasian (32%); Latino (47%); Native American (1%)
- Language: English (70%); Spanish (30%)
- Ages: Under 5 (10%); 5 to 8 (10%); 9 to 11 (15%); 12 to 17 (20%); 18 to 59 (25%); 60 and Over (20%)

Intervention Channels

Afterschool Programs (15); Churches (1); Community Youth Organizations (1); Elderly Service Sites (2); Parks, Recreation Centers (6); Head Start Programs (1); Worksites (1)

Narrative Summary

The mission of the Parks, Recreation and Community Services Department is to create and preserve a diversified system of open spaces and recreation and community services that meets the social and leisure needs and enhances the quality of life for all residents in the city.

The Department has many community centers and programs located in SNAP-Ed qualifying census tracts, which serve primarily Latino and African American populations. The supervisors, center managers, and recreation coordinators provide nutrition education in collaboration with local partners. The project reaches city residents of all ages through the various programs offered at local community centers, senior centers, Head Start programs, afterschool programs and community and faith based organization partners. The department also actively promotes the programs' benefits and successes to the public through the departmental quarterly brochure, billboards, and transit shelter posters.

Key Performance Measures

Through observation of students participating in cooking classes, we notice increase willingness to sample new food items and learn new methods to prepare food. We also observe students improved cooking skills and food knowledge through the various food education tools and activities.

COUNTY OF SAN BERNARDINO DEPARTMENT OF PUBLIC HEALTH*Local Incentive Award: Government - Local Public Health Department*

Ms. Jeanne Silberstein, MPH, RD Project Coordinator 351 N. Mountain View Avenue, Rm. 104 San Bernardino, CA 92415-0010 Phone: (909) 387-6697 Fax: (909) 387-6899 jsilberstein@dph.sbcounty.gov	State Share: \$1,501,083 Federal Share: \$519,737 First Funded: 1996-1997
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Target Audience

- Gender: Male (42%); Female (58%)
- Ethnicity: African American (32%); Caucasian (22%); Latino (46%)
- Languages: English (65%); Spanish (35%)
- Ages: Under 5 years old (71%); 5 to 8 (1%); 9 to 11 (6%); 12 to 17 (6%); 18 to 59 (13%); 60 and Over (3%)

Intervention Channels

Afterschool Programs (1); Churches (1); Community Centers (1); Elderly Service Sites (1); Parks, Recreation Centers (3); Head Start Programs (1); Preschools (81); Schools – students (K-12) (2); Schools – adults/parents (3); Universities, Community Colleges (3); Community Gardens (1)

Narrative Summary

San Bernardino County is geographically, culturally, and ethnically diverse. In order to meet the needs of the low-income county residents, the Public Health Department Nutrition Program has developed multifaceted project interventions to increase fruit and vegetable consumption and physical activity among SNAP-Ed eligible families. Classes and training will be conducted with preschool and elementary school staff, students, parents, and community members. For example, physical activity and nutrition messages will be promoted to the African American community through the incorporation of traditional African culture in the Harvest Dance. Program staff will interface with the media by participating on ethnically oriented talk radio to share nutrition and “Champions for Change”-*Network for a Healthy California* messages as well as with local print media by contributing articles for publication. Additional components include the implementation of objectives as an outcome of the *Communities of Excellence* Pilot Project. Nutrition staff will attend the Desert Sierra Region collaborative, the Desert Sierra Health Network.

Key Performance Measures

Process evaluation measures of implementation that will be collected include sign-in sheets, meeting agendas, presentation outlines, published articles/curriculum materials, and summary reports of outcomes achieved by the community as related to accessing and consuming more colorful fruits and vegetables and participating in physical activity. Impact evaluation will determine changes in participants' knowledge and outcome expectancies surrounding fruit, vegetable and physical activity behaviors through pre and post-tests.

Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties

<i>Network for a Healthy California Regional Lead Agency</i>	Alicia Villicaña Project Director Phone: (805) 677-5254 Fax: (805) 677-5220 alicia.villicana@ventura.org
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Ventura County Public Health Department
2323 Knoll Drive, 3rd Floor
Ventura, CA 93003

www.goldcoastnetwork.org

Funding Amount: \$660,000

***Children's Power Play! Campaign
Coordinator***

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SANTA BARBARA COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Mr. Scott McCann Project Coordinator 345 Camino del Remedio, Bldg. 4, Rm. 332 Santa Barbara, CA 93110-1332 Phone: (805) 681-5270 Fax: (805) 681-5436 Scott.mccann@sbcphd.org	State Share: \$640,941 Federal Share: \$294,783 First Funded: 2000-2001
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Target Audience

- Gender: Male (48%); Female (52%)
- Ethnicity: African American (3%); Asian (1%); Caucasian (12%); Latino (83%), Native American (1%)
- Languages: English (35%); Spanish (64%); Oaxacan (1%)
- Ages: Under 5 (6%); 5 to 8 (33%); 9 to 11 (36%); 12 to 17 (5%); 18 to 59 (20%)

Intervention Channels

Head Start Programs (13); Schools - students (K-12) (36); WIC Programs (2); Food bank (1)

Narrative Summary

Santa Barbara County's *Network for a Healthy California* program is designed to increase physical activity and the consumption of fruits and vegetables among SNAP-Ed eligibles, which includes: the *Communities of Excellence* neighborhood assessment and planning project in Santa Maria and Isla Vista, consultation and support in implementing nutrition education and training with five State Share partners (Santa Barbara School District, Health Linkages Program, Diabetes Resource Center, Children's Dental Health program, and enhanced breastfeeding program), support with implementation of the Harvest of the Month (HOTM) program, parent education, and other nutrition education activities at La Cumbre Junior High School, assisting the Food Bank in Santa Maria with distribution of HOTM materials, facilitate implementation of the HOTM program and participate on the Wellness Council of the Santa Maria Bonita School District, support with distribution of HOTM and other *Network*-approved nutrition education materials to Head Start families in Santa Maria, and participation in the regional Gold Coast Collaborative, Partners For Fit Youth coalition, and other local coalitions to prevent childhood obesity and promote youth fitness.

Key Performance Measures

Process evaluation will indicate participation levels of activities.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Ms. Silvia Lopez-Navarro, RD Public Health Program Coordinator 2323 Knoll Dr., #313 Ventura, CA 93003-7307 Phone: (805) 677-5261 Fax: (805) 677-5220 Silvia.lopez-navarro@ventura.org	State Share: \$583,214 Federal Share: \$291,607 First Funded: 1999-2000
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (1%); Asian (2%); Caucasian (13%); Latino (85%)
- Languages: English (30%); Spanish (70%)
- Ages: 5 to 8 (1%); 9 to 11 (4%); 12 to 17 (5%); 18 to 59 (70%); 60 and Over (20%)

Intervention Channels

Adult Education & Job Training Sites (5); Churches (1); Community-Based Organizations (1); Community Centers (5); Community Youth Organizations (1); Elderly Service Sites (2); Farmers' Markets (3); Health Care Facilities (4); Libraries (2); Parks, Recreation Centers (4); Head Start Programs (12); Public Health Centers (1); Public Housing (3); Schools - students (K-12) (2); Schools - adults/parents (3); Worksites (5); Neighborhood for Learning Centers (4)

Narrative Summary

This project's goal is to plan, implement and evaluate a culturally specific community education and outreach campaign that promotes healthy eating, increased fruit and vegetable consumption and daily physical activity to the recommended levels among Ventura County's SNAP-Ed eligible population. This is accomplished by identifying educational materials appropriate for the target audiences and then distributing them at community outreach events. The activities target primarily Latino households. Outreach and education activities include, 1) interactive displays on nutrition and physical activity topics at community events, 2) nutrition education workshops on topics of importance and interest to the target audience (classes that include cooking demonstrations, 'cutting fat, salt & sugar,' label reading), 3) collaborating with local agencies to encourage good nutrition and physical activity (i.e. qualifying community organizations, school districts, supermarkets, worksites, gyms, parks and recreation departments), and 4) media-based nutrition education activities (i.e. radio talk shows, newspaper articles). The project collaborates with *Regional Network*, *Latino Campaign*, *Power Play! Campaign*, and Neighborhood for Learning Agencies. In FFY 2009, staff will expand target audiences to include seniors and high school students. Efforts are being made to identify organizations and community leaders who can work with *Communities of Excellence (CX³)* data to improve access to fruits and vegetables and walkability in low-income neighborhoods.

Key Performance Measures

Improved knowledge of the importance of fruit and vegetable consumption in target population. Activity Tracking Form, sign-in sheets and evaluation measures will indicate the participation levels in all activities performed. Increased physical activity level in target population (at least 30 minutes of daily walking/physical activity for adults).

VENTURA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Anne Thille 255 W. Stanley Ave., Ste. 100 Ventura, CA 93001-1348 Phone: (805) 641-5000 x1309 Fax: (805) 653-7850 anne.thille@venturausd.k12.ca.us	State Share: \$649,516 Federal Share: \$324,758 First Funded: 2002-2003
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (2%); Asian (1%); Caucasian (22%); Latino (66%); Native American (1%); Pacific Islander (.2%); Filipino (.6%); Multiple/no response (7.2%)
- Languages: English (62%); Spanish (38%)
- Ages: Under 5 (8%); 5 to 8 (48%); 9 to 11 (25%); 12 to 17 (19%)

Intervention Channel

Schools - students (K -12) (10); County Office of Education (1)

Narrative Summary

Ventura Unified School District's Healthy Schools Project incorporates classroom nutrition education and physical activity promotion, school garden based learning and the cafeteria as the "laboratory" for practical application in the promotion of fruit and vegetable consumption. Students enjoy cooking in the classroom, Junior Chef and taste testing of Harvest of the Month.

Teachers are supported with trainings and resources to bring nutrition education into their classroom so they learn how to integrate nutrition and physical activity promotion into core curriculum and aligned with state content standards.

Nutrition and physical activity messages are sent via newsletters, mailings, Back to School presentations and available on the district website to keep parents and other stakeholders aware of efforts and mission.

Key Performance Measures

Process evaluation will be conducted to track the number of participants in various activities, the number of materials distributed, and the number of events or meetings attended. Impact evaluation will be conducted in the Junior Chef program in an after school setting to measure increase in fruit and vegetable consumption, preferences, and knowledge.

Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba Counties

Network for a Healthy California Regional Lead Agency Health Education Council 3950 Industrial Blvd., Ste. 600 West Sacramento, CA 95691 www.healthedcouncil.org/gcnn Funding Amount: \$1,190,000	Ramona Mosley Project Director Phone: (916) 556-3344 Fax: (916) 446-0427 rmosley@healthedcouncil.org
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CALIFORNIA RURAL INDIAN HEALTH BOARD, INC.*Local Incentive Award: Indian Tribal Organizations*

Ms. Stacey Kennedy, MS, RD Deputy Director Family & Community Health Services 4400 Auburn Boulevard, 2nd Floor Sacramento, CA 95841-4129 Phone: (916) 929-9761 Fax: (916) 929-7246 stacey.kennedy@crihb.net	State Share: \$250,830 Federal Share: \$121,855 First Funded: 1998-1999
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Target Audience

- Gender: Male (45%); Female (55%)
- Ethnicity: Caucasian (5%); Latino (10%); Native American (85%)
- Languages: English (95%); Spanish (5%)
- Ages: Under 5 (20%); 5 to 8 (5%); 9 to 11 (10%); 12 to 17 (10%); 18 to 59 (35%); 60 and Over (20%)

Intervention Channels

Afterschool Programs (4); Elderly Service Sites (1); Preschools: Head Start Programs (4); WIC Programs (3); Indian Tribal Organizations (8)

Narrative Summary

The California Rural Indian Health Board, Inc. (CRIHB), is sanctioned by Tribal governments and Indian controlled. Currently there are thirty-one tribes who have established a resolution with CRIHB for the delivery of health care services at eleven different health clinics in California. As part of these services CRIHB provides culturally appropriate health promotion and nutrition education to SNAP-Ed eligible tribal communities. CRIHB and one subcontracting site (Sonoma County Indian Health Project) work to promote the consumption of the recommended amount of fruits and vegetables among rural American Indian families. CRIHB will provide annual training to all Head Start teachers on nutrition and teaching nutrition in the class room and conduct childhood feeding presentations for 50 American Indian parents. The CRIHB nutritionist will consult with the Traditional Health Advisory Committee to distribute and educate SNAP-Ed providers on how to use the 'California Roadway Traditional Times' Native Foods Circle with the SNAP-Ed eligible population. This resource (partially funded by the *Network*) focuses on the nutritional benefits of traditional foods and how food ways have changed; it is aligned with the 2005 Dietary Guidelines and MyPyramid. The aim is to use this resource to return to healthful eating practices among the Native American SNAP-Ed eligible population. Nutrition information also will be disseminated to the SNAP-Ed eligible community via the agency website and the Department of Family and Community newsletter.

Key Performance Measures

Conference and training evaluations are conducted to determine if the training material met the program objectives. Pre-tests are conducted during Childhood Feeding trainings to see how much participants know about feeding. Sonoma County provides surveys at all community events and classes to determine what participants learned, what they liked best about events, what they know about fruits and vegetables, and what changes they might make in the future.

COMMUNITY SERVICES PLANNING COUNCIL, INC.
Sacramento Hunger Commission

Local Food and Nutrition Education

Ms. Melissa Ortiz-Gray Program Associate 909 12th Street, Suite 200 Sacramento, CA 95814-2942 Phone: (916) 447-7063 Fax: (916) 447-7052 Mortiz-gray@communitycouncil.org	Funding Amount: \$82,995 First Funded: 2000-2001
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (30%); Asian (5%); Caucasian (45%); Latino (20%)
- Languages: English (87%); Spanish (10%); Russian (2%); Various Asian (Korean, Mien, Hmong) (1%)
- Ages: 18 to 59 (90%); 60 and Over (10%)

Intervention Channels

Community Centers (2); Community Clinics (non government) (1); Emergency Food Assistance Sites (includes Food Banks) (1); Parks, Recreation Centers (1); Schools students (K-12) (1); Urban Farm Stand (1)

Narrative Summary

The overarching goal of this project is to increase the knowledge and consumption of fresh fruits and vegetables through nutrition education while using staple ingredients from food pantries. The overall program will consist of three nutrition education workshop/session components: 1) general nutrition education lessons and discussions held in a classroom setting; 2) nutrition in the garden classes that promote physical activity and access to fresh produce while empowering families and individuals to grow and produce their own food; 3) food resource workshops involving nutrition education and cooking demonstrations to transform food pantry bags into healthy meals and snacks. These components will rely heavily on a nutrition curriculum and recipe cards, which can be shared with other food pantries/closets. As a community empowerment feature, the Hunger Commission will support a client-led action plan to identify and address barriers to fruit and vegetable consumption through Nutrition Education and Food Access Forums. Nutrition education will also be conducted at various health fairs and community events which target SNAP-Ed eligible populations at community centers, an urban farm stand, park, and school.

Key Performance Measures

The project aims to increase consumption of fruits and vegetables among food pantry clients. The Hunger Commission and its partners will address availability, affordability, knowledge of health benefits, skills for preparation, and involvement in production through its three groups of nutrition education workshops/sessions. The key indicators for performance and implementation include a two-year action plan, a nutrition education curriculum, recipe cards, pre- and post-tests, and focus group/survey results.

ELK GROVE UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Anne Gaffney, RD, SFNS Nutrition Specialist 8389 Gerber Road Sacramento, CA 95828-4528 Phone: (916) 686-7735 Fax: (916) 689-1563 agaffney@egusd.net	State Share: \$638,247 Federal Share: \$311,028 First Funded: 2001-2002
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Target Audience

- Gender: Male (51%); Female (48%)
- Ethnicity: African American (28%); Asian (22%); Caucasian (12%); Latino (30%); Native American (1%); Pacific Islander (3%); Filipino (4%)
- Languages: Cantonese (1%); English (83%); Hmong (3%); Spanish (8%); Tagalog (1%); Vietnamese (2%); Hindi (1%); Punjabi (1%)
- Ages: 5 to 8 (38%); 9 to 11 (20%); 12 to 17 (32%); 18 to 59 (10%)

Intervention Channels:

Afterschool Programs (10); Schools - students (K-12) (16); Schools - adults/parents (16)

Narrative Summary:

The Food and Nutrition Services Department (FNS) has made nutrition education a priority through its participation in the California Department of Education Shaping Health As Partners in Education (SHAPE) program for 14 years. With funding through The *Network for a Healthy California*, 10,900 elementary and 6,500 secondary SNAP-Ed eligible students are reached with nutrition education enrichment lessons and activities, which focus on promoting lifelong healthy eating habits and physical activity. Reaching parents of elementary students is accomplished through after school events, parent newsletters, and information on the classroom nutrition activities in which the students participate. The program is aimed at improving the health and academic success of students through monthly nutrition and physical activity lessons and marketing provided to students through the classroom, cafeteria, and school-wide events. Annual workshops for teachers are a key element to improving the quality and quantity of nutrition lessons taught in the classroom. There are over 500 teachers providing Harvest of the Month activities, which includes students tasting a different fruit or vegetable each month, while learning about the importance of eating a variety of fruits and vegetables daily. Field trips, physical activity promotions, staff development, nutrition events and parent workshops all are connected to topics or themes presented in the class room. Secondary students are involved in Nutrition Advisory Councils (NAC) to promote nutrition and physical activity among their peers. Through the leadership of *Network* Nutrition Project Teachers, students in the NAC conduct lunchtime nutrition promotions, write articles for their school newspaper and website, and help promote peer strategies for improving the school nutrition environment.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. High school students serving on NACs will display increased self-efficacy in selecting fruits and vegetables.

HEALTH EDUCATION COUNCIL*Local Food and Nutrition Education*

Ms. Julie Dang Project Coordinator 3950 Industrial Blvd., Suite 600 West Sacramento, CA 95691-6509 Phone: (916) 556-3344 Fax: (916) 446-0427 jdang@healtheducouncil.org	Funding Amount: \$85,000 First Funded: 2003-2004
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (25%); Asian (23%); Caucasian (26%); Latino (25%); Pacific Islander (1%)
- Languages: English (40%); Spanish (20%); Hmong (20%); Khmer (5%); Lao (5%); Russian (5%); Vietnamese (5%)
- Ages: 12 to 17 (60%); 18 to 59 (40%)

Intervention Channels

Afterschool Programs (4); Farmers' Markets (1); Preschools: Head Start Programs (1); Schools – students (K-12) (4); Schools – adults/parents (1)

Narrative Summary

Lack of access to and education about healthy fresh foods is one of the primary conditions leading to obesity and obesity related diseases in many of Sacramento's underserved communities. Our project, "Eat From the Garden! A Garden-Based Cooking and Nutrition Education Program" proposes to create an integrated, consistent, and coordinated approach that builds nutrition education interventions into existing food access sites. At food access sites around Sacramento, our project will coordinate cooking and appropriate nutrition education materials focused on the preparation of simple, delicious, affordable, and culturally appropriate meals for youth and adults. Current food access sites are strategically located in a variety of community facilities around Sacramento including Grant High School, a Head Start facility, a farmers' market, Jonas Salk Middle School (Soil Born's Urban Farm on Hurley Way), and Cordova High School (Soil Born Farm's Ranch on Chase Drive). These facilities will offer a mix of classroom, after school, and weekend opportunities for improving health by combining these food access sites with garden-based, cooking education. Key components of this grant will focus on the delivery of education that is audience appropriate.

Key Performance Measures

The project will measure change in food preferences, knowledge and awareness, accessibility, self-efficacy, and skills using pre/post tests and focus groups.

SAN JOAQUIN COUNTY PUBLIC HEALTH SERVICES*Local Incentive Award: Government - Local Public Health Department*

Dr. Shené Bowie 1601 East Hazelton Avenue Stockton, CA 95205-6229 Phone: (209) 468-5610 Fax: (209) 468-5611 sbowie@sjcphs.com	State Share: \$105,000 Federal Share: \$49,472 First Funded: 1998-1999
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Target Audience

- Gender: Male (30%); Female (70%)
- Ethnicity: African American (10%); Asian (12%); Caucasian (30%); Latino (43%); Native American (2%); Pacific Islander (3%)
- Languages: English (60%); Khmer (10%); Spanish (30%)
- Ages: 5 to 8 (18%); 9 to 11 (65%); 12 to 17 (5%); 18 to 59 (11%); 60 and Over (1%)

Intervention Channels:

Churches (4); Community-Based Organizations (4); Community Centers (2); Community Clinics (2); Emergency Food Assistance Sites (4); Extension Offices (1); Parks, Recreation Centers (1); Public Health Centers (1); Public Housing (3); Schools - students (K-12) (15); Schools adults/parents (3); Shelters/Temporary Housing (2)

Narrative Summary:

San Joaquin County Public Health Services is a local health department within the Health Care Services Agency, serving the SNAP-Ed eligible residents within the County jurisdiction. Nutrition education and promotion interventions are population-based, reaching communities, schools, and community and faith-based organizations and individuals facing the greatest health risks.

The *Network for a Healthy California* project in San Joaquin County works with the schools and faith based organizations to enhance public health efforts for improving the eating and physical activity behaviorism of the SNAP-Ed eligible residents. The project activities include Harvest of the Month (HOTM), nutrition education, food demonstrations, neighborhood events, training community leaders, and school events such as Walk to School and Back to School.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed as recorded on sign-in sheets, photos, and on the Activity Tracking Form. Key measures will include number of residents reached with marketing for the food demonstration classes; number of class participants; materials distributed; evaluation summary and conducting participant satisfaction surveys.

SOLANO COUNTY HEALTH AND SOCIAL SERVICES DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Ms. Denise Kirnig, MS, RD Nutrition Services Manager 275 Beck Avenue, MS 5-240 Fairfield, CA 94533-6804 Phone: (707) 784-8131 Fax: (707) 421-6385 ddkirnig@solanocounty.com	State Share: \$527,125 Federal Share: \$263,562 First Funded: 1998-1999
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Target Audience

- Gender: Male (20%); Female (80%)
- Ethnicity: African American (20%); Asian (5%); Caucasian (40%); Latino (35%)
- Languages: English (70%); Spanish (30%)
- Ages: Under 5 (5%); 18 to 59 (95%)

Intervention Channels

Emergency Food Assistance Sites (4); Food Stamp Offices (3); Public Health Centers (2); WIC Programs (12)

Narrative Summary

The Solano County Health and Social Services Nutrition Services Program provide community nutrition education for the county in geographically based teams for households at or below 185% of the Federal Poverty Level. The Nutrition Services Program includes the Breastfeeding Promotion and Support Projects, Clinical Nutrition Unit, the Substance Abuse Nutrition Program and Solano Nutrition *Network* Project. The Nutrition Services Program collaborates with the Food and Nutrition *Network* of Solano County. A county-wide Healthy Eating, Active Living (HEAL) campaign which includes newsletters, bulletin boards, nutrition events, recipe taste testing and recipe bulletin boards for SNAP-Ed eligible clients in Solano County has been implemented and will be expanded. The HEAL campaign emphasizes healthy and easy ways to prepare recipes using seasonal fruits and vegetables and promoting physical activity. The message changes four times a year and the materials are used in Public Health Departments, Food Stamp offices, and food pantry sites. An annual survey will be used to evaluate the targeted nutrition message of the HEAL campaign. Staff that work in programs that serve SNAP-Ed eligible clients will be trained on the HEAL campaign and ways to provide information on healthy eating and active living messages to the SNAP-Ed eligible population.

Key Performance Measures

Sign-in sheets, pictures of events, and training satisfaction surveys are used. Annual surveys will be conducted to explore challenges of eating the recommended amount of fruits and vegetables and to find out if Healthy Eating, Active Living quarterly campaign messages/materials (newsletters, bulletin boards, nutrition events, and taste testing) were seen and considered useful, and whether the campaign participants have suggestions for improvement.

STANISLAUS COUNTY HEALTH SERVICES AGENCY*Local Incentive Award: Government - Local Public Health Department*

Ms. Rocio Huerta P.O. Box 3271 Modesto, CA 95353-3271 Phone: (209) 558-7150 Fax: (209) 558-7538 rhuerta@schsa.org	State Share: \$294,344 Federal Share: \$147,172 First Funded: 1999-2000
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Target Audience

- Gender: Male (15%); Female (85%)
- Ethnicity: African American (5%); Caucasian (15%); Latino (80%)
- Languages: English (30%); Spanish (70%)
- Ages: 9 to 11 (30%); 18 to 59 (60%); 60 and Over (10%)

Intervention Channels

Adult Rehabilitation Centers (1); Afterschool Programs (10); Churches (2); Community-Based Organizations (3); Elderly Service Sites (5); Emergency Food Assistance Sites (2); Farmers' Markets (2); Food Stamp Offices (1); Food Stores (7); Healthy Start (5); Head Start Programs (8); Preschools (15); Public Health Centers (1); Schools - students (K-12) (49); Schools - adults/parents (3)

Narrative Summary

The Stanislaus County Health Services Agency through the *Network for a Healthy California* will conduct nutrition education activities targeting SNAP-Ed eligible families. The goal is to encourage increased consumption of fruits and vegetables, physical activity, and overall better eating habits. The program staff will provide nutrition education via venues such as churches, health fairs, farmers' markets/flea markets, food stamp offices, senior centers, after school programs, parent resource centers, and community based organizations. Nutrition education will be conducted through food demonstrations, classes, and promotional events to encourage the audience to eat healthier on a daily basis. In addition, a social marketing campaign will be implemented using the *Network's* campaign materials. Placement of materials will be coordinated with the State's campaign and will target Hispanic women who are mothers or care providers for children ages 0-18. The Health Services Agency also will continue to facilitate the local Nutrition and Fitness Council to share best practices and trainings for community partners serving the SNAP-Ed eligible population in an effort to enhance the delivery of SNAP-Ed in Stanislaus County.

Key Performance Measures

Process evaluation measures will be utilized to gauge the level of participation in all activities performed and as indicated in attendance logs and activity tracking form. Pre/Post tests will be used to measure increased knowledge of healthy food preparation and fruit and vegetable consumption in adult nutrition education workshop. Participant satisfaction surveys will be used to measure quality of intervention/program during food demonstrations and after school presentations.

YOLO COUNTY HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Ms. Charlene Shon 137 N. Cottonwood St., Ste. 2600 Woodland, CA 95695 Phone: (530) 666-8447 Fax: (530) 666-3984 Charlene.shon@yolocounty.org	State Share: \$285,478 Federal Share: \$128,705 First Funded: 2001-2002
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Target Audience

- Gender: Male (10%); Female (90%)
- Ethnicity: Caucasian (30%); Latino (70%)
- Languages: English (30%); Spanish (70%)
- Ages: Under 5 (25%); 5 to 8 (25%); 9 to 11 (25%); 12 to 17 (15%); 18 to 59 (5%); 60 and Over (5%)

Intervention Channels

Afterschool Programs (2); Community-Based Organizations (3); Food Stamp Offices (1); Head Start Programs (5); Preschools (2); Public Housing (7); Schools – students (K-12)(18); Schools – adults/ parents (4); Migrant Camp (1)

Narrative Summary

The Yolo County Health Department (YCHD) will increase the number of SNAP-Ed eligible county residents who consume the recommended amounts of fruits and vegetables by providing nutrition education to qualifying parents and preschoolers, elementary, secondary, and adult education students. Preschool teachers will learn to integrate nutrition education into their curriculum. Parents and their children will participate in interactive cooking demonstrations, providing them with the skills needed to make healthier choices. Teen parents will receive nutrition education aimed at increasing their consumption of fruits and vegetables to recommended levels, while monolingual males enrolled in adult education will have a similar opportunity. Senior adults residing in qualifying sites will participate in an educational series. In addition, YCHD will be present at community events, scheduled at qualifying sites, which offer opportunities for distribution of nutrition education and physical activity messages to a larger audience. The Project's goals work in tandem with our State Share activities to provide Food Stamp nutrition education, cooking demonstrations and taste testings. Through venues such as migrant camps, schools, adult education classes, and public gatherings, our project works in synergy to address the nutrition needs of all SNAP-Ed eligible residents. Examples include our program for women residing in public housing, which provides nutrition education and physical activity promotion, and assistance in learning to read food labels and substitute healthier choices in meal preparation; our program for parents and their children 0-8 which targets direct nutrition education via a newsletter, nutrition-themed activity and reading circle, taste testing and distribution of recipes using the HOTM curriculum; and a program for older adults.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded on sign-in sheets and on the Activity Tracking Form. Improved knowledge of food preparation and increased cooking skills will indicate success of cooking classes via satisfaction survey. Impact evaluation in State and Federal Share programs will measure change in the consumption of fruits and vegetables among adults participating in nutrition education classes.

Los Angeles Region

Los Angeles County

**Network for a Healthy California
Regional Lead Agency**

Los Angeles County Department of Health
Services-Nutrition Program
3530 Wilshire Blvd., Suite 800
Los Angeles, CA 90010

Funding Amount: \$1,712,500

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ABC UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Dipa Shah, MPH 16700 Norwalk Boulevard Cerritos, CA 90703 Phone: (562) 926-5566 Fax: (562) 404-8926 Dipa.Shah@abcusd.k12.ca.us	State Share: \$837,483 Federal Share: \$414,513 First Funded: 2002-2003
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (9%); Asian (9%); Caucasian (6%); Latino (69%); Pacific Islander (7%)
- Languages: English (51%); Spanish (49%)
- Ages: Under 5 (1%); 5 to 8 (30%); 9 to 11 (26%); 12 to 17 (40%); 18 to 59 (3%); 60 and Over (0%)

Intervention Channels

Preschools (2); Schools - students, adults/parents (13)

Narrative Summary

The key goal of ABC Unified School District's (ABC USD) *Network for a Healthy California* is to promote the daily consumption of the recommended amounts of fruits and vegetables as well as to engage in at least 60 minutes/30 minutes of physical activity per day for children/adults. ABC USD will continue to implement various programs such as Harvest of the Month and provide nutrition education for students through existing materials and curricula. In addition, there will be a strong emphasis on building self-efficacy among our middle and high school students to prepare healthy snacks and meals that incorporate fruits and vegetables. ABC USD will continue to train our teachers with innovative ways to link nutrition education to California Department of Education California Content Standards through materials provided from the Dairy Council of California, MyPyramid.gov, and *Children's Powerplay!*

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed on the Activity Tracking Form. Preference and knowledge of featured Harvest of the Month produce will determine changes in fruit and vegetables consumption among students participating in nutrition education activities.

ALHAMBRA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Judy Huffaker Nutrition Education Specialist 1515 W. Mission Road Alhambra, CA 91803 Phone: (626) 043-3560 Fax: (626) 308-2219 huffaker_judy@alhambra.k12.ca.us	State Share: \$1,122,094 Federal Share: \$557,717 First Funded: 2001-2002
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Target Audience

- Gender: Male (43%); Female (57%)
- Ethnicity: African American (1%); Asian (43%); Caucasian (15%); Latino (39%); Pacific Islander (1%); Vietnamese, Filipino (1%)
- Languages: Cantonese (25%); English (34%); Korean; Mandarin (12%); Spanish (18%); Vietnamese (5%); API (5%)
- Ages: Under 5 (2%); 5 to 8 (15%); 9 to 11 (14%); 12 to 17 (29%); 18 to 59 (38%); 60+ (2%)

Intervention Channels

Afterschool Programs (8); Community Youth Organizations (1); Preschools (8); Schools - students (K-12), adults/parents (16); Worksites (1)

Narrative Summary

Alhambra Unified School District (AUSD), located in Los Angeles County, California, serves more than 13,000 students from pre-kindergarten through 12th grade, and their families. AUSD provides students and adults with opportunities to make healthy eating choices and increase their physical activity. Nutrition education for students utilizes cooking in the classroom with hands-on preparation and sampling of healthy snacks; integration into math, language arts, and social studies; Harvest of the Month classroom activities and taste testing; development of student leadership through Nutrition Advisory Councils; introduction of careers, nutrition education, and preparation of healthy foods utilizing local chefs; nutrition-based creative writing and art contests, and development of nutrition-related murals; and integration of nutrition education with school gardens to increase awareness of both nutrition and agriculture. Physical activity promotion, as a component of nutrition education activities, utilizes programs such as SPARK. Student nutrition education is supported and reinforced through teacher training and parent nutrition education. Teacher trainings develop skills and knowledge related to nutrition and physical activity, as well as strategies for integration of nutrition into the core curriculum. Parent nutrition education focuses on making healthy choices and the benefits of preparing and consuming fruits and vegetables. AUSD participates with regional partners to promote the consumption of fruits and vegetables through regional, state, and national program promotions.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets, and on Activity Tracking Forms. Primary performance measures include changes to one or more of the following healthy lifestyle behaviors: increased knowledge of making healthy eating choices (healthy meal preparation, selecting food choices utilizing the Dietary Guidelines for Americans/ MyPyramid) and incorporating physical activity into their daily routine. Impact evaluation will determine changes in fruit and vegetable consumption among students participating in fruit and vegetable promotions.

CANGRESS**Los Angeles Community Action Network***Local Food and Nutrition Education*

Ms. Becky Dennison 456 S. Main Street, Ground Floor Los Angeles, CA 90013-1320 Phone: (213) 228-0024 Fax: (213) 228-0048 beckyd@cangress.org	Funding Amount: \$51,102 First Funded: 2003-2004
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Target Audience

- Gender: Male (65%); Female (35%)
- Ethnicity: African American (75%); Caucasian (10%); Latino (15%)
- Languages: English (95%); Spanish (5%)
- Ages: Under 5 (2%); 5 to 8 (3%); 9 to 11 (3%); 12 to 17 (2%); 18 to 59 (75%); 60 and Over (15%)

Intervention Channels

Community-Based Organizations (7); Community Centers (1); Community Clinics (4); Emergency Food Assistance Sites (3); Parks, Recreation Centers (2); Public Housing (12); Shelters/Temporary Housing (2); Soup Kitchens/Congregate Meal Sites (2)

Narrative Summary:

The proposed project is a Nutrition Education Project to be implemented on the east side of Downtown Los Angeles, including Skid Row. The project will primarily focus on peer-education covering four main topics in a workshop setting. These workshops will be developed for two audiences - one that includes intervention sites where SNAP-Ed eligible participants can complete a four-session series; and one that includes intervention sites where only one workshop is likely. While the topics and materials will be similar, the content will shift when there is a single session workshop opportunity and all material is covered at one time. The project will operate at a variety of sites throughout the community, including affordable housing projects, free food sites, health clinics, and other community-based organizations.

Key Performance Measures

Indicators of implementation or performance will include: sign-in sheets, Activity Tracking Form, copies of curriculum and handouts, number of active partnerships, pre- and post-test summaries, focus group summaries, and annual evaluation reports.

COMPTON UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Tracie L. Thomas 1726 E. 117th Street Los Angeles, CA 90059-2512 Phone: (310) 639-4321 Fax: (310) 635-8268 trthomas@compton.k12.ca.us	State Share: \$2,518,011 Federal Share: \$1,003,345 First Funded: 2003-2004
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Target Audience

- Gender: Male (32%); Female (68%)
- Ethnicity: African American (25%); Latino (73%); Asian, Native American, Pacific Islander (1%); white/multiple/no response (1%)
- Languages: English (28%); Spanish (72%)
- Ages: Under 5 (10%); 5 to 8 (10%); 9 to 11 (60%); 12 to 17 (20%)

Intervention Channels

Afterschool Programs (5); Preschools (14); Schools – students (K-12) (31);
Schools – adults/parents (15)

Narrative Summary

Compton Unified School District is located near the South Central section of Los Angeles with a 10.5 square mile radius. This city has a population of approximately 150,000 people of which 52.7 percent are African American and 43.7 percent are Hispanic or Latino.

The Compton Unified School District consists of 37 school sites serving approximately 32,486 students. The nutrition education project establishes a framework for nutrition education/physical activity promotion for students in grades K-12 and encourages teachers to incorporate nutrition education in the core curriculum. Increased consumption of fruits and vegetables among students and their families is promoted through the Harvest of the Month program, parent workshops, fruit and vegetable promotion activities, and cooking demonstrations conducted at school sites. The school district has seven additional schools that qualify for free and reduced meals, but the *Network* was not active due to the unavailability of a lead teacher. Efforts will be made this coming year to recruit lead teachers.

Key Performance Measures

Impact evaluation will determine improved knowledge of increased cooking skills and preparation of whole food through cooking classes and market focus conducted with parents throughout the contract period. Process evaluations will measure total participation levels in all coordinated activities performed, as recorded on sign-in sheets and Activity Tracking Forms. High school students will be provided training on cooking skills. This component will display a change in behavior, eating habits, and an increase in self-efficacy.

DOWNEY UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Colleen Anderson, RD Project Director 12340 Woodruff Ave. Downey, CA 90241 Phone: (562) 940-6280 Fax: (562) 469-6677 cmanderson@dusd.net	State Share: \$557,798 Federal Share: \$278,894 First Funded: 2000-2001
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Target Audience

- Gender: Male (48%); Female (52%)
- Ethnicity: African American (4%); Asian (3%); Caucasian (12%); Latino (77%); Filipino (2%)
- Languages: English (79%); Spanish (20%); Korean (1%)
- Ages: Under 5 (5%); 5 to 8 (35%); 9 to 11 (25%); 12 to 17 (20%); 18 to 59 (15%)

Intervention Channels

Afterschool Programs (1); Schools – students (K-12) (14); Schools – adults/parents (14)

Narrative Summary

Downey Unified School District (DUSD) continues to promote healthful living among students and their families by utilizing several key interventions. The strongest and most successful intervention is the Harvest of the Month (HOTM) program. Teachers are provided with educator newsletters, nutrition themed books as resources and are able to order the HOTM produce for classroom sampling. The program is connected to the cafeteria with monthly themed HOTM bulletin boards, HOTM coloring and essay contests, and produce featured on the student menu. To connect to home, bilingual HOTM newsletters are provided to parents. The contractor also offers professional development for teachers to increase their nutrition knowledge to help increase nutrition education in the classroom and connection of nutrition to the curriculum. The contractor works directly with the fourth and fifth grade physical education coordinator to help link nutrition into the physical activity program, as well. In order to expand the program beyond the classroom and cafeteria, staff encourages schools to incorporate *Network* activities at school/community events such as carnivals, Jog-a-thons, afterschool programs, etc. Special nutrition education events such as assemblies, Farmer in the Classroom, Chefs in the Classroom, and Mural paintings help complement their nutrition education efforts. In addition, parent nutrition education training is provided in partnership with the Parent Teacher Association (PTA), True Lasting Connections, Community-Based English Tutorial (CBET), and other parent organizations. The contractor also reaches families at Open House nights by providing a variety of nutrition education, physical activity, and food/nutrition program information.

Key Performance Measures

DUSD will be utilizing a Pre- and Post- Student Produce Preference Survey to evaluate our HOTM program. DUSD anticipates at least a 10 to 15 percent increase in produce acceptance after exposure to DUSD's HOTM produce items. For teachers, DUSD will utilize a HOTM teacher survey. DUSD anticipates an increase in the time teachers spend on nutrition education in the classroom as a result of nutrition education materials provided to them.

CITY OF DUARTE PARKS AND RECREATION DEPARTMENT*Local Incentive Award: Government - Parks & Recreation Department*

Ms. Donna Georgino Director of Parks and Recreation 1600 East Huntington Drive Duarte, CA 91010-2534 Phone: (626) 357-7931 Fax: (626) 358-0018 dgeorgino@accessduarte.com	State Share: \$97,960 Federal Share: \$48,977 First Funded: 1999-2000
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Target Audience

- Gender: Male (48%); Female (52%)
- Ethnicity: African American (10%); Asian (6%); Caucasian (28%); Latino (47%); Pacific Islander (5%); Middle Eastern (4%)
- Languages: Arabic (3%); Armenian (2%); Cantonese (2%); English (49%); Mandarin (2%); Spanish (39%); Tagalog (3%)
- Ages: Under 5 (2%) 5 to 8 (4%); 9 to 11 (57%); 12 to 17 (8%); 18 to 59 (9%); 60 and Over (20%)

Intervention Channels

Afterschool Programs (2); Elderly Service Sites (1); Emergency Food Assistance Sites (1); Parks/ Recreation Centers (1); Schools - students (K-12) (6)

Narrative Summary

The City of Duarte and its *Network for a Healthy California (Network)* program promote nutrition education to SNAP-Ed eligible students and their families in the city region. The *Network* program provides nutrition education to afterschool programs linking nutrition education with school gardens. The *Network* program develops and trains a teen nutrition council each year whose teenage members then assist with *Network* nutrition education classes and nutrition education camps. The *Network* program also provides parent nutrition education classes and nutrition education class camps for students. The City of Duarte reaches seniors with nutrition education classes at an elderly service site, and provides nutrition education for adults at a food bank site in the city. It also promotes nutrition education to teens and children through two annual health events held in qualifying low income census tract locations. The City of Duarte and its *Network* program participate in the Healthy Cities Collaborative. This collaborative, a partnership of local and regional agencies, works on nutrition education and physical activity promotion projects.

Key Performance Measures

The main indicator of performance will be the number of times a program meets and the number of participants in the program.

EAST LOS ANGELES COLLEGE*Local Incentive Award: Education - Public Colleges & Universities*

Dr. Manjit Kaur Project Director 1301 Avenue Cesar Chavez Monterey Park, CA 91754-6001 Phone: (323) 780-7936 Fax: (323) 780-7168 manjitkaurjs@msn.com	State Share: \$1,894,534 Federal Share: \$947,267 First Funded: 1999-2000
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Target Audience

- Gender: Male (25%); Female (75%)
- Ethnicity: African American (2%); Asian (18%); Caucasian (5%); Latino (75%)
- Languages: English (49%); Mandarin (10%); Spanish (40%); Vietnamese (1%)
- Ages: 5 to 8 (50%); 12 to 17 (27%); 18 to 59 (20%); 60 and Over (3%)

Intervention Channels:

Afterschool Programs (7); Community-Based Organizations (Beverly Hospital) (1); Healthy Start (1); Preschools (1); Schools – students (K-12) (10); Schools – adults/parents (10); Universities, Community Colleges (1)

Narrative Summary:

The *Network for a Healthy California* at East Los Angeles College (ELAC) implements nutrition education programs at eleven sites: East Los Angeles College, three high schools and seven elementary schools in the primarily Hispanic, East Los Angeles Region. The nutrition education programs focus on increasing fruit and vegetable intake as well as promoting other healthy nutrition behaviors. Innovative nutrition education approaches are being used, including prenatal nutrition and healthy cooking classes with emphasis on fruits and vegetables for teen parents. 'Chef' in the classroom, nutrition education classes, participation of students and parents in nutrition fairs and promotion of physical activity are being implemented at Roosevelt High School. Nutrition education is provided through the K-4 and K-5 Afterschool Nutrition Education Program at the elementary schools. Nutrition education is linked with journal writing, music, art, and parent orientation activities. An impact evaluation objective on fruit and vegetable consumption is being conducted at three of the afterschool sites. The nutrition education workshop on healthy lifestyles is offered to SNAP-Ed eligible students at East Los Angeles College. The community-based programs for children (on the ELAC campus) and seniors (Senior Center at Beverly Hospital) are offered; promoting fruit and vegetable consumption, physical activity, and the prevention of chronic diseases.

Key Performance Measures

The *Network* program conducts impact evaluation measuring changes on performance and self-efficacy, including role playing in grades 3-5 for consumption of fruits and vegetables. The process evaluation measures include attendance/sign in sheets, agenda, handouts created and distributed, etc. The key indicator for the high school is increase of participation of students and teachers in promotion of physical activity and nutrition education so that the correct information is provided to students for greater behavior change.

EL MONTE CITY SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Mr. Michael Burns 3246 Meeker Avenue El Monte, CA 91731 Phone: (626) 453-3733 Fax: (626) 350-4860 mburns@emcsd.org	State Share: \$1,494,700 Federal Share: \$747,320 First Funded: 1998-1999
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: Asian (15%); Caucasian (5%); Latino (80%)
- Languages: Cantonese (3%); English (54%); Spanish (40%); Vietnamese (3%)
- Ages: 5 to 8 (40%); 9 to 11 (30%); 12 to 17 (20%); 18 to 59 (8%); 60 and Over (2%)

Intervention Channels:

Community Centers (1); Community Youth Organizations (1); Food Stores (2); Schools - students (K-12), adults/parents (18)

Narrative Summary:

The *Network/or a Healthy California* - El Monte City School District (EMCSD) prides itself in offering innovative and successful programs to students, families, and the community. The overall goal of the EMCSD *Network* is to improve the health and well-being of the SNAP-Ed eligible school community by providing bilingual and culturally appropriate nutrition education and physical activity promotion. The successful 'Guest Chef Classroom nutrition education program continues to grow as it strives to reach over half of the student population. Due to successful nutrition education pilot projects in years past such as 'Caught Eating Good' and 'Farmer in the Classroom', opportunities for nutrition promotion in schools continue to expand. Through the Nutrition Advisory Council (NAC) program, students have participated in nutrition advisory roles where they have demonstrated their leadership abilities in nutrition. Students attend the NAC mini conference, promote the importance of fruit and vegetable consumption through breakfast, and inquired about the interest other students have in fruits and vegetables. The EMCSD *Network* has also developed new partnerships with parent groups in the District facilitating the expansion of bilingual parent education dramatically. Educating parents in their native tongue allows EMCSD to effectively communicate behaviorally-focused strategies that will assist parents in providing nutritious foods and physical activity opportunities to their families.

Key Performance Measures

Both processes as well as impact evaluation will be used to assess the progress of the EMCSD *Network* program. For process evaluation purposes the following data will be collected: Meeting agendas, sign-in sheets, promotional flyers, photos, lesson plans, activity forms, press releases, etc. For impact evaluation purposes approximately 300 fourth-eighth grade student surveys will be conducted seeking an improvement in knowledge and food preference from pre and post tests. Data will be used to measure the following outcomes: Does the HOTM newsletter information, and preparing and tasting the HOTM fruit and vegetables affect knowledge and food preferences?

HAWTHORNE SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Mr. Steve Baldwin Project Director Ramona Elementary 4617 W. 136th Street Hawthorne, CA 90250-5735 Phone: (310) 349-0744 Fax: (310) 349-1945 stbaldwin@hawthorne.k12.ca.us	State Share: \$1,470,878 Federal Share: \$735,439 First Funded: 1999-2000
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (23%); Asian (3%); Caucasian (2%); Latino (66%); Pacific Islander (2%); Filipino (2%); No response (2%)
- Languages: English (53%); Spanish (39%); Vietnamese (2%); 20 others (6%)
- Ages: 5 to 8 (39%); 9 to 11 (29%); 12 to 17 (24%); 18 to 59 (8%)

Intervention Channels:

Afterschool Programs (8); Food Stamp Offices (1); Preschools (1); Schools - students (K-12), adults/ parents (11)

Narrative Summary:

The *Network for a Healthy California* at the Hawthorne School District (HSD) focus is on providing nutrition education and physical activity promotion to their target audience through classroom nutrition education, school and district-wide events, adult education classes, and media outreach.

HSD has several unique programs and methods that enable effective reach of the target audience. Several 'Nutrition Night' events during the school year provide direct, one-on-one nutrition education, as well as physical activity promotion. HSD also provides nutrition education at other large-scale community events, including a community 5K run and walk, family literacy nights, open houses, and health fairs. District teachers are provided information, training, and resources that enable them to provide nutrition education in the context of core curricular subjects like math, language arts, and science to students on a regular basis.

HSD works closely with local media to promote District events and to reach the target audience with nutrition education messages. Strong relationships with local television and newspapers allow for regular airing of PSAs and publication of newspaper columns that reach SNAP-Ed eligible individuals. The District website provides information to teachers, parents, and the media.

Key Performance Measures

Evaluation measures include attendance at trainings and workshops; teachers' use of nutrition education curriculum and materials; student preference for fruits and vegetables, knowledge of nutrition concepts, and self-reported eating behavior.

CITY OF LONG BEACH DEPARTMENT OF PUBLIC HEALTH*Local Incentive Award: Government - Local Public Health Department*

Ms. Lara Turnbull, MPH, CHES Project Director/Health Education Coordinator 2525 Grand Avenue Long Beach, CA 90815-1765 Phone: (562) 570-4294 Fax: (562) 570-4052 Lara_Turnbull@longbeach.gov	State Share: \$1,456,028 Federal Share: \$728,014 First Funded: 2003-2004
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Target Audience

- Gender: Male (35%); Female (65%)
- Ethnicity: African American (21%); Asian (11%); Caucasian (17%); Latino (47%); Native American (1%); Pacific Islander (3%)
- Languages: English (40%); Hmong (1%); Khmer (3%); Lao (1%); Spanish (50%); Tagalog (3%); Vietnamese (2%)
- Ages: Under 5 (3%); 5 to 8 (15%); 9 to 11 (15%); 12 to 17 (15%); 18 to 59 (50%); 60+ (2%)

Intervention Channels

Adult Education & Job Training sites (1); Afterschool Programs (3); Churches (7); Community Based-Organizations (10); Community Clinics (2); Community Youth Organizations (1); Elderly Service Sites (3); Farmers' Markets (2); Food Stores (2); Health Care Facilities (3); Healthy Start (2); Homes (200); Libraries (5); Other Youth Education Sites (5); Parks, Recreation Centers (12); Head Start Programs (10); Preschools (5); Public Health Centers (1); Public Housing (4); Schools - adults/parents (1); Shelters/Temporary Housing (1); Soup Kitchens (1); Universities, Community Colleges (1); Worksites (1)

Narrative Summary

The City of Long Beach Department of Health and Human Services (DHHS) provides primary nutrition education, physical activity promotion, and encourages participation in federal nutrition assistance programs to all SNAP-Ed eligible Long Beach area residents via education, outreach/events, classes, training, print media, task force groups, and internet/web pages. Healthy Active Long Beach, which includes the DHHS program as well as four parks, recreation, and marine sites that serve eligible families, offers nutrition education classes in English and Spanish throughout the city to eligible families to increase food preference, physical activity, outcome expectations regarding fruit and vegetable consumption. In addition, Healthy Active Long Beach conducts cooking demonstrations and food tasting, farmers' market and grocery store tours, produces a biannual newsletter, monthly fact sheets, and offers provider and community presentations. Nutrition education and promotion of the Food Stamp Program also takes place at community clinics, parks, Food Stamp Program enrollment sites, and community events/health fairs. As part of the marketing campaign, Healthy Active Long Beach will coordinate an annual 'Healthy Active Long Beach Week' that will focus on increasing fruit and vegetable consumption and physical activity promotion.

Key Performance Measures

Process evaluation includes using the activity tracking form to measure activities completed and the number of persons reached. Impact evaluation includes pre/post surveys for class participants that will measure increases in fruit and vegetable consumption by participants in the Jr. Beach Runner's program.

LONG BEACH UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Robin Sinks, CHES Health Curriculum Leader 1299 East 32nd Street, #10 Signal Hill, CA 90755-5239 Phone: (562) 997-0632 Fax: (562) 997-0413 rsinks@lbusd.k12.ca.us	State Share: \$1,624,838 Federal Share: \$812,417 First Funded: 2000-2001
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (20%); Asian (10%); Caucasian (20%); Latino (50%)
- Languages: English (50%); Khmer (10%); Spanish (40%)
- Ages: Under 5 (4%); 5 to 8 (25%); 9 to 11 (27%); 12 to 17 (42%); 18 to 59 (2%)

Intervention Channels:

Afterschool Programs (25); Preschools (17); Schools –students (K-12), adults/parents (61)

Narrative Summary:

The Long Beach Unified School District (LBUSD) addresses nutrition education and physical activity promotion through a coordinated school health system consistent with CDC's model and described in the Health Framework for California Public Schools. Building upon existing efforts, the LBUSD utilizes *Network* funds to increase the likelihood that SNAP-Ed eligible students and their families will consume the recommended amount of fruits and vegetables and participate in physical activity. A Project Teacher and Child Nutrition Specialist work closely with the Health and PE Curriculum Leaders to provide teacher training and parent education classes at eligible schools. Teacher trainings cover basic nutrition information and instructional strategies to incorporate nutrition education through literacy efforts. Instructional materials, food demonstrations/tasting, assemblies, Harvest of the Month, and Nutrition Advisory Councils enhance classroom instruction. Parent education topics include basic nutrition information, reading food labels, and food safety and sanitation. In addition, after-school recreation programs incorporate nutrition education activities. Educational and promotional items with positive nutrition messages motivate and reinforce instruction. As a result, participants will demonstrate increased knowledge and understanding of the importance of nutrition and physical activity; teachers will enhance classroom instruction; and adult and student eating/activity behaviors will be positively affected.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the activity tracking form. Increased knowledge and understanding of the importance of nutrition and physical activity and intent to consume more fruits/vegetables will indicate successful implementation of teacher training, parent education workshops, and classroom instruction. Impact evaluation will determine changes in knowledge, fruit and vegetable consumption, and self-efficacy among students participating in Nutrition Advisory Councils.

LOS ANGELES COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

Ms. Maryam Shayegh 9300 Imperial Highway Downey, CA 90242-2813 Phone: (562) 922-6306 Fax: (562) 922-6388 Shayegh_Maryam@lacoed.edu	State Share: \$4,643,145 Federal Share: \$2,321,572 First Funded: 2002-2003
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Target Audience

- Gender: Male (54%); Female (46%)
- Ethnicity: African American (8%); Asian (10%); Caucasian (12%); Latino (64%); Native American (0%); Filipino(5%); No response/multiple (1%)
- Languages: Arabic; Armenian (9%); Cantonese (5%); English (33%); Farsi; Korean (1%); Mandarin (5%); Spanish (43%); Tagalog (2%); Vietnamese (2%); unspecified;
- Ages: Under 5 (1%); 5 to 8 (36%); 9 to 11 (26%); 12 to 17 (27%); 18 to 59 (10%); 60 and Over

Intervention Channels

Adult Education & Job Training Sites (7); Afterschool Programs (3); Community Clinics (1); Preschools (4); Schools - students (K-12) (45)

Narrative Summary

The Los Angeles County Office of Education (LACOE) provides integrated educational programs and services in the diverse and multicultural environment of Los Angeles County. LACOE promotes increased achievement for all students, with an emphasis on assisting low performing schools by providing support services and programs to underserved children, youth, families, districts, schools, and communities. The goal of the *Network for a Healthy California* LACOE Coalition is to provide technical assistance, support, and resources for subcontracting districts to enhance nutrition education and physical activity promotion efforts for 17,892 students and their parents at SNAP-Ed eligible school sites, and 585 teachers, 110 food service workers, 38 nurses, and 85 support staff who work directly with these eligible students. This goal is achieved through ongoing nutrition coalition meetings and nutrition education activities such as hands-on cooking demonstrations, Harvest of the Month taste testing program, nutrition education classes and activities for students and parents, teacher and support staff training, and nutrition education curriculum, resources and materials such as the Harvest of the Month Toolkit. The school districts participating in the *Network for a Healthy California* LACOE Coalition are: LACOE educational programs, Glendale Unified School District, Inglewood Unified School District, Redondo Beach Unified School District, Rowland Unified School District, and San Gabriel Unified School District.

Key Performance Measures

Impact evaluation will determine changes in fruit and vegetable consumption among 4th and 5th grade students at eligible school sites. Process evaluation measures will demonstrate performance and completion of nutrition education and physical activity promotion events and related scope of work activities.

LOS ANGELES TRADE TECHNICAL COLLEGE*Local Incentive Award: Education - Public Colleges & Universities*

Ms. Christine Bou Sleiman Project Director 400 West Washington Blvd. Los Angeles, CA 90015-4108 Phone: (213) 763-7377 Fax: (213) 763-5393 Christine.elhaj@gmail.com	State Share: \$1,445,013 Federal Share: \$722,506 First Funded: 2000-2001
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Target Audience

- Gender: Male (47%); Female (53%)
- Ethnicity: African American (23%); Asian (4%); Caucasian (2%); Latino (71%); Native American (1%); Pacific Islander (1%)
- Languages: English (24%); Spanish (71%); Vietnamese (5%)
- Ages: Under 5 (10%); 5 to 8 (41%); 9 to 11 (32%); 12 to 17 (10%); 18 to 59 (7%)

Intervention Channels

Preschools (8); Schools – students (K-12), adults/parents (10); Universities, Community Colleges (1)

Narrative Summary

Los Angeles Trade Technical College (LATTC) focuses on SNAP-Ed eligible schools using a variety of nutrition education intervention techniques such as the *Network's* Harvest of the Month (HOTM) resources. HOTM provides teachers with nutrition education ideas and materials to use with their students, and a separate linked newsletter for parents with healthy recipes they can try at home. HOTM teacher training is extended this year to all preschools and at an elementary school that had not previously participated in teacher trainings. Principals at the schools are using the healthy tips from the HOTM newsletters in their own school newsletters and mentioning the tips in the morning announcements. LATTC is partnering with Lawndale Elementary School District (LESD) Food Service so the HOTM fruit or vegetable is on the menu twice a month. Additional interventions include bilingual parent education classes including healthy cooking demonstrations, sponsoring healthy ethnic festivals, and co-sponsoring with the Lawndale school district nutrition education murals. LATTC is developing simple cooking kits for each school so teachers can prepare HOTM recipe taste test samples for their classes so more students have the opportunity to taste and develop preferences for healthy foods.

Key Performance Measures

Increase preferences for fruits and vegetables, improvement in cooking skills, health consciousness among students, and knowledge of nutrition concepts and home food safety. Increase in self-efficacy for fruit and vegetable access and preparation and then increase in fruit and vegetable intake.

LOS ANGELES UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Roberta Acantilado 6651-C Balboa Blvd. Van Nuys, CA 91406-5529 Phone: (818) 609-2550 Fax: (818) 609-2580 Roberta.acantilado@lausd.net	State Share: \$11,979,658 Federal Share: \$5,989,829 First Funded: 2000-2001
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (10%); Asian (3%); Caucasian (3%); Latino (82%); Native American; Pacific Islander; (<1%); Filipino (2%)
- Languages: English (3%); Spanish (62%); Arabic; Armenian; Cantonese, Farsi; Khmer; Korean; Tagalog; Vietnamese and 81 other languages (35%).
- Ages: Under 5 (0%); 5 to 8 (30%); 9 to 11 (25%); 12 to 17 (42%); 18 to 59 (3%)

Intervention Channels:

Preschools (97); Schools - students (K-12) (646); Schools - adults/parents (743)

Narrative Summary:

The *Network for a Healthy California (Network)*-Los Angeles Unified School District (LAUSD) targets all SNAP-Ed eligible district schools through invitations to participate in Award funding. Annually, approximately 350 schools and 12,500 teachers participate, providing nutrition education and physical activity promotion reaching 365,000 students and many of their families. LAUSD funds interested schools (based upon past performance and available funds) as follows: approximately 165 Action Awards, 80 Nurse Awards, 75 Nutrition Advisory Council (NAC) Awards, 75 Harvest of the Month (HOTM) Only Awards, and 15 Modified Awards (for early education centers, continuation schools, and community day schools). *Network* staff provides skills-based professional development workshops for teachers, materials to support *Network* programs, and parent workshops supporting classroom nutrition education activities. Subcontracted services are available to support Action Awards: Chefs in the Classroom lead cooking exercises with taste testing and a physical activity message; Theatrical presentations provide interactive performances on nutrition and physical activity; Farmers in the Classroom present nutrition education through lessons in produce's journey from farm to market to table; Public Relations provides nutrition education reinforcement items and assistance with media and publications; a muralist prepares murals at schools sites promoting nutrition and physical activity; and a variety of physical activity demonstrations complement nutrition education activities for teachers, students, and parents.

Key Performance Measures

Participation levels in most activities will be recorded through sign in sheets, participant evaluations on staffs' activity tracking forms. Nutrition education training opportunities for participants (teachers and parents) will reinforce and increase nutrition education for students. Formative evaluation completed regarding parent education will determine appropriate interventions for nutrition education, which will be measured through planned impact evaluation.

MONROVIA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Valerie Parsons 325 E. Huntington Drive Monrovia, CA 91016-3585 Phone: (626) 471-2776 Fax: (626) 471-2088 vparsons@monrovia.k12.ca.us	State Share: \$1,316,265 Federal Share: \$658,132 First Funded: 2000-2001
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (11%); Asian (3%); Caucasian (26%); Latino (54%); Native American (1%); Pacific Islander (1%); Filipino (2%); Multiple/no response (2%)
- Languages: Cantonese (1%); English (59%); Korean (1%); Mandarin (1%); Spanish (37%); Tagalog (1%)
- Ages: Under 5 (6%); 5 to 8 (13%); 9 to 11 (15%); 12 to 17 (32%); 18 to 59 (34%); 60+

Intervention Channels:

Adult Education & Job Training Sites (1); Afterschool Programs (6); Community-Based Organizations (3); Community Centers (1); Community Youth Organizations (1); Farmers' Markets (1); Food Stores (2); Healthy Start (1); Libraries (1); Preschools (1); Schools - students (K-12), adults/parents (8)

Narrative Summary:

The goal of the *Network for a Healthy California*-Monrovia Unified School District (MUSD) is to increase the consumption of fruits and vegetables, increase physical activity promotion, increase access to nutritious foods, and decrease the risk of chronic diseases. Nutrition education is promoted through nutrition related activities such as the Harvest of the Month (HOTM) program, nutrition education cooking lessons within the classrooms, parent education, teacher trainings, and community events. In addition, elementary school sites have Nutrition Advisory Councils that meet a minimum of two times per week in order to promote our goals within the school. Each month approximately 4,000 SNAP-Ed eligibles are reached through nutrition education lessons that feature the highlighted HOTM. Classroom sessions conducted by a Chef are linked to the core curriculum. Teachers further this HOTM education by subscribing to the monthly program and integrating nutrition education into their classrooms. To expand the reach of the program, the contractor has developed partnerships with local supermarkets keeping them informed of the HOTM program and conducting taste tests based on the produce featured. Through resources and assistance from the *Regional Networks*, the contractor will enhance this partnership. As a complement to these programs, the target audience is exposed to nutrition education messages via electronic and written modes: articles published in the local newspapers, displays of various signage, bulletin boards, murals at school sites, and websites containing nutrition resources for teachers and students and upcoming events for the MUSD *Network*.

Key Performance Measures

We use impact evaluation to measure changes in knowledge, behavior, and skill improvement. We use participation evaluations to rate the effectiveness of our teacher trainings. We use pre- and post-tests to measure the effectiveness of select parent education classes. Recipe evaluations are filled out by all students on a monthly basis to rate the like/dislike of the featured produce in the monthly cooking lesson.

MONTEBELLO UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Piper Mattson, MS, RD Nutrition Education Specialist 1612 Mines Avenue Montebello, CA 90640-5416 Phone: (323) 887-7967 Fax: (323) 722-5371 mattson_piper@montebello.k12.ca.us	State Share: \$673,084 Federal Share: \$336,542 First Funded: 1997-1998
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (0%); Asian (3%); Caucasian (0%); Latino (95%); Pacific Islander (0%); Other (2%)
- Languages: Armenian (1%); Cantonese (1%); English (26%); Korean (1%); Mandarin (1%); Spanish (68%); Vietnamese (2%)
- Ages: Under 5 (1%); 5 to 8 (22%); 9 to 11 (23%); 12 to 17 (39%); 18 to 59 (15%); 60 and Over (0%)

Intervention Channels

Afterschool Programs (22); Libraries (1); Preschools: Head Start Programs (11); Public Health Centers (1); Schools – students (K-12) (28)

Narrative Summary

Montebello Unified School District (MUSD) focuses on five general areas, providing nutrition education to students, families, and teachers. The program encourages students, teachers, and parents to work toward developing more nutrition friendly environments and the development of nutrition education standards in the classroom. Components establish links between home, cafeteria and classroom to provide a consistent program encouraging students to be wiser/healthier 'food decision makers'. Classrooms are reached with monthly taste tests including lessons on seasonal produce and bulletin boards in cafeterias provide students with fruit and vegetable information. Other health/nutrition events throughout the year are promoted with lessons, activities, teacher background information, and family information sheets. Physical activity promotion is included in several activities described above to reinforce the importance of combining the two components for a healthier lifestyle. Nutrition Advisory Councils (NACs) established at each intermediate and high school conduct six nutrition education activities per year. Closing events provide a forum for sharing yearly NAC accomplishments. MUSD continues the pursuit of establishing a nutrition education curriculum focused on standards for K-12. This will allow for an institutionalization of nutrition education in the classroom, empowering students and families to advocate for more nutrition friendly environments.

Key Performance Measures

Process: number of activities and participants; number of schools and/or classrooms participating; also skill improvement.

NEW ECONOMICS FOR WOMEN*Local Food and Nutrition Education*

Ms. Margarita Alvarez Gomez 303 S. Loma Drive Los Angeles, CA 90017 Phone: (213) 923-3808 Fax: (213) 483-7848 Margarita.alvarez@neworg.us	Funding Amount: \$84,124 First Funded: 2008-2009
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (1%); Latino (97%)
- Languages: English (3%); Spanish (97%)
- Ages: Under 5 (2%); 5 to 8 (2%); 9 to 11 (2%); 12 to 17 (23%); 18 to 59 (70%); 60 and Over (1%)

Intervention Channels

Afterschool Programs (5); Community-Based Organizations (2); Public Housing (1); Shelters/Temporary Housing (1)

Narrative Summary

New Economics for Women's (NEW) SNAP-Ed eligible population include participants of different age ranges, from infants to grandparents. NEW will implement the Salsa Sabor Y Salud program to educate families to make better nutritional and physical health choices for their families and themselves. NEW believes that by providing the resources and information to make better choices to one individual, the entire family will benefit from that change. Therefore, our nutrition sessions will be provided to the entire family beginning with ages three and up and will focus on teaching families the importance of consuming healthy foods and practicing physical activities that will enhance their energy levels. After completing the four week sessions, families will be able to participate in one of the four focus groups conducted annually. At this time they will be able to share personal recipes and share what improvements have been made in the entire family since graduating from the program. During the third year of the program NEW will recruit volunteers to attend bi-monthly meetings with the program facilitator to create a script for three different acts that will portray the healthy choices and physical activities families of different cultural backgrounds can make without changing their cultural practices.

Key Performance Measures

Outcomes will be measured and completed as a result of families attending the Salsa Sabor y Salud Program and learned to describe how physical activity impacts the body, know and remember the food pyramid, make healthy food choices, understand how food and physical activity affect energy levels, improve their families eating habits as a result of completing the program. Other outcome measure will be demographic information, attendance at workshops, outreach conducted, and informational brochures distributed.

PASADENA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Katia Ahmed Program Coordinator 351 South Hudson Ave. Pasadena, CA 91109 Phone: (626) 798-2458 Fax: (626) 798-2658 kahmed@pusd.us	State Share: \$3,688,857 Federal Share: \$1,842,199 First Funded: 2003-2004
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (26%); Asian (2%); Caucasian (16%); Latino (54%); Filipino (2%)
- Languages: Armenian (3%); English (40%); Spanish (54%); Non English (3%)
- Ages: Under 5 (8%); 5 to 8 (24%); 9 to 11 (24%); 12 to 17 (44%)

Intervention Channels

Afterschool Programs (3); Healthy Start (5); community based organizations (2); Head Start (1); Preschools (5); Schools - students (K-12) (29); Schools - adults/parents (18); Public Health Centers (1); Shelters/Temporary Housing (2)

Narrative Summary

The Pasadena Unified School District (PUSD) *Network* Program has formed a collaboration between teachers, parents, students, food service staff, school nurses, district administrators, community-based organizations, faith-based organizations, and community members. The program's goal is to increase the daily consumption of fruits and vegetables and increase physical activity (60 minutes a day for youth and 30 minutes a day for adults) among the target population. This link creates school environments that reflect a comprehensive commitment to the health and well-being of PUSD students and their families.

The program began with a needs assessment of the target audience on their perceptions of preferred healthy-eating activities and areas of special interest. Teacher trainings focus on integrating and coordinating nutrition education lessons and physical activity programs for students in their classrooms. School nurses attend training programs to help them work with students and parents on adopting healthy lifestyles as well as the understanding of child and adolescent behavior, knowledge, and attitude on healthy eating. Food service staff is trained on the importance of positive eating environments and the healthy food choices available. A sample of activities conducted for the SNAP-Ed eligible population includes: 'Ask the Nutritionist' booths; healthy cooking classes; 'Nutrition, Health and Walk to School' day; Healthy cooking demonstrations by chefs; Nutrition Magician; physical education training; Harvest of the Month; health fairs; Farmer in the Classroom; and nutrition education activities.

Key Performance Measures

Increase the daily consumption of fruits and vegetables in the target population. The performances are measured through needs assessment and process. Impact evaluation is used to measure knowledge and consumption of fruits and vegetables.

CITY OF PASADENA PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Ms. Mary Urtecho-Garcia Program Coordinator Nutrition & Physical Activity Project, Rm. 1505 1845 North Fair Oaks Avenue Pasadena, CA 91103-1620 Phone: (626) 744-6163 Fax: (626) 744-6114 mugarcia@cityofpasadena.net	State Share: \$212,816 Federal Share: \$106,408 First Funded: 2000-2001
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Target Audience

- Gender: Male (15%); Female (85%)
- Ethnicity: African American (18%); Caucasian (2%); Latino (80%)
- Languages: English (20%); Spanish (80%)
- Ages: Under 5; 5 to 8; 9 to 11 (5%); 12 to 17 (10%); 18 to 59 (70%); 60 and Over (15%)

Intervention Channels

Community-Based Organizations (5); Community Centers (2); Community Clinics (2); Elderly Service Sites (2); Food Stores (3); Parks, Recreation Centers (3); Preschools: Head Start Programs (3); Public Health Centers (1); Other, Other City Departments (1)

Narrative Summary

The *Network* funded project of the City of Pasadena Public Health Department Nutrition and Physical Activity Program is successful in reaching an impressive number of SNAP-Ed eligible adults through nutrition education with physical activity promotion. The PACE Program (Pasadena Anti-obesity Community Education), a four part nutrition education course, as well as numerous single-subject nutrition presentations and workshops have been openly welcomed by the target audience. A large number of these programs are presented in Spanish for monolingual and bilingual Spanish speaking community members. As evidenced by the positive feedback in evaluation forms and verbal comments, the participants have truly appreciated the series of classes and other nutrition outreach efforts conducted in their native language of Spanish, making the nutrition education messages more accessible for new audiences. The goal is for program participants to have a better understanding of the importance of daily fruit and vegetable consumption and physical activity. The Nutrition and Physical Activity program is an active participant in the Pasadena Nutrition and Fitness Council. The Council is composed of staff from city departments, the school district, and community-based organizations, all of which target SNAP-Ed eligible residents, as well as community members themselves. Through monthly meetings the Council promotes city-wide nutrition education issues, activities and events, and the *Network*; keeps members updated on current nutrition topics; and has been instrumental in establishing program sites for ongoing nutrition education activities.

Key Performance Measures

Process evaluations measures will show the participation in nutrition program activities with participant sign-in sheets and reported numbers of special event attendees as reported in the Activity Tracking Form. Participants will demonstrate increased awareness of the importance of making healthy food choices and being physically active, i.e. 30 minutes/day for adults.

ROSEMEAD SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Diane Ezzo Project Director 3907 N. Rosemead Blvd., Suite 130 Rosemead, CA 91770-1984 Phone: (626) 312-2900 Fax: (626) 312-2921 dezzo@rosemead.k12.ca.us	State Share: \$143,448 Federal Share: \$69,536 First Funded: 2001-2002
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (1%); Asian (52%); Caucasian (3%); Latino (42%); Filipino (2%)
- Languages: Cantonese (28%); English (26%); Khmer (1%); Mandarin (3%); Spanish (24%); Tagalog (1%); Vietnamese (13%); Chaozhou (2%); other non-English (2%)
- Ages: Under 5 (5%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (20%); 18 to 59 (10%); 60 and Over (5%)

Intervention Channels

Afterschool Programs (5); Preschools (4); Schools - students (K-12) (5)

Narrative Summary

Rosemead School District is a K-8 public school district located in Rosemead, California. There are four elementary schools (K-6) and one middle school (7-8) with a population of 3,104 ethnically diverse students, of which approximately 42% are Latino/Hispanic and 52% are Asian. On average, approximately 76% of the students receive free and reduced lunch. The *Network for a Healthy California* targets all five schools. Harvest of the Month is available to teachers and students several times a year via taste testing and newsletters. Programs, such as the Health Fair, and Vision of Immigrant Cultural Education (VOICE), include a nutrition education and physical activity promotion component for parents translated into the various languages the District serves. *Power Play!* activities target 4th and 5th graders. An art and essay contest is conducted to promote the importance of fruits and vegetables. Back-to-School Nights and Open Houses feature fruit and vegetable taste testing and provide nutrition education materials. Cooking demonstrations incorporating nutrition education are conducted for 7th and 8th grade students who are involved with the Physical Education program implemented at the middle school level. Nutrition education classes and healthy recipe taste testing with 4th through 6th grade students are conducted in partnership with the After School Education Safety Program (ASES).

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Performing the activities listed in the Scope of Work, such as parent nutrition workshops, teacher trainings, art and essay contest, Open Houses, and Back to School nights will increase visibility of the importance of consuming colorful fruits and vegetables and physical activity; and provide students, parents, and teachers with written education materials.

SANTA CLARITA VALLEY SCHOOL FOOD SERVICES AGENCY*Local Incentive Award: Education - School District*

Ms. Tracy Fiscella, MS, RD Project Coordinator 25210 Anza Drive Santa Clarita, CA 91355-3496 Phone: (661) 295-1574, x117 Fax: (661) 295-0981 tfiscella@scvsfsa.org	State Share: \$185,868 Federal Share: \$92,934 First Funded: 2000-2001
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (4%); Asian (3%); Caucasian (25%); Latino (64%); Native American (2%); Pacific Islander (2%); Multiple/no response (2%); Filipino (2%)
- Languages: English (58%); Korean (1%); Spanish (40%)
- Ages: Under 5 (10%); 5 to 8 (40%); 9 to 11 (30%); 18 to 59 (20%)

Intervention Channels

Preschools (7); Schools students (K-12) (6); Schools - adults/parents (7)

Narrative Summary

The goal of this project is to strengthen nutrition education efforts from the cafeteria to the classroom to the home among schools in Santa Clarita with >50% of students on free/reduced meals. Santa Clarita Valley School Food Services Agency (SCVSFSA) collaborates with schools and organizations such as *Power Play!*; Dairy Council of California, American Cancer Society, and the Newhall Family Resource Center to provide nutrition education and physical activity promotion to school administrators, teachers, students, and parents. The primary objective is to increase students' consumption of fruits and vegetables, while integrating nutrition education into the curriculum. Over 110 teachers participate in the Harvest of the Month program, which connects literacy with increased consumption of fruits and vegetables. Harvest of the Month is also an avenue to teach simple food preparation which can be transferred to the student's home and parents. Teachers also receive training to integrate nutrition into the core curriculum with an emphasis on language arts. Strategies include providing training and resources for classroom cooking, promoting school gardens, and Central Kitchen tours/activities. Schools also receive resources and curriculum for promoting consumption of fruits and vegetables. The establishment of Nutrition Advisory Councils at 4-5 sites links students to decisions regarding nutritious breakfast and lunch choices at school. These peer educators promote healthy food and activity choices in their school.

Key Performance Measures

Participation in activities and evaluations for nutrition education activities, presentations, workshops, and Harvest of the Month in classrooms and in school nutrition-themed garden via teacher activity logs and Nutrition Garden Coordinators activity logs.

UNIVERSITY OF SOUTHERN CALIFORNIA Keck Diabetes Prevention Initiative

Local Food and Nutrition Education

Ms. Valerie Ruelas, MSW, LCSW, Director 6430 Sunset Blvd., Ste. 1500 Los Angeles, CA 90028-8016 Phone: (323) 644-8416 Fax: (323) 906-8043 vruelas@chla.usc.edu	Funding Amount: \$93,914 <i>First Funded: 2006-2007</i>
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Target Audience

- Gender: Male (25%); Female (75%)
- Ethnicity: African American (5%); Asian (1%); Caucasian (4%); Latino (90%)
- Languages: English (20%); Spanish (80%)
- Ages: 9 to 11 (10%); 18 to 59 (40%); 60 and Over (50%)

Intervention Channels

Afterschool Programs (2); Churches (4); Community-Based Organizations (20); Elderly Service Sites (3); Food Stamp Offices (2); Food Stores (18); Parks, Recreation Centers (3); Head Start Programs (4); Public Housing (3); Restaurants/Diners/Fast Food (5); WIC Programs (2)

Narrative Summary

The proposed project, 'From the Market to Your Plate - Learning How to Shop, Cook, and Design Easy, Inexpensive and Healthy Meals Your Family Will Enjoy' is based on intervention strategies identified through interviews with community members and through existing Community Advisory Boards in East and South Los Angeles. The project has two major activities: 1) form partnerships with supermarkets to promote the *Network Retail Program* and hold instructional nutrition tours utilizing four trained Community Health Educators (CHEs); and 2) conduct six, two-hour nutrition education classes in English and Spanish that consist of culturally-specific cooking demonstrations and information about how to purchase affordable fruits and vegetables taught by a Registered Dietitian and local chefs in facilities within the communities. The curriculum will be developed from the *Network* Community Educator Toolbox. At the end of the project term, this project will have identified four to eight partner supermarkets in East Los Angeles and will have distributed retail program materials. In addition, each year, 90 SNAP-Ed eligible adults, and their children will participate in nutrition education, totaling 180 nutrition education hours.

Key Performance Measures

For the 'From the Market to Your Plate' educational classes, the key performance measures will be an assessment of change in knowledge, awareness, preferences, skills, outcome expectancies and self-efficacy related to fruit and vegetable consumption utilizing the MS Townsend, et al, 'Food Behavior Checklist' pre and post test survey. For the *Retail Program* intervention, Community Health Educators will track the retail materials distributed in one to two community stores. For the Nutrition Health Fair intervention, 200 SNAP-Ed eligible residents will participate in a Nutrition Health Fair and complete a participant satisfaction survey.

VAUGHN NEXT CENTURY LEARNING CENTER*Local Incentive Award: Education - School District*

Ms. Suzanne Llamas Project Director 13330 Vaughn Street San Fernando, CA 91340-2216 Phone: (818) 896-7461 Fax: (818) 834-9036 sllamas@vaughncharter.com	State Share: \$210,500 Federal Share: \$105,250 First Funded: 2000-2001
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Target Audience

- Gender: Male (45%); Female (55%)
- Ethnicity: African American (2%); Latino (98%)
- Languages: English (35%); Spanish (65%)
- Ages: Under 5 (10%); 5 to 8 (20%); 9 to 11 (20%); 12 to 17 (30%); 18 to 59 (18%); 60+ (2%)

Intervention Channels

Afterschool Programs (1); Community-Based-Organizations (1); Community Clinics (1); Food Stores (1); Preschools (1); Schools - students (K-12) (1); Community Farmer's Market (1)

Narrative Summary

Vaughn Next Century Learning Center provides a comprehensive nutrition and health education program to 2,000 pre-K through Grade 11 students, all living in a high poverty neighborhood in Los Angeles. The Vaughn *Network for a Healthy California* program consists of a number of coordinated elements. The primary focus is the consistent integration of nutrition education into the daily curriculum and school culture. This is enhanced by regular trainings for all teachers, as well as food service staff, to support nutrition education efforts in the classroom and cafeteria. In addition, the program designates 20 hours of intensive nutrition and health education activities during intersession to students in grades 1-11 and the daily afterschool program includes cooking and gardening nutrition activities. Regular enhancement of the Library Nutrition Discovery Corner promotes reading and research. The Vaughn *Network* sponsors a school-wide Nutrition Student Council, responsible for promoting the increased consumption of fruits and vegetables; partners with families and community members to conduct neighborhood health and nutrition education campaigns; and participates in state and regional fruit and vegetable promotion activities. The Vaughn *Network* supports students, families, staff, and community through a school-wide Nutrition Education Team that includes a dietitian, nutrition coordinator, nutrition coach, health science resource teacher, and teacher leaders.

Key Performance Measures

Process evaluation measures that will be used to indicate the levels of participation in implemented activities will be the sign-in sheets and the recorded participation on the Activity Tracking Form. Increased and improved knowledge of food preparation and increased cooking skills will indicate successful implementation of cooking classes. Middle school and high school students serving as Student Nutrition Advisory Council members and elementary students serving as Nutrition Student Council will show an increase in self-efficacy. Impact evaluation will determine changes in vegetable and fruit consumption among adults participating in nutrition education classes.

North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties

Network for a Healthy California Regional Lead Agency California Health Collaborative 1101 College Avenue, Suite 215 Santa Rosa, CA 95404 www.northcoastnutrition.org Funding Amount: \$480,000	Jennifer McClendon Project Director California Health Collaborative Phone: (707) 543-5810 ext. 203 Fax: (707) 543-5813 jmcclendon@healthcollaborative.org
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Children's Power Play! Campaign Coordinator

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Retail Program Specialists

1) Angie Corwin (Lake, Mendocino, Napa,
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2) Michelle Postman (Humboldt and Del
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Physical Activity Specialist

Laurel Chambers
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Santa Rosa, CA 95404
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CALISTOGA JOINT UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Joan Bruno Lead Nutrition Teacher Calistoga Elementary 1327 Berry Street Calistoga, CA 94515-1605 Phone: (707) 942-4398 Fax: (707) 942-0970 jbrunor@calistoga.k12.ca.us	State Share: \$137,764 Federal Share: \$67,485 First Funded: 2003-2004
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (30%); Latino (66%); Native American (1%); Pacific Islander (1%)
- Languages: English (35%); Spanish (65%)
- Ages: Under 5 (8%); 5 to 8 (16%); 9 to 11 (16%); 12 to 17 (30%); 18 to 59 (30%)

Intervention Channels

Afterschool Programs (2); Community Centers (1); Community Youth Organizations (1); Farmers' Markets (1); Food Stores (1); Schools - students (K-12) (2)

Narrative Summary

Calistoga Joint Unified is a pre-K to 12 school district in Napa County, with two main school sites - Calistoga Elementary School and Calistoga Junior-Senior High School. The nutrition program will be conducted primarily at Calistoga Elementary and play a supportive role at Calistoga Junior-Senior High School. Classes are conducted during and afterschool for students and in the evenings for parents/families, to include: fruit and vegetable tastings, featuring the Harvest of the Month; MyPyramid information; cooking demonstrations; hands-on cooking practice and label-reading tips; practice with appropriate serving sizes; and creative and fun ways to incorporate physical activity for a healthy lifestyle. Youth empowerment projects around nutrition and physical fitness will primarily be afterschool in partnership with the ACES 'Think Tank' and Boy and Girls Club programs at Calistoga Elementary and the Calistoga Teen Center (managed by the Boys and Girls Club of Calistoga). The nutrition program also offers school garden-enhanced nutrition education classes.

Key Performance Measures

Primary measure of performance will be the Activity Tracking Form and the Weekly Time Logs prepared by District staff.

COMMUNITY ALLIANCE WITH FAMILY FARMERS*Local Food and Nutrition Education*

Ms. Michelle Wyler 922 E Street, Suite 202 Eureka, CA 95501 Phone: (707) 444-3255 Fax: (707) 444-2589 mrwyler@yahoo.com	Funding Amount: \$89,202 First Funded: 2006-2007
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (71%); Latino (10%); Native American (13%); Pacific Islander (1%)
- Languages: English (88%); Hmong (2%); Spanish (10%)
- Ages: 5 to 8 (50%); 9 to 11 (40%); 12 to 17 (10%)

Intervention Channels

Schools - students (K-12) (29)

Narrative Summary

Encouraging and supporting school gardens creates opportunities for children to discover fresh food, make healthier food choices, and become better nourished. As an outcome of a previous *Network* grant, a Humboldt County School Garden *Network* planning committee addressed how to better meet the needs of low-resource school teachers who enhance nutrition education through school garden activities. In the first year, an initial assessment focusing on school garden use, needs, and training/fieldtrip interest was conducted to inform nutrition education program planning. In addition, an underutilized community asset-the Arcata Educational Farm-was used for garden-enhanced nutrition education.

The main goal for this program is to increase Humboldt County SNAP-Ed eligible students' fruit and vegetable consumption through garden-enhanced nutrition education. The identified objectives provide hands-on, educational opportunities to SNAP-Ed eligible schools with a focus on fruits and vegetables. The project will assess the needs of school teachers for increasing garden-enhanced nutrition education; collaborate with partners to utilize Arcata Educational Farm, local farms, and farmers' markets as nutrition education sites for both teachers and K-8 students; to increase teacher efficiency in teaching garden-enhanced nutrition education; organize trainings and provide resources to assist qualifying teachers; and promote both school and home garden use through nutrition education.

Key Performance Measures

Students participating in garden enhanced nutrition education have increased knowledge of fruits and vegetables as documented through testimonials. Twenty teachers will report increased knowledge of garden-enhanced nutrition education techniques and utilization of school gardens to teach garden-enhanced nutrition education.

DEL NORTE UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Deborah Kravitz 301 W. Washington Blvd. Crescent City, CA 95531-8340 Phone: (707) 464-0273 Fax: (707) 464-0785 dkravitz@delnorte.k12.ca.us	State Share: \$1,037,738 Federal Share: \$524,916 First Funded: 1999-2000
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (1%); Asian (7%); Caucasian (61%); Latino (15%); Native American (14%); Pacific Islander (1%); Other (1%)
- Languages: English (84%); Hmong (5%); Lao (1%); Spanish (10%); Lao (1%)
- Ages: Under 5 (3%); 5 to 8 (24%); 9 to 11 (21%); 12 to 17 (50%); 18 to 59 (1%); 60 and Over (1%)

Intervention Channels

Afterschool Programs (6); Community-Based Organizations (4); Community Youth Organizations (1); Elderly Service Sites (2); Emergency Food Assistance Sites (2); Extension Offices (1); Farmers' Markets (1); Food Stamp Offices (1); Healthy Start (3); Parks, Recreation Centers (1); Head Start Programs (5); Preschools (6); Public Health Centers (1); Schools students (K-12) (13)

Narrative Summary

The objectives of the Del Norte Unified School District *Network* project include participating in regional collaboratives and meetings to share experiences, successes, ideas, etc., as well as attending *Network* trainings. The project identifies and takes advantage of various activities and events in the community as well as the school district where staff can provide nutrition education and physical activity promotion to SNAP-Ed eligible students, their families, and community members. Age-appropriate nutrition education is provided to preschool and elementary age students through trained high school 'Nutrition Student Educators'. High school aged Nutrition Student Educators also reach students in afterschool programs, Boys and Girls Clubs, and UC Cooperative Extension 4-H clubs, providing youth with age-appropriate nutrition educational opportunities that focus on skill building, food preferences, and physical activity promotion. Methods for disseminating messages include: Harvest of the Month, *Power Play!*, gardens as outdoor nutrition education classrooms, and integration of nutrition and physical activity into core subject areas and/or standards. District teachers and staff are provided training promoting *Network* goals. Physical activity messages are fully integrated into nutrition education materials for students and their families. The School Nutrition Action Committee and Physical Activity Council (SNAC PAC) supports community-based organizations with the goal of increased fruit and vegetable consumption. Work is conducted with the local Department of Health and Human Services to promote the SNAP.

Key Performance Measures

Attendance records, photo documentation, activity logs, lesson plans, copies of newsletters, summary of evaluations, activity tracking forms, agendas, minutes of meetings, samples of nutrition education materials, impact evaluation results, survey tools, copies of press releases, media tip sheets, and PSAs.

HUMBOLDT COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

Ms. Linda Prescott, RD 901 Myrtle Avenue Eureka, CA 95501-1219 Phone: (707) 445-7042 Fax: (707) 445-7143 lprescott@humboldt.k12.ca.us	State Share: \$754,932 Federal Share: \$377,466 First Funded: 2002-2003
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (56%); Latino (16%); Native American (17%); Pacific Islander (1%); Multiple (5%)
- Languages: English (92%); Spanish (8%)
- Ages: 5 to 8 (62%); 9 to 11 (31%); 12 to 17 (7%)

Intervention Channels:

Afterschool Programs (15); Schools - students (K-12) (27);

Narrative Summary:

Acting as the lead agency, the Humboldt County Office of Education coordinates the *Network for a Healthy California* funded programs offered through county-based special education class rooms and a consortium of schools. Efforts focus on encouraging consumption of colorful fruits and vegetables and promotion of daily physical activity. Activities include implementation on Harvest of the Month program in approximately 250 preK-8th grade classrooms, *Power Play!* offered to 4th and 5th grade students as well as afterschool programs, healthy classroom celebration ideas, cooking activities and projects as well as community and school-wide nutrition related events. Multiple professional development and networking opportunities are offered to school site staff.

Key Performance Measures

Process evaluation measures such as sign-in sheets, lesson plans, activity tracking forms, and pictures will show participation levels. Increased identification, knowledge, and preference of fruits and vegetables will indicate successful implementation of Harvest of the Month and *Power Play!* programs. Improved food preparation and cooking skills will reflect successful implementation of cooking activities. Impact evaluation will measure changes in fruit and vegetable consumption, knowledge, preference, and self-efficacy among targeted 9-11 year olds.

MANILA COMMUNITY SERVICES DISTRICT*Local Incentive Award: Government - City Government*

Ms. Holly Pering, Coordinator 1901 Park Street Arcata, CA 95521-9650 Phone: (707) 445-3309 Fax: (707) 445-0979 manilacc@suddenlinkmail.com	State Share: \$83,028 Federal Share: \$41,512 First Funded: 1999-2000
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (6%); Asian (1%); Caucasian (48%); Latino (4%); Native American (40%); Pacific Islander (1%)
- Languages: English (96%); Spanish (4%)
- Ages: Under 5 (12%); 5 to 8 (15%); 9 to 11 (15%); 12 to 17 (18%); 18 to 59 (26%); 60 and Over (14%)

Intervention Channels

Afterschool Program, Community-Based Organizations, Community Center, Community Garden, Family Resource Center and Teen Program located Park and Recreation Center (1)

Narrative Summary

Manila Community Services District is a public entity of government, a special district that provides culturally appropriate nutrition education through the Building Healthy Peninsula Communities Project. The project provides nutrition education for youth, teens, senior, families, and community members of the Samoa Peninsula. The nutrition education and physical activity promotion includes promoting awareness of the need for the recommended amounts of fruits and vegetables per day and the need to obtain at least 60 minutes of physical activity every day for youth, 30 minutes for adults. Nutrition education and physical activity promotion are provided to SNAP-Ed eligible community members during community events; programs for SNAP-Ed eligible youth (after school and summer programs); teens (including Teen Ship and the Babysitters' Club); SNAP-Ed eligible seniors; SNAP-Ed eligible parents (Parents in Partnership); and families. Nutrition education activities include the development of pages to be added to the Manila Cookbook that combines elder histories and community health and pride for SNAP-Ed.

Key Performance Measures

Main performance measures will be attendance at events and classes.

NAPA COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

Ms. Julie McClure 5789 State Farm Drive, Suite 230 Rohnert Park, CA 94928-3613 Phone: (707) 664-4232 Fax: (707) 664-2418 julie.mcclure@calserves.org	State Share: \$266,998 Federal Share: \$133,499 First Funded: 2008-2009
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Target Audience

- Gender: Male (53%); Female (47%)
- Ethnicity: African American (2%); Asian (2%); Caucasian (7%); Latino (84%); Native American (2%); Pacific Islander (1%); Laotian (1%); Filipino (1%)
- Languages: English (21%); Spanish (79%)
- Ages: 5 to 8 (38%); 9 to 11 (38%); 12 to 17 (2%); 18 to 59 (20%); 60 years + (2%)

Intervention Channels

Afterschool programs (8); School gardens (8); Schools (K-12) (8)

Narrative Summary

The CalSERVES (Students Engaged in Relevant Volunteer Opportunities in Educational Settings) nutrition program coordinates efforts with the North Coast Nutrition and Fitness Collaborative to complement statewide efforts that coordinate with the *Network for a Healthy California* message of increasing fruit and vegetable consumption, increasing physical activity, and preventing chronic diseases. The program also coordinates with the Sonoma County Community and Family Nutrition Coalition, Redwood Empire Food Bank, and the *Network's Regional Children's Power Play! Campaign* to deliver consistent behavior-focused nutritional messages across Santa Rosa's Bellevue, Roseland, and Wright Elementary School Districts reaching over 6,500 SNAP-Ed eligible children and families.

Key Performance Measures

Increase the daily consumption of colorful fruits and vegetables and increase daily physical activity in SNAP-Ed eligible families, measured by program attendance rosters, health fair attendance counts, activity logs, lesson plans, and Activity Tracking Forms.

SONOMA COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

Ms. Lynn Garric Sonoma SERVES 5340 Skylane Blvd. Santa Rosa, CA 95403 Phone: (707) 524-2600 Fax: (707) 522-2889 lgarric@scoe.org	State Share: \$234,821 Federal Share: \$117,410 First Funded: 2008-2009
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (2%); Asian (7%); Caucasian (26%); Latino (61%); Native American (1%); Pacific Islander (1%); Multiple; (2%)
- Languages: English (60%); Spanish (40%)
- Ages: Under 5 (1%); 5 to 8 (52%); 9 to 11 (31%); 12 to 17 (7%); 18 to 59 (9%)

Intervention Channels

Afterschool (5) Preschools (1); Schools – students (K-12)

Narrative Summary

Sonoma County Office of Education administers the *Network for a Healthy California* nutrition education program in five SNAP-Ed eligible area schools. Each school provides nutrition education and promotes physical activity during the day school, afterschool, and during summer school activities. Nutrition education takes place in the classroom, in school gardens, and on field trips where students visit farms, farmers' markets, and grocery stores. Cooking classes and taste testing/food demonstrations (often using produce from the schools' garden) give students and their families the opportunity to broaden their experience with fruits and vegetables and incorporate them into their daily lives as part of nutrition education. In the after school programs cooking and nutrition classes are also offered for parents.

Key Performance Measures

Activities will be tracked through indicators of implementation, such as class attendance, Activity Tracking Form, photographs, newsletters, scrapbooks, sign-in sheets, and student-produced materials.

UKIAH UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Terry Nieves 925 North State Street Ukiah, CA 95482-3411 Phone: (707) 462-2561 Fax: (707) 463-2120 tnieves@uusd.net	State Share: \$1,574,703 Federal Share: \$784,263 First Funded: 1999-2000
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (58%); Latino (28%); Native American (9%); multi ethnicity (3%)
- Languages: English (67%); Spanish (33%)
- Ages: Under 5 (11%); 5 to 8 (39%); 9 to 11 (32%); 12 to 17 (16%); 18 to 59 (2%)

Intervention Channels

Afterschool programs (6); Farmers' Markets (1); Head Start Programs (4); Preschools (6); Schools – students (K-12) (30)

Narrative Summary

Nutrition education classes and lessons are taught from pre-Kindergarten through 12th grade, based on district health standards and California Department of Education Nutrition Competencies, using cooking carts and nutrition education curriculum as well as nutrition education in the garden. Students and parents participate in Harvest Festivals and health fairs which focus on nutrition education, taste testing, and physical activity. Nutrition education is presented at Family Literacy Nights and other school functions where nutrition and taste testing of healthy snacks are hands-on events for parents and students. Parent nutrition education takes place after school at preschools and elementary schools. School-wide announcements, bulletin boards, murals, and posters displayed throughout the school setting promote fruits and vegetables and physical activity.

Harvest of the Month (HOTM) is a large part of the nutrition education program, with all schools and districts participating in HOTM taste testing, parent newsletters, and teacher lesson plans. Physical activity is promoted through Walk-to-School events, Walk-a-thons, and after school activities and programs. Pre-school and K-12 teacher professional development links gardens and nutrition to the California content standards using *Power Play!*, *Nutrition to Grow On*, and *Kids Cook Farm Fresh Food* as well as HOTM training.

Key Performance Measures

Process evaluation measures will include the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of food preparation and increased cooking skills will indicate successful implementation of cooking classes. Impact evaluation will determine changes in fruit and vegetable consumption among students participating in nutrition education classes and HOTM.

UNITED INDIAN HEALTH SERVICES, INC.*Local Incentive Award: Indian Tribal Organizations*

Ms. Alison Aldridge 1600 Weeot Way Arcata, CA 95521-4734 Phone: (707) 825-4098 Fax: (707) 825-5035 Alison.aldridge@crihb.net	State Share: \$168,735 Federal Share: \$84,368 First Funded: 2001-2002
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: Caucasian (25%); Latino (15%); Native American (60%)
- Languages: English (90%); Spanish (10%)
- Ages: Under 5 (15%); 5 to 8 (15%); 9 to 11 (15%); 12 to 17 (15%); 18 to 59 (25%); 60 and Over (15%)

Intervention Channels

Afterschool Programs (1); Community Garden (1) Emergency Food Assistance Sites (1); Farmers' Market (1); Head Start Programs (4); Indian Tribal Organization (1); Schools - students (K-12) (4)

Narrative Summary

Through fun and innovative activities at local schools, Head Start Centers, and community events, nutrition and physical activity messages are reaching American Indians in Humboldt and Del Norte Counties. During culturally appropriate cooking classes at various community sites participants are taught to incorporate more fruits and vegetables into their family meals. The agency's Potawot Health Village includes a two-acre organic garden. With the garden's production of top quality fruits and vegetables, *Network* funds support taste testing, cooking classes, workshops, and various celebrations that utilize this incredible resource for nutrition education. On the North Coast where the weather is cool, vegetables such as kale, swiss chard, kohlrabi, broccoli, and other 'strange' vegetables thrive. *Network* funded taste tests, cooking classes, and celebrations bring these new flavors to the tables of American Indian communities.

Key Performance Measures

Program participants will exhibit healthier cooking methods and skills, improved ability to make healthy choices at the grocery store, increased consumption of fruits and vegetables and participation in physical activity, and will experience increased exposure to fruits and vegetables through taste testing, farmers' market, and garden education.

Orange County Region

Orange County

**Network for a Healthy California
Regional Lead Agency**

Orange County Health Care Agency
1725 West 17th Street
Santa Ana, CA 92706-2316
www.ochca.org/public/nutrition/nupac

Funding Amount: \$896,000

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HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Lauren Teng Nutrition Education Specialist Food and Nutrition Services 14325 Goldenwest Street, Bldg. 1 Westminster, CA 92683-4905 Phone: (714) 894-1698 Fax: (714) 894-8198 lteng@hbuhsd.org	State Share: \$1,909,955 Federal Share: \$954,977 First Funded: 1999-2000
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (1%); Asian (32%); Caucasian (12%); Latino (47%); Native American (1%); Filipino (2%); Multiple (5%)
- Languages: Cantonese (1%); English (43%); Spanish (34%); Vietnamese (20%); Other (1%)
- Ages: 5 to 8 (60%); 9 to 11 (18%); 12 to 17 (22%)

Intervention Channels

Afterschool Program (6); Schools - students (K-12) (16)

Narrative Summary

The Huntington Beach Union High School District (HBUHSD) continues to serve Westminster High School, eleven schools in the Westminster School District and four schools in the Ocean View School District. HBUHSD educates SNAP-Ed eligible students, parents, and teachers about fruits and vegetables and physical activity. Harvest of the Month will continue to be introduced in all three districts. It will feature selected produce and reach students via the cafeteria, the class room, and the family. Westminster High School will continue to integrate nutrition into the curriculum. Subjects such as history and economics will include nutrition presentations in the classroom. Efforts with the English Department will continue by linking nutrition presentations to selected English literature. Westminster School District and Ocean View School District will expand its nutrition and physical activity offerings to all schools.

Activities such as,

'Adopt-A-Classroom' and 'Fruit and Vegetable Tea Parties' will be scheduled throughout the school year. These activities will provide classroom taste tests or cooking demonstrations that allow students to taste fruit and vegetable recipes. Other national campaigns will be celebrated such as National Nutrition Month and campaigns that support breakfast and fruit and vegetable consumption.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of fruits and vegetables and healthy choices will indicate successful implementation of nutrition education classes and trainings. High school students serving as Nutrition Advocate members will advocate for nutrition on campus and in the community. Impact evaluation will determine changes in fruit and vegetable consumption among students participating in nutrition education classes.

NEWPORT-MESA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Mr. Geoff Ianniello 2985 Bear Street, Building E Costa Mesa, CA 92626-4300 Phone: (714) 424-7557 Fax: (714) 424-7596 gianniello@nmusd.us	State Share: \$689,905 Federal Share: \$332,000 First Funded: 2001-2002
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (3%); Caucasian (29%); Latino (66%); Pacific Islander (1%)
- Languages: English (32%); Spanish (64%); Tagalog (1%); Vietnamese (2%); Marshallese (1%)
- Ages: Under 5 (4%); 5 to 8 (24%); 9 to 11 (15%); 12 to 17 (57%)

Intervention Channels

Afterschool Programs (10); Preschools: School District Preschools (7); Schools - students (K-12), adults/parents (15)

Narrative Summary

Newport-Mesa Unified School District *Network for a Healthy California* lead teachers assist in providing direct communication to the SNAP-Ed eligible elementary schools. The lead teachers are the on-site support for the *Network* nutrition education and physical activity promotion interventions. Additionally, the *Network* promotes the Harvest of the Month program to the preschool, elementary schools, middle-school, high school, and afterschool programs with the option for these classes to receive the featured produce in their classroom as part of the nutrition education promotion intervention. The *Network* program also provides workbooks for preschool to 6th grade that coordinate with the Harvest of the Month program. All teachers participating in the program receive newsletters and nutrition education materials for the students.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. An impact evaluation will determine changes in fruit and vegetable consumption among 4th-5th graders as part of the Harvest of the Month program.

ORANGE COUNTY HEALTH CARE AGENCY*Local Incentive Award: Government - Local Public Health Department*

Ms. Anna Luciano-Acenas Nutrition Services 1725 West 17th Street Santa Ana, CA 92706-2316 Phone: (714) 834-8673 Fax: (714) 834-8028 aluciano@ochca.com	State Share: \$1,299,884 Federal Share: \$649,942 First Funded: 2000-2001
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Target Audience

- Gender: Male (30%); Female (70%)
- Ethnicity: African American (1%); Asian (10%); Caucasian (16%); Latino (72%); Pacific Islander (1%)
- Languages: English (33%); Spanish (55%); Various Asian Languages (12%)
- Ages: Under 5 (16%); 5 to 8 (33%); 9 to 11 (32%); 12 to 17 (1%); 18 to 59 (15%); 60+ (3%)

Intervention Channels

Afterschool Programs (10); Churches (3); Community-Based Organizations (50); Community Centers (10); Community Clinics / Health Care Facilities (256); Community Youth Organizations (16); Elderly Service Sites (27); Emergency Food Assistance Sites (17); Farmers' Markets (9); Food Stamp Offices (11); Food Stores (3); Homes (4000); Parks, Recreation Centers (3); Head Start / Preschools (102); Public Housing (9); Schools – students (K-12), adults/parents (79); Soup Kitchens/Congregate Meal Sites (25); Temporary Housing (8); Universities, Community Colleges (2); WIC Programs (34); Worksites (3)

Narrative Summary

The County of Orange Health Care Agency (HCA) provides public health services to three million residents. Public health staff members provide nutrition education in English, Spanish, Vietnamese, Hmong, and Cambodian to SNAP-Ed eligible individuals of all ages through home visits and education at clinic and community sites. *Network* funds will be used to provide additional nutrition education, with physical activity and brief food assistance promotion, to SNAP eligible individuals seeking services from government programs and community partners. HCA and community staff will receive training on nutritional issues and materials to enhance their existing efforts. Nutrition messages will reach a large SNAP-Ed audience through displays, health fairs, and presentations at County facilities, including Food Stamp offices, and qualifying community sites. HCA will link nutrition education with Second Harvest Food Bank programs, a California Endowment project, and other efforts. Special activities will expand upon the *Regional Network* and UC FSNEP projects. HCA will use information obtained from *Communities of Excellence (CX³)* neighborhood surveys to improve nutrition education and community involvement related to fruit and vegetable consumption and will develop a plan to help ensure coordination among local nutrition programs.

Key Performance Measures

Through process evaluation, HCA will collect information on several factors including the number of individuals reached, materials distributed, and activities conducted. Surveys will be given to assess change in knowledge and/or self-efficacy and limited impact evaluation will be conducted to assess change in fruit/vegetable consumption and/or related factors, such as knowledge, preferences, and intent to change or movement along the stages of change continuum.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS - ACCESS*Local Incentive Award: Education - County Office of Education*

Ms. Yvonne Ortega Program Manager 2910 Redhill Ave. Costa Mesa, CA 92626 Phone: (714) 327-1038 Fax: (714) 327-0187 Yvonne_Ortega@access.k12.ca.us	State Share: \$1,080,709 Federal Share: \$432,211 First Funded: 2001-2002
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Target Audience

- Gender: Male (61%); Female (39%)
- Ethnicity: African American (4%); Asian (3%); Caucasian (26%); Latino (62%); Native American; Pacific Islander (1%); not specified (3%); Filipino (1%)
- Languages: English (51%); Khmer (5%); Korean (5%); Lao (.5%); Spanish (45%); Tagalog (5%); Vietnamese (1%); non-English (1%)
- Ages: 5 to 8; 9 to 11 (1%); 12 to 17 (81%); 18 to 59 (8%)

Intervention Channels

Afterschool Programs (9); Schools - students (K-12) (56)

Narrative Summary

The Orange County Superintendent of Schools program focuses on promoting healthy lifestyles for SNAP-Ed eligible alternative education students by promoting a higher consumption of fruits and vegetables and regular physical activity as part of a healthy lifestyle. *Network* staff presents teacher trainings throughout the year to provide classroom teachers with basic nutrition education, as well as creative ways to incorporate nutrition in the curriculum. Teachers throughout the district then conduct nutrition education classes by incorporating nutrition in all areas of the standard curriculum. The Harvest of the Month program promotes this goal, as well as providing students with the experience of tasting a different fruit or vegetable each month. Using student artwork, students produce a Harvest of the Month calendar which is distributed to families and includes recipes and facts about each featured fruit or vegetable. Students also have the opportunity to work with a professional muralist to design a school mural that promotes healthy eating and physical activity. Chefs enter the classrooms to conduct healthy cooking demonstrations and provide students with easily duplicated healthy recipes. The program continues to reach families through nutrition education presentations and healthy cooking demonstrations at school Open House functions, Back-to-School nights, and after school program activities.

Key Performance Measures

Tracking measures will include the number of education interventions completed; the number of hours spent in the classroom conducting taste tests; numbers of materials created and distributed; and the number of hours spent conducting training sessions for teachers. Additionally, interventions will be tracked through compiling agendas, training outlines, sign-in sheets, class rosters and lesson plans, and participant evaluation surveys given after trainings and events. Impact evaluation will be administered on a sample of students who participate in nutrition education with integration of physical activity classes.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS*Local Incentive Award: Education - County Office of Education, Coalition*

Ms. Kari Tuggle, MS, RD Nutrition Specialist 151 Kalmus Drive, Ste. L5 P.O. Box 9050 Costa Mesa, CA 92626-9050 Phone: (714) 327-1056 Fax: (714) 540-3464 ktuggle@ocde.us	State Share: \$3,849,624 Federal Share: \$2,089,182 First Funded: 2002
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (2%); Asian (13%); Caucasian (15%); Latino (68%); Native American (.5%); Pacific Islander (.7%); Middle Eastern (2%); other (.6%)
- Languages: Arabic (.54%); Armenian (.61%); Cantonese (39%); English (34%); Farsi (32%); Khmer (4%); Korean (2%); Lao (.45%); Mandarin (3%) Spanish (58%); Russian (71%); Tagalog (1%); Vietnamese (4%); Other (1%)
- Ages: Under 5 (3%); 5 to 8 (12%); 9 to 11 (23%); 18 to 59 (59%)

Intervention Channels

Preschools: School District Preschool (50); Schools - students (K-12) (49); Schools adults/parents (77)

Narrative Summary

Monitored and coordinated by the Orange Superintendent of Schools, the Orange County Coalition consists of 11 public school districts/programs working together to promote nutrition education, and physical activity and federally funded nutrition education assistance programs. Activities include promoting the consumption of fruits and vegetables through Harvest of the Month program newsletters and taste tests, nutrition education in the classroom, parent nutrition education classes/workshops, and school and community promotional events. Physical activity promotion is provided through the integration of physical activity messages in nutrition education activities, newsletters, and in school-wide nutrition and physical activity promotional events. Promotion of nutrition education and physical activity by Student Nutrition Club members empowers students to advocate for a positive nutrition environment. Teacher training is provided to encourage and advocate for the integration of nutrition education and physical activity promotion in the classroom, including the utilization of cooking carts for taste tests and food demonstrations. Nutrition education promotion in the cafeteria includes participation in Harvest of the Month taste testing and promotional activities including nutrition education and physical activity promotional messages on menus and in the cafeteria. A brief promotional message about the Food Stamp Program is included with the nutrition education conducted at parent classes and at school events such as Open House, Back to School Night, and Kinder Roundup.

Key Performance Measures

Key measures include process and impact evaluation. These include sample newsletters, Harvest of the Month taste test schedules, Nutrition Education Library resource list, Cooking in the Classroom activity outlines, sample event flyers and pictures, sample lesson plans, agendas, sign-in sheets, and written summary reports, in addition to pre-tests, post-tests, surveys, activity logs, and fruit and vegetable consumption tracking logs.

ORANGE UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Katryn Soltanmorad Project Coordinator 726 W. Collins Ave. Orange, CA 92867-5514 Phone: (714) 997-6354 Fax: (714) 997-6149 ksoltanmorad@orangeusd.org	State Share: \$786,883 Federal Share: \$385,849 First Funded: 2002-2003
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (1%); Asian (10%); Caucasian (39%); Latino (45%); Native American (1%); Pacific Islander (2%); Filipino (2%)
- Languages: Cantonese (5%); English (39%); Korean (2%); Mandarin (5%); Spanish (45%); Tagalog (2%); Vietnamese (2%)
- Ages: Under 5 (1%); 5 to 8 (30%); 9 to 11 (30%); 12 to 17 (30%); 18 to 59 (9%)

Intervention Channels

Preschools (4-6); Schools - students (K-12), adults/parents (15)

Narrative Summary

Orange Unified School District (OUSD) is located in a culturally-diverse urban setting in Orange County, serving 29 elementary schools, 4 middle schools, and 4 high schools. OUSD *Network* currently targets 12 elementary, 2 middle, and 1 high school. The primary objective during this year is to increase nutrition education targeted to teachers and other providers. In particular to motivate them to integrate nutrition education into their daily curriculum utilizing California Health Education Standards and draft California Department of Education Nutrition Competencies. Teacher Liaisons have been selected at each of the target school sites to coordinate nutrition programming. Harvest of the Season provides fresh taste tests of fruits and vegetables direct to the classroom four times a year, teacher lesson plans aligned to the California Teaching Standards and draft Nutrition Competencies, and parent newsletters will continue to be a focus. Expansion of the Guest Chef program utilizing parent volunteers is another focus of the OUSD *Network*. "Follow the Leader," nutrition education and physical activity program, will be expanded to other school sites. Youth Engagement will be continued at the high school with current Youth Leaders facilitating the efforts in addition to continuing at the middle school for Year 2 of the youth engagement project. Parent education is another objective of the OUSD *Network*. During regularly scheduled parent meetings, topics and presentations are provided which support the *Network* goals and nutritious eating messages. Posters and murals placed throughout the school serving and eating areas enhance the school food environment. The Breakfast Club, which was initiated in 2003, will continue at *Network* school sites. All nutrition education interventions continue to be evaluated for effectiveness by OUSD.

Key Performance Measures

Process evaluation measures will indicate the participation levels as indicated in activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of nutrition concepts and principals and increased fruit and/or vegetable preference will indicate successful implementation of Harvest of the Season and Follow the Leader. Impact evaluation will determine changes in fruit and vegetable consumption among elementary students; Youth Engagement Pilot will continue with improvement in research in the areas of nutrition and physical activity.

SANTA ANA UNIFIED SCHOOL DISTRICT*Local Incentive Award: Education - School District*

Ms. Frances Byfield 1601 E. Chestnut Santa Ana, CA 92701-6322 Phone: (714) 480-5328 Fax: (714) 558-5088 frances.byfield@sausd.k12.ca.us	State Share: \$2,996,891 Federal Share: \$743,235 First Funded: 2003-2004
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Target Audience

- Gender: Male (51%); Female (49%)
- Ethnicity: African American (1%); Asian (3%); Caucasian (2%); Latino (94%); Native American; Pacific Islander (1%)
- Languages: English (11%); Spanish (86%); Arabic (<1%); Cantonese (<1%); Farsi (<1%); Hmong (<1%); Korean (<1%); Russian (<1%); Tagalog (<1%); Vietnamese (<1%)
- Ages: Under 5; 5 to 8 (26%); 9 to 11 (23%); 12 to 17 (50%); 18 to 59 (1%)

Intervention Channels

Preschools (11); Schools - students (K-12), adults/parents (31)

Narrative Summary

Linking schools, food services and local school community, Santa Ana Unified School District (SAUSD) *Network* reaches approximately 30,000 SNAP-Ed eligible students, staff, and parents monthly. Our goal is to increase students' consumption of fruits and vegetables and increase daily physical activity. SAUSD's *Network* has School Nutrition Education Liaisons and Nutrition Activity Club Advisors in 31 schools. Liaisons and Advisors attend monthly meetings and receive Harvest of the Month (HOTM) newsletters, resources, and materials that link and support nutrition education into existing curriculum and activities. *Network* also provides on-going professional development for certificated and support staff. As part of our community outreach, we distribute monthly HOTM and Nutrition Nuggets newsletters district wide. We provide guest speakers on nutrition education and physical activity at parent and staff meetings. We host the HOTM Book Club. We also provide monthly HOTM parent cooking classes that include cooking demonstrations, taste tests, and nutrition education to parent leaders. Parent participants prepare and share the information at their schools. In conjunction with food services, we market HOTM produce facts on the monthly school menus. We feature HOTM produce in the menu selection. Our dietitian coordinates the delivery of the HOTM produce to facilitate the monthly taste testing to approximately 28,000 students.

Key Performance Measures

We are using the 2007-08 Nutrition Education Survey developed and supported by the *Network's* Research and Evaluation Unit.

San Diego and Imperial Region

Imperial and San Diego Counties

**Network for a Healthy California
Regional Lead Agency**

University of California, San Diego
4305 University Ave., Ste. 590
San Diego, CA 92105-1698

www.sdnnonline.org

Funding Amount: \$1,065,000

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IMPERIAL COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Award: Government - Local Public Health Department*

Ms. Yoliviviana Sanchez Health Programs Coordinator 935 Broadway Street El Centro, CA 92243-2349 Phone: (760) 482-4939 Fax: (760) 352-9933 yolivivianasanchez@imperialcounty.net	State Share: \$89,258 Federal Share: \$44,633 First Funded: 1998-1999
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (5%); Caucasian (22%); Latino (70%); Native American (3%)
- Languages: English (50%); Spanish (50%)
- Ages: Under 5 (5%); 5 to 8 (5%); 9 to 11 (30%); 12 to 17 (10%); 18 to 59 (50%)

Intervention Channels

Afterschool Programs (2); Libraries (2); Head Start Programs (4); Public Health Centers (1); Public Housing (2); Schools - students (K-12), adults/ parents (4); WIC Programs (1)

Narrative Summary

The County Public Health Department's efforts to promote healthy eating and physical activity include the planning and implementation of: 1) Cooking Healthy sessions at various locations throughout the county on how to buy, safely store, and prepare fruits and vegetables; 2) healthy lifestyle sessions focusing on nutrition and physical activity as a way to promote fruit and vegetable consumption and physical activity, to improve the quality of life of county SNAP-Ed eligible residents and to prevent chronic disease such as cardiovascular disease, diabetes, and obesity; and 3) nutrition and physical activity promotion using presentations, interactive games, appropriate displays, and dissemination of *Network* literature at health fairs and community events. The Public Health Department is also working toward strengthening and expanding the local Physical Activity and Healthy Eating (PAHE) Coalition to implement nutrition and physical activity promotional events throughout the county. Some PAHE partners are WIC, Food Bank, The Family Treehouse, and Clinicas de Salud del Pueblo.

Key Performance Measures

A pre and post test will be conducted to determine an increase in knowledge of food preparation and increased cooking skills. The results of the surveys will indicate successful implementation of the Cooking Healthy sessions.

SOUTHERN INDIAN HEALTH COUNCIL, INC.*Local Incentive Award: Indian Tribal Organization*

Ms. Lisa Turner, RD, CDE P.O. Box 2128 Alpine, CA 91903-2128 Phone: (619) 445-1188 Fax: (619) 445-8047 lturner@sihc.org	State Share: \$353,789 Federal Share: \$174,817 First Funded: 1998-1999
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: Caucasian (10%); Latino (15%); Native American (75%)
- Languages: English (98%); Spanish (2%)
- Ages: Under 5 (8%); 5 to 8 (18%); 9 to 11 (9%); 12 to 17 (10%); 18 to 59 (50%); 60 and Over (5%)

Intervention Channels

Adult Education & Job Training Sites (1); Community-Based Organizations (5); Community Centers (3); Community Clinics (non government) (2); Elderly Service Sites (2); Healthy Start (1); Homes (45); Other Youth Education Sites (1); Head Start Programs (1); Preschools (1); Worksites (4); Native American Tribal Reservations (3); Commodity Food Distribution Sites (4); Early Head Start (1)

Narrative Summary

This project continues to provide nutrition education regarding the importance of consuming colorful fruits and vegetables and living a healthy lifestyle that includes 30-60 minutes of physical activity per day to reduce the risk of chronic disease among SNAP-Ed eligible Native American community members and their families in the service area.

Southern Indian Health Council works in partnership with seven Native American tribes to achieve these goals by offering the following to the service area population: promotion of healthy messages at community events, health fairs, and commodity days; nutrition classes, cooking classes/demonstrations, and food tastings; creation and distribution of nutrition newsletters for adults and children; promotion of physical activity at all events; and support and increased participation in collaborative partnerships to help expand and strengthen the project's efforts.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed (e.g. classes, health fairs and newsletters), as recorded in sign-in sheets, distribution lists and on the Activity Tracking Form. Improved knowledge of food preparation, fundamentals of basic nutrition, healthy lifestyle changes and increased cooking skills will indicate goal objective successes. Impact evaluation measures in the form of fruit and vegetable consumption/food frequency questionnaires, pre/post testing and analysis will determine healthy lifestyle changes within the participant base.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, SAN DIEGO
Division of Community Pediatrics

Local Incentive Award: Education - Public Colleges & Universities

Ms. Kari Herzog Division of Community Pediatrics 4350 University Ave., Ste. 590 San Diego, CA 92105-1625 Phone: (619) 681-0666 Fax: (619) 681-0648 kherzog@ucsd.edu	State Share: \$523,921 Federal Share: \$261,428 First Funded: 1999-2000
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Target Audience

- Gender: Male (52%); Female (48%)
- Ethnicity: African American (17%); Asian (6%); Caucasian (10%); Latino (59%); Pacific Islander (1%); Filipino (2%); Multiple/no response (5%)
- Languages: English (47%); Spanish (45%); Khmer (1%); Vietnamese (2%); Somali (2%)
- Ages: 9 to 11 (85%); 18 to 59 (15%)

Intervention Channels

Schools - students (K-12), adults/parents (7)

Narrative Summary

Nutrition Link is a nutrition education program designed to improve the nutrition and physical activity knowledge, preferences and behaviors of SNAP-Ed eligible participating students. A program within the Division of Community Pediatrics at UC San Diego (UCSD), Nutrition Link takes a unique approach to nutrition education through a combination of in-class and web-based lessons that 'link' nutrition and technology to enhance student learning through community nutrition programs. Nutrition Link lessons are designed to meet California Core Content Standards for students in grades 3-5. Each Nutrition Link unit focuses on a specific nutrition topic and consists of two web lessons and one in-class lesson taught by UCSD Health Educators. In addition, Nutrition Link reaches beyond the walls of the classroom to connect with parents through presentations on health and nutrition, a regular newsletter and a parent's page on the Nutrition Link website. Nutrition Link is a partnership among the Lemon Grove School District, Rosa Parks Elementary School, and the City Heights Educational Collaborative supported by the *Power Play! Campaign* and the San Diego and Imperial Counties *Regional Network*.

Key Performance Measures

Evaluation activities include the design and implementation of focused evaluations conducted by graduate student interns. Data collected will be analyzed and reported to the *Network*. In addition, on-line quizzes associated with web lessons will be analyzed and provide the basis for modifying web lessons based on student performance. Results will be reported to the *Network* annually. Activities will be documented utilizing process methods such as attendance, copies of curriculum, copies of submitted and published articles, copies of presentations, and quarterly recording of web site statistics (sessions, hits, and page views).

Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas,
Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties

Network for a Healthy California Regional Lead Agency California Health Collaborative 25 Jan Court, Ste. 130 Chico, CA 95928-4418 www.scnutrition.org Funding Amount: \$460,000	Patricia Mannel Program Director Phone: (530) 345-2483 x215 Fax: (530) 345-3214 pmannel@healthcollaborative.org
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CALIFORNIA STATE UNIVERSITY, CHICO, RESEARCH FOUNDATION - SCNAC*Non-profit Incentive Award - School Related*

Ms. Cindy Wolff, PhD, RD Program Director Center for Nutrition and Activity Promotion Building 25, Rm. 201 Chico, CA 95929-0235 Phone: (530) 898-5288 Fax: (530) 898-5382 cwolff@csuchico.edu	State Share: \$4,374,580 Federal Share: \$2,184,537 First Funded: 2001-2002
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Target Audience

- Gender: Male (50%); Female (50%)
- Ethnicity: African American (2%); Asian (11%); Caucasian (40%); Latino (40%); Native American (3%); Pacific Islander (1%); Other (3%)
- Languages: English (60%); Hmong (5%); Spanish (35%)
- Ages: Under 5 (2%); 5 to 8 (15%); 9 to 11 (14%); 12 to 17 (19%); 18 to 59 (50%)

Intervention Channels

Afterschool Programs (30); Community-Based Organizations (13); Community Centers (10); Community Clinics (2); Community Youth Organizations (2); Elderly Service Sites (2); Homes (10); Parks, Recreation Centers (1); Preschools (31) Public Health Centers (4); Schools – students (K-12), adults/parents (70); Universities, Community Colleges (1); Community Gardens (5); Breastfeeding Support Center (1); Indian Tribal Organizations (6) Libraries (1)

Narrative Summary

CSU, Chico's Sierra Cascade Nutrition and Activity Consortium (SCNAC) is comprised of 40 community and school partners in six north state counties. SCNAC's programs emphasize strategies for increasing fruit and vegetable consumption and daily physical activity and provide both the funding resources and training for rural communities to better meet the dietary needs of their residents. Examples of SCNAC activities include the school library based 'Smart Bodies - Smart Minds' program integrating nutrition education related children's books with the Harvest of the Month program; the 'Lunch Leagues' program whereby university students provide lunchtime nutrition education in the cafeteria and promote physical activity afterwards on the playground; peer-mediated teaching with high school students providing nutrition education to K-6 students; 'Treats for Trade' holiday candy exchange for nutrition education reinforcement items; promotion of school and community vegetable gardens; community based nutrition education programs by county departments of public health; support for nutrition education for SNAP-Ed eligible families receiving home visits by public health nurses; and culturally appropriate nutrition education and activity promotion services for Sierra Cascade Region Native American and Hmong families.

Key Performance Measures

SCNAC will collect process data on all objectives in the Scope of Work. In addition, SCNAC will conduct at least two impact evaluation studies. One will measure improvement in school and community staff attitudes toward incorporating nutrition education in the classroom as part of daily activities. Another will measure grades 4-12 students' preferences and consumption patterns for fruits and vegetables.

SHASTA COUNTY HEALTH AND HUMAN SERVICES AGENCY, PUBLIC HEALTH BRANCH

Local Incentive Award: Government - Local Public Health Department

Ms. Michelle Sabol Supervising Public Health Nutritionist 2660 Breslauer Way Redding, CA 96001-4246 Phone: (530) 225-5150 Fax: (530) 229-8460 msabol@co.shasta.ca.us	State Share: \$1,602,048 Federal Share: \$800,784 First Funded: 1998-1999
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (1%); Asian (7%); Caucasian (81%); Latino (6%); Native American (5%)
- Languages: English (93%); Hmong (1%); Lao (1%); Spanish (4%); Lu Mien (1%)
- Ages: Under 5 (1%); 5 to 8 (10%); 9 to 11 (20%); 12 to 17 (24%); 18 to 59 (35%); 60+ (10%)

Intervention Channels

Adult Education & Job Training Sites (1); Community-Based Organizations (2); Churches (3); Community Centers (1); Community Clinics (1); Community Youth Organizations (2); Emergency Food Assistance Sites (8); Extension Offices (1); Farmers' Markets (2); Food Stamp Offices (1); Food Stores (1); Libraries (1); Parks, Recreation Centers (2); Head Start Programs (20); Preschools (55); Public Health Centers (1); Public Housing (2); Restaurants/Diners/Fast Food (5); Schools students (K-12) (42); Schools - adults/parents (6); Shelters/Temporary Housing (1); Soup Kitchens/Congregate Meal Sites(2); Worksites (5); Community Gardens (6); WIC Programs (1); Universities, Community Colleges (1)

Narrative Summary

The Shasta County Public Health Department's Nutrition and Physical Activity Promotion Division conducts activities that encourage SNAP-Ed eligible residents to eat the recommended amounts of fruits and vegetables and get at least 30-60 minutes of physical activity most days. This goal is achieved through the distribution of nutrition education and physical activity promotion materials and messages through media and at health fairs, community events, and to health care providers. Trainings and technical assistance that incorporate nutrition education and physical activity promotion components are provided to schools, pre-schools, afterschool programs, and community organizations serving the SNAP-Ed eligible population. The unique aspects of this program are possible because of collaboration with another Local Incentive Award project, the *Regional Network* contractor, SNAP-Ed program and other local coalitions/collaboratives. Activities include nutrition and breastfeeding education that enhances and does not duplicate or supplant WIC services.

Key Performance Measures

Impact Evaluation will measure change in consumption of fruits and vegetables and increased physical activity in the target population. Process evaluation will measure participation levels in all nutrition education and physical activity promotion activities as recorded on the Activity Tracking Form.

SHASTA COUNTY OFFICE OF EDUCATION*Local Incentive Award: Education - County Office of Education*

Ms. Tanya Marshall 3200 Adams Lane Redding, CA 96002 Phone: (530) 224-3214 Fax: (530) 224-3201 tmarshall@shastacoe.org	State Share: \$1,142,958 Federal Share: \$571,479 First Funded: 2002-2003
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Target Audience

- Gender: Male (40%); Female (60%)
- Ethnicity: African American (4%); Asian (2%); Caucasian (70%); Latino (16%); Native American (6%); Pacific Islander (2%)
- Languages: English (90%); Spanish (10%)
- Ages: Under 5 (10%); 5 to 8 (15%); 9 to 11 (12%); 12 to 17 (11%); 18 to 59 (51%); 60 and Over (1%)

Intervention Channels

Afterschool Programs (21); Preschools (14); Schools students (K-1 2) (5);
Schools - adults/parents (34); Community Event (2); Family Child Care Homes (215)

Narrative Summary

Shasta County Office of Education *Network for a Healthy California* will be entering their seventh year in promoting fruit and vegetable consumption with the SNAP-Ed eligible families in Shasta County. This program focuses on students in grades pre-K through High School and the parents and teachers and providers who work with them. Nutrition education classes will be conducted for both parents and students at the school sites that serve SNAP-Ed eligible populations. Impact evaluation will be conducted to determine changes in fruit and vegetable consumption.

Key Performance Measures

Process evaluation measures will indicate the participation levels in all activities performed, as recorded in sign-in sheets and on the Activity Tracking Form. Improved knowledge of MyPyramid and healthier food preparation skills will indicate successful implementation of nutrition education classes. Impact evaluation will determine changes in fruit and vegetable consumption among students participating in Harvest of the Month.



III.

Projects of Statewide Significance

ALAMEDA COUNTY OFFICE OF EDUCATION
California Healthy Kids Resource Center (CHKRC)
Statewide Project

Dr. Deborah Wood 313 West Winton Ave. Hayward, CA 94544-1136 Phone: (510) 670-4586 Fax: (510) 670-4582 dwood@acoe.k12.ca.us	Grant Amount: \$637,956 <i>First Funded: 2001-2002</i>
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Target Audience

- Gender: Male (47%); Female (53%)
- Ethnicity: African American (8%); Asian (8%); Caucasian (31%); Latino (46%); Native American (1%); Pacific Islander (1%); Filipino (2%)
- Language: Cantonese; English; Mandarin; Spanish; Tagalog; Vietnamese
- Ages: Under 5; 5 to 8; 9 to 11; 12 to 17

Intervention Channels

Schools (K-12) (4,000); IHE Teacher Credentialing Programs

Narrative Summary

The California Healthy Kids Resource Center (CHKRC) coordinates development of nutrition education guidance for *Network* LIAs, Regional Nutrition Education Consultants (RNECs), and other state staff to promote use of research-based, California Health Education Standards aligned preK-12 nutrition education programs. CHKRC also develops and provides trainings that support use of these materials aligned with the California Health Education Standards and effective science-nutrition integration. CHKRC provides statewide access to research-based nutrition education instructional materials, professional resources, technical assistance, supportive services, research summaries, research-validated programs, school health law summaries, and nutrition education-related training information to *Network* LIAs, RNECs, and *Network* staff via the CHKRC web site and services.

CALIFORNIA ASSOCIATION OF FOOD BANKS*Food Stamp Outreach*

Ms. Jessica Bartholow Statewide Program Manager 1611 Telegraph Ave., Ste. 830 Oakland, CA 94612 Phone: (510) 272-4435 Fax: (510) 272-9171 jessica@cafoodbanks.org	State Share: \$1,732,730 Federal Share: \$1,153,234 First Funded: 2003-2004
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Narrative Summary:

In October 2006, the California Association of Food Banks' (CAFB) Food Stamp Outreach and Access Program entered its fifth year with 48 partnering organizations in 20 counties. CAFB estimates that through food stamp outreach and access efforts, these partners will bring approximately \$21,565,000 to low-income families in their counties.

Food stamp outreach consists of education and activities that range from informing clients about the Food Stamp Program (FSP) to helping them apply. CAFB partnering organizations will educate clients about the FSP; prescreen clients to determine eligibility for the FSP; assist clients with their FSP applications; conduct food stamp outreach activities at VITA (Volunteer Income Tax Assistance) sites; collaborate with county FSP offices to track applications submitted as a result of food stamp outreach activities; operate local call centers to field calls about FSP; educate public officials and stakeholders about food stamp outreach activities; and educate community-based partners about the FSP and food stamp outreach.

CAFB partnering organizations aim to collectively provide FSP information to 134,940 individuals, prescreen 34,543 individuals, and assist 15,205 households with FSP applications.

CALIFORNIA ASSOCIATION OF FOOD BANKS

Nutrition Education

Non-profit Incentive Award

Ms. Jessica Bartholow Statewide Program Manager 1611 Telegraph Ave., Ste. 830 Oakland, CA 94612 Phone: (510) 272-4435 Fax: (510) 272-9171 jessica@cafoodbanks.org	State Share: \$1,549,317 Federal Share: \$974,517 First Funded: 2003-2004
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Target Audience

- Gender: Male (35%); Female (65%)
- Ethnicity: African American (35%); Asian (2.5%); Caucasian (35%); Latino (25%); Pacific Islander (2.5%)
- Languages: Cantonese (1%); English (73%); Hmong (5%); Spanish (20%); Vietnamese (1%)
- Ages: 5 to 8 (15%); 9 to 11 (15%); 12 to 17 (15%); 18 to 59 (50%); 60 and Over (5%)

Intervention Channels

Community Based Organizations (22); Emergency Food Assistance Sites (2,800); Farmers' Markets (2); Food Stores (530); Schools - students (K-12) (2,692); Shelters/Temporary Housing (10); Soup Kitchens/Congregate Meal Sites (10)

Narrative Summary

The California Association of Food Banks (CAFB) will subcontract with 16 Food Banks and five additional non-profit organizations to distribute nutrition education materials, conduct nutrition education classes and nutrition education food tastings at food bank member agencies, Kid's Café Programs, Afterschool and Summer Lunch Programs and mobile produce pantries. Some CAFB subcontractors will host an agency nutrition conference for member agencies serving SNAP-Ed eligibles, others will include nutrition education in their annual agency conferences. CAFB subcontractors use a wide range of strategies and materials that focus on preparing healthy meals with very low-incomes and with donated foods, including foods donated through California's Farm to Family Project and the Emergency Food Assistance Program (EFAP).

Key Performance Measures

Process measures to determine whether subcontractors have completed activities in contracted SOW.

CALIFORNIA DEPARTMENT OF EDUCATION*Other State Public Entities*

Ms. Deborah Tamannaie, MS, RD 1430 N Street, Suite 1500 Sacramento, CA 95814-5901 Phone: (916) 322-2473 Fax: (916) 322-3749 dtamanna@cde.ca.gov	Grant Amount: \$187,222 First Funded: 2003-2004
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Target Audience

- Gender: Male (3%); Female (97%)
- Ethnicity: African American (16%); Asian (10%); Caucasian (12%); Latino (60%); Native American (1%); Pacific Islander (1%)
- Language: English; Spanish
- Ages: Under 5 (30%); 12 to 17 (60%); 25 to 54 (10%)

Intervention Channels:

Other Preschools or Daycares (not Head Start) (50); Schools (K-12) (530); Cal-SAFE programs (80); Food service personnel (30)

Narrative Summary:

The California Department of Education (CDE) contracts with the California Healthy Kids Resource Center (CHKRC) to develop a nutrition education training institute for teachers, afterschool program staff, district and county office of education staff, and university faculty regarding the newly adopted California Health Education Standards. CDE executes a second contract with CHKRC to develop a rubric to evaluate currently published nutrition education curricula for consistency with SNAP-Ed guidelines and appropriateness for teaching adolescent expectant and parenting students. The educational materials address a range of nutrition practices for infancy through adolescence and nutrition during pregnancy and breastfeeding. An expert panel evaluates the curricula and CHKRC purchases materials for circulation. Information concerning the availability of these materials is distributed electronically to California School Age Families Education program personnel for use in parenting instruction settings and child care and development centers. Caregivers in these settings support the instruction by modeling healthy feeding practices. CDE state consultants also provide training in infant and toddler feeding for conference attendees at the California Alliance Concerned with School Age Parenting and Pregnancy Prevention and the California School Nutrition Association and participate in the Childhood Obesity Conferences.

**CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, CHRONIC DISEASE CONTROL
BRANCH, CALIFORNIA PROJECT LEAN
Jump Start Teens Trainings**

DPH Sister Program

Ms. Joanne Gooley, MA, RD Physical Activity Specialist P.O. Box 997413, MS 7211 Sacramento, CA 95899-7413 Phone: (916) 449-5294 Fax: (916) 552-9912 jgooley@dhs.ca.gov	Grant Amount: \$146,192 First Funded: 1997-1998
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Target Audience

- Language: English (100%)
- Ages: 12 to 17; 18 to 24; 25 to 54; 55 to 64; Over 65

Intervention Channels:

Afterschool Programs (25); Community-Based Organizations (12); Community Youth Organizations (12); Parks, Recreation Centers (8); School Grades: 6-12

Narrative Summary:

Healthy eating and physical activity affect a student's ability to learn and perform to his/her full potential. The typical student not only skips breakfast but also eats a less-than-nutritious lunch. Combine that with physical inactivity and you have students with shorter attention spans who can't properly focus on class work. Jump Start Teens supports team-building among teachers, coaches, staff, parents, the community and students in a coordinated effort to get young people active, healthy, and eating well. The trainings are offered throughout the state based on needs and on the ability to implement the lessons. Project LEAN staff works closely with *Network* staff to make sure that the trainings are tailored to meet the specific needs of the target population.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, SAN FRANCISCO
Geographic Information System (GIS)

Mr. Matthew Stone, MPH The Regents of the University of California, San Francisco 3333 California Street, Suite 315 San Francisco, CA 94143-0962 Phone: (916) 552-9918 Fax: (916) 449-5415 Matthew.stone@cdph.ca.gov	Grant Amount: \$235,230 First Funded: 2004-2005
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Narrative Summary:

The contractor will be responsible for four functions: DATA LAYER MAINTENANCE AND UPDATES--Provide continued support for researching, identifying, validating, and acquiring new sources of data for *Network* GIS viewer and updating existing data layers. Coordinate/research data purchasing. FUNCTIONALITY ENHANCEMENTS/UPDATES--Based on feedback from *Network* staff as well as GIS application experience of Special Unit for Technical Assistance (SUTA) staff, propose and implement changes for enhancements to functionality and design layout after discussion among SUTA and *Network* staff and partners. ON-GOING POST-IMPLEMENTATION/TECHNICAL SUPPORT--will provide ongoing technical and training support for *Network* staff and partners in order to ensure full understanding of the uses of the *Network* GIS Viewer application as it relates to programmatic goals set forth by the *Network*. Goal 4: DATA ANALYSIS AND RESEARCH SUPPORT--SUTA will provide data analysis, data cleaning and processing, recommendations, policy analysis assistance, explanations of Census Data, and research support. Goal 5: TRANSFER OF GIS UPDATES TO WEB HOSTING SERVER--Coordinate all efforts with assistance from contractor stated in Goal 2, in ensuring the successful implementation of updated *Network* GIS Viewer (data and functional enhancements) onto the contracted Web Hosting Servers (currently Binary Bus).



IV.

Appendices

Alphabetical Listing of all Organizations

Organization Name	Contract Type	Page
ABC Unified School District	<i>Local Incentive Awardee: Education-School District</i>	70
Alameda County Community Food Bank	<i>Local Food and Nutrition Education</i>	5
Alameda County Health Care Services Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	6
Alameda County Office of Education - Coalition	<i>Local Incentive Awardee: Education-County Office of Education</i>	7
Alameda County Office of Education California Healthy Kids Resource Center (CHKRC)	<i>Statewide Project</i>	119
Alameda County Office of Education - Rock La Fleche Community School	<i>Local Incentive Awardee: Education-County Office of Education</i>	8
Alhambra Unified School District	<i>Local Incentive Awardee: Education-School District</i>	71
Alisal Union School District	<i>Local Incentive Awardee: Education-School District</i>	31
Berkeley Unified School District	<i>Local Incentive Awardee: Education-School District</i>	9
City of Berkeley Health and Human Services Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	10
CANGRESS - dba Los Angeles Community Action Network	<i>Local Food and Nutrition Education</i>	72
California Association of Food Banks	<i>Food Stamp Outreach</i>	120
California Association of Food Banks - Nutrition Education	<i>Non-profit Incentive Awardee</i>	121
California Department of Education	<i>Other State Public Entities</i>	122
California Department of Public Health Chronic Disease Control Branch, California Project LEAN	<i>CDPH Sister Program</i>	123
California Rural Indian Health Board, Inc.	<i>Local Incentive Awardee: Indian Tribal Organization</i>	60
California State University, Chico, Research Foundation - SCNAC	<i>Non-profit Incentive Awardee</i>	116
Calistoga Joint Unified School District	<i>Local Incentive Awardee: Education-School District</i>	94
Central Valley Health Network	<i>Non-profit Incentive Awardee</i>	36
Children's Council of San Francisco	<i>Local Food and Nutrition Education</i>	11
Community Alliance with Family Farmers	<i>Local Food and Nutrition Education</i>	95

Alphabetical Listing of all Organizations

Organization Name	Contract Type	Page
Community Services Planning Council, Inc.	<i>Local Food and Nutrition Education</i>	61
Compton Unified School District	<i>Local Incentive Awardee: Education-School District</i>	73
Contra Costa Health Services	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	12
Del Norte Unified School District	<i>Local Incentive Awardee: Education-School District</i>	96
Downey Unified School District	<i>Local Incentive Awardee: Education-School District</i>	74
City of Duarte Parks and Recreation Department	<i>Local Incentive Awardee: Government-Parks and Recreation Department</i>	75
East Bay Asian Youth Center	<i>Local Food and Nutrition Education</i>	13
East Los Angeles College	<i>Local Incentive Awardee: Education-Public Colleges and Universities</i>	76
Ecology Center - Farm Fresh Choice	<i>Local Food and Nutrition Education</i>	14
El Monte City School District	<i>Local Incentive Awardee: Education-School District</i>	77
Elk Grove Unified School District	<i>Local Incentive Awardee: Education-School District</i>	62
Fresno County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	37
Fresno Unified School District	<i>Local Incentive Awardee: Education-School District</i>	38
Greenfield Union School District	<i>Local Incentive Awardee: Education-School District</i>	39
Hawthorne School District	<i>Local Incentive Awardee: Education-School District</i>	78
Health Education Council	<i>Local Food and Nutrition Education</i>	63
Humboldt County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	97
Huntington Beach Union High School District	<i>Local Incentive Awardee: Education-School District</i>	104
Imperial County Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	112
Kern County Superintendent of Schools	<i>Local Incentive Awardee: Education-County Office of Education</i>	40

Alphabetical Listing of all Organizations

Organization Name	Contract Type	Page
Kernville Union School District	<i>Local Incentive Awardee: Education-School District</i>	41
Lamont School District	<i>Local Incentive Awardee: Education-School District</i>	42
Long Beach Unified School District	<i>Local Incentive Awardee: Education-School District</i>	80
City of Long Beach Department of Health and Human Services	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	79
Los Angeles County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	81
Los Angeles Trade Technical College	<i>Local Incentive Awardee: Education-Public Colleges and Universities</i>	82
Los Angeles Unified School District	<i>Local Incentive Awardee: Education-School District</i>	83
Madera County Children and Families Commission - First 5	<i>Local Incentive Awardee: Education-First 5 Children and Families Commission</i>	43
Madera Unified School District	<i>Local Incentive Awardee: Education-School District</i>	44
Manila Community Services District	<i>Local Incentive Awardee: Government-City Government</i>	98
Marin County Health and Human Services	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	15
Merced County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	45
Monrovia Unified School District	<i>Local Incentive Awardee: Education-School District</i>	84
City of Montclair	<i>Local Incentive Awardee: Government-City Government</i>	51
Montebello Unified School District	<i>Local Incentive Awardee: Education-School District</i>	85
Monterey County Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	32
Mount Diablo Unified School District	<i>Local Incentive Awardee: Education-School District</i>	16
Napa County Office of Education	<i>Local Incentive Awardee: Education-Office of Education</i>	99

Alphabetical Listing of all Organizations

Organization Name	Contract Type	Page
Native American Health Center, Inc.	<i>Local Incentive Awardee: Indian Tribal Organizations</i>	17
Natividad Medical Foundation	<i>Local Food and Nutrition Education</i>	33
New Economics for Women	<i>Local Food and Nutrition Education</i>	86
Newport-Mesa Unified School District	<i>Local Incentive Awardee: Education-School District</i>	105
Orange County Health Care Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	106
Orange County Superintendent of Schools - ACCESS	<i>Local Incentive Awardee: Education-County Office of Education</i>	107
Orange County Superintendent of Schools - Coalition	<i>Local Incentive Awardee: Education-County Office of Education</i>	108
Orange Unified School District	<i>Local Incentive Awardee: Education-School District</i>	109
Pacific Coast Farmers' Market Association	<i>Local Food and Nutrition Education</i>	18
Pasadena Unified School District	<i>Local Incentive Awardee: Education-School District</i>	87
City of Pasadena Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	88
People's Grocery	<i>Local Food and Nutrition Education</i>	19
The Regents of the University of California Cooperative Extension of Alameda County - Child and Youth Nutrition Program	<i>Local Incentive Awardee: Education-University of California Cooperative Extension</i>	25
The Regents of the University of California Cooperative Extension of Alameda County - Family and Consumer Services	<i>Local Incentive Awardee: Education-University of California Cooperative Extension</i>	26
The Regents of the University of California, San Francisco - Geographic Information System (GIS)	<i>Statewide Project</i>	124
The Regents of the University of California, San Diego	<i>Local Incentive Awardee: Education-Public Colleges and Universities</i>	114
County of Riverside Community Health Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	52
Rosemead School District	<i>Local Incentive Awardee: Education-School District</i>	89
City of San Bernardino Parks, Recreation, and Community Services Department	<i>Local Incentive Awardee: Government-Parks and Recreation</i>	53

Alphabetical Listing of all Organizations

Organization Name	Contract Type	Page
County of San Bernardino Department of Public Health	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	54
San Francisco General Hospital Foundation	<i>Non-profit Incentive Awardee</i>	20
San Francisco Unified School District	<i>Local Incentive Awardee: Education-School District</i>	21
City and County of San Francisco Department of Public Health	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	22
San Joaquin County Public Health Agency	<i>Local Incentive Awardee: Government-Lcoal Public Health Department</i>	64
San Mateo County Health Services Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	23
Santa Ana Unified School District	<i>Local Incentive Awardee: Education-School District</i>	110
Santa Barbara County Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	56
Santa Clara County Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	24
Santa Clarita Valley School Food Services Agency	<i>Local Incentive Awardee: Education-School District</i>	90
Santa Cruz City School District	<i>Local Incentive Awardee: Education-School District</i>	34
Shasta County Health and Human Services Agency, Public Health Branch	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	118
Shasta County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	117
Solano County Health and Social Services Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	65
Sonoma County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	100
Southern Indian Health Council, Inc.	<i>Local Incentive Awardee: Indian Tribal Organizations</i>	113
Stanislaus County Health Services Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	66

Alphabetical Listing of all Organizations

Organization Name	Contract Type	Page
Trust for the Conservation Innovation, on Behalf of Nextcourse	<i>Local Food and Nutrition Education</i>	27-28
Tulare County Health and Human Services Agency	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	46
Tulare County Office of Education	<i>Local Incentive Awardee: Education-County Office of Education</i>	47
Ukiah Unified School District	<i>Local Incentive Awardee: Education-School District</i>	101
United Indian Health Services, Inc.	<i>Local Incentive Awardee: Indian Tribal Organization</i>	102
University of Southern California, Keck Diabetes Prevention Initiative	<i>Local Food and Nutrition Education</i>	91
Urban Resources Systems, Inc.	<i>Local Food and Nutrition Education</i>	29
Vaughn Next Century Learning Center	<i>Local Incentive Awardee: Education-School District</i>	92
Ventura County Public Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	57
Ventura Unified School District	<i>Local Incentive Awardee: Education-School District</i>	58
Visalia Unified School District	<i>Local Incentive Awardee: Education-School District</i>	48
Yolo County Health Department	<i>Local Incentive Awardee: Government-Local Public Health Department</i>	67

Alphabetical Listing of all Organizations

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**County of Riverside
Community Health Agency**

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**San Bernardino County
Department of Public Health**

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Gold Coast Region

San Luis Obispo, Santa Barbara, and
Ventura Counties

**Ventura County Public Health
Department**

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Latino Campaign

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**Children's Power Play!
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Alphabetical Listing of all Organizations**Santa Barbara County Public Health Department***(LIA - Local Public Health Department)*

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Gold Country RegionAlpine, Amador, Calaveras, El Dorado, Mono,
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Stanislaus, Sutter, Tuolumne, Yolo, and Yuba
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Los Angeles Region

Los Angeles County

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Alphabetical Listing of all Organizations**University of Southern California -
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North Coast Region

Del Norte, Humboldt, Lake, Mendocino, Napa,
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**Community Alliance with
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**Orange County
Region**

Orange County

**Orange County Health Care
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San Diego and Imperial Region

Imperial and San Diego Counties

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Alphabetical Listing of all Organizations**Worksite Campaign**

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Retail Program

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Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties

California Health Collaborative (Regional Network)

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Children's Power Play! Campaign

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Statewide**Alameda County Office of Education - California Healthy Kids Resource Center (CHKRC)**

(Statewide Project - County Office of Education)
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Alphabetical Listing of all Organizations

California Association of Food Banks - Food Stamp Outreach
(Food Stamp Outreach - Food Bank)

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California Association of Food Banks - Nutrition Education
(Non-profit Incentive Awardee - Food Bank)

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California Department of Education
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California Department of Public Health, Chronic Disease Control, California Project LEAN
(CDPH Sister Program - DPH Sister Program)

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California Department of Public Health, Chronic Disease Control, California Project LEAN - Youth Empowerment Programs
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Central Valley Health Network - Food Stamp Outreach

(Food Stamp Outreach - Community-Based)
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Central Valley Health Network
(Non-profit Incentive Awardee - Community-Based)

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 cpeshek@cvhncclinics.org

The Regents of the University of California, San Francisco - GIS Project

(Other - Other Government)
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Alphabetical Listing by Contract Type

CDPH SISTER PROGRAM

California Department of Public Health, Chronic Disease Control Branch, California Project LEAN	123
--	-----

FOOD STAMP OUTREACH

California Association of Food Banks	120
--------------------------------------	-----

LOCAL FOOD AND NUTRITION EDUCATION

CANGRESS - dba Los Angeles Community Action Network	72
Children's Council of San Francisco	11
Community Alliance with Family Farmers	95
Community Services Planning Council, Inc.	61
East Bay Asian Youth Center	13
Ecology Center	14
Health Education Council	63
Natividad Medical Foundation	33
New Economics for Women	86
Pacific Coast Farmers' Market Association	18
People's Grocery	19
Trust of Conservation Innovation, on behalf of Nextcourse	27-28
University of Southern California, Keck Diabetes Prevention Initiative	91
Urban Resources System, Inc.	29

LOCAL INCENTIVE AWARDEE: EDUCATION-COUNTY OFFICE OF EDUCATION

Alameda County Office of Education - Coalition	7
Alameda County Office of Education - Rock La Fleche Community School	8
Fresno County Office of Education	37
Humboldt County Office of Education	97
Los Angeles County Office of Education	81
Merced County Office of Education	45
Napa County Office of Education	99
Orange County Superintendent of Schools - ACCESS	107
Orange County Superintendent of Schools - Coalition	108
Shasta County Office of Education	117
Tulare County Office of Education	47

Organizations Listed by Contract Type**LOCAL INCENTIVE AWARDEE: EDUCATION-FIRST 5 CHILDREN AND FAMILIES COMMISSION**

Madera County Children and Families Commission - First 5	43
--	----

LOCAL INCENTIVE AWARDEE: EDUCATION-PUBLIC COLLEGES AND UNIVERSITIES

East Los Angeles College	76
Los Angeles Trade Technical College	82
The Regents of the University of California, San Diego	114

LOCAL INCENTIVE AWARDEE: EDUCATION-SCHOOL DISTRICT

ABC Unified School District	70
Alhambra Unified School District	71
Alisal Union School District	31
Berkeley Unified School District	9
Calistoga Joint Unified School District	94
Compton Unified School District	73
Del Norte Unified School District	96
Downey Unified School District	74
El Monte City School District	77
Elk Grove Unified School District	62
Fresno Unified School District	38
Greenfield Union School District	39
Hawthorne School District	78
Huntington Beach Union High School District	104
Kernville Union School District	41
Lamont School District	42
Long Beach Unified School District	80
Los Angeles Unified School District	83
Madera Unified School District	44
Monrovia Unified School District	84
Montebello Unified School District	85
Newport-Mesa Unified School District	105
Orange Unified School District	109
Pasadena Unified School District	87
Rosemead School District	89
San Francisco Unified School District	21
Santa Ana Unified School District	110
Santa Clarita Valley School Food Services Agency	90

Organizations Listed by Contract Type

Santa Cruz City School District	34
Ukiah Unified School District	101
Ventura Unified School District	58
Visalia Unified School District	48

LOCAL INCENTIVE AWARDEE: EDUCATION-UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

The Regents of the University of California, Cooperative Extension of Alameda County - Child and Youth Nutrition Program	25
The Regents of the University of California, Cooperative Extension of Alameda County - Family and Consumer Services	26

LOCAL INCENTIVE AWARDEE: GOVERNMENT-CITY GOVERNMENT

Manila Community Services District	98
City of Montclair	51

LOCAL INCENTIVE AWARDEE: GOVERNMENT-LOCAL PUBLIC HEALTH DEPARTMENT

Alameda County Health Care Services Agency	6
City of Berkeley Health and Human Services Department	10
Contra Costa Health Services	12
Imperial County Public Health Department	112
City of Long Beach Department of Health and Human Services	79
Marin County Health and Human Services	15
Monterey County Health Department	32
Orange County Health Care Agency	106
City of Pasadena Public Health Department	88
County of Riverside Community Health Agency	52
County of San Bernardino Department of Public Health	54
City and County of San Francisco Department of Public Health	22
San Joaquin County Public Health Services	64
San Mateo County Health Services Agency	23
Santa Barbara County Public Health Department	56
Shasta County Health and Human Services Agency, Public Health Branch	118
Stanislaus County Health Services Agency	66
Ventura County Public Health Department	57
Yolo County Health Department	67

Organizations Listed by Contract Type**LOCAL INCENTIVE AWARDEE: GOVERNMENT-PARKS AND RECREATION DEPARTMENT**

City of Duarte Parks and Recreation Department	75
City of San Bernardino Parks, Recreation and Community Services Department	53

LOCAL INCENTIVE AWARDEE: INDIAN TRIBAL ORGANIZATIONS

California Rural Indian Health Board, Inc.	60
Native American Health Center, Inc.	17
Southern Indian Health Council, Inc.	113
United Indian Health Services, Inc.	102

NON-PROFIT INCENTIVE AWARDEE

California Association of Food Banks - Nutrition Education	121
California State University, Chico, Research Foundation - SCNAC	116
Central Valley Health Network	36

OTHER STATE PUBLIC ENTITIES

California Department of Education	122
------------------------------------	-----

REGIONAL NETWORKS

California Health Collaborative – North Coast	93
California Health Collaborative – Sierra Cascade	115
Central Valley Health Network – Central Valley	35
Health Education Council – Gold Country	59
Los Angeles County Department of Health Services-Nutrition Program – Los Angeles	68
Monterey County Health Department – Central Coast	30
Orange County Health Care Agency – Orange County	103
San Bernardino, County of, Department of Public Health – Desert Sierra	49
Santa Clara County Public Health Department-Nutrition and Wellness – Bay Area	3
The Regents of the University of California, San Diego – San Diego and Imperial	111
Ventura County Public Health Department – Gold Coast	55

STATEWIDE PROJECT

Alameda County Office of Education - California Healthy Kids Resource Center (CHKRC)	119
The Regents of the University of California, San Francisco - Geographic Information Systems (GIS)	124

Organizations Listed by County

ALAMEDA COUNTY

Alameda County Community Food Bank	5
Alameda County Health Care Services Agency	6
Alameda County Office of Education - Coalition	7
Alameda County Office of Education - Rock La Fleche Community School	8
Berkeley Unified School District	9
City of Berkeley Health and Human Services Department	10
East Bay Asian Youth Center	13
Ecology Center - Farm Fresh Choice	14
Native American Health Center, Inc.	17
People's Grocery	19
The Regents of the University of California, Cooperative Extension of Alameda County – Child and Youth Nutrition Program	25
The Regents of the University of California, Cooperative Extension of Alameda County – Family and Consumer Services	26

BUTTE COUNTY

California State University, Chico, Research Foundation – SCNAC	116
---	-----

CONTRA COSTA COUNTY

Contra Costa Health Services	12
Mount Diablo Unified School District	16
Pacific Coast Farmer's Market Association	18

DEL NORTE COUNTY

Del Norte Unified School District	96
-----------------------------------	----

FRESNO COUNTY

Central Valley Health Network	36
Fresno County Office of Education	37
Fresno Unified School District	38

HUMBOLDT COUNTY

Community Alliance with Family Farmers	95
Humboldt County Office of Education	97
Manila Community Services District	98
United Indian Health Services, Inc.	102

IMPERIAL COUNTY

Imperial County Public Health Department	112
--	-----

KERN COUNTY

Greenfield Union School District	39
Kern County Superintendent of Schools	40
Kernville Union School District	41
Lamont School District	42

LOS ANGELES COUNTY

ABC Unified School District	70
Alhambra Unified School District	71
CANGRESS - dba Los Angeles Community Action Network	72
Compton Unified School District	73
Downey Unified School District	74
City of Duarte Parks and Recreation Department	75
East Los Angeles College	76
El Monte City School District	77
Hawthorne School District	78
City of Long Beach Department of Health and Human Services	79
Long Beach Unified School District	80
Los Angeles County Office of Education	81
Los Angeles Trade Technical College	82
Los Angeles Unified School District	83
Monrovia Unified School District	84
Montebello Unified School District	85
New Economics for Women	86
Pasadena Unified School District	87
City of Pasadena Public Health Department	88
Rosemead School District	89
Santa Clarita Valley School Food Services Agency	90
University of Southern California, Keck Diabetes Prevention Initiative	91
Vaughn Next Century Learning Center	92

MADERA COUNTY

Madera County Children and Families Commission - First 5	43
Madera Unified School District	44

MARIN COUNTY

Marin County Health and Human Services	15
--	----

MENDOCINO COUNTY

Ukiah Unified School District	101
-------------------------------	-----

MERCED COUNTY

Merced County Office of Education	45
-----------------------------------	----

MONTEREY COUNTY

Alisal Union School District	31
------------------------------	----

Monterey County Health Department	32
-----------------------------------	----

Natividad Medical Foundation	33
------------------------------	----

NAPA COUNTY

Calistoga Joint Unified School District	94
---	----

Napa County Office of Education	99
---------------------------------	----

ORANGE COUNTY

Huntington Beach Union High School District	104
---	-----

Newport-Mesa Unified School District	105
--------------------------------------	-----

Orange County Health Care Agency	106
----------------------------------	-----

Orange County Superintendent of Schools - ACCESS	107
--	-----

Orange County Superintendent of Schools - Coalition	108
---	-----

Orange Unified School District	109
--------------------------------	-----

Santa Ana Unified School District	110
-----------------------------------	-----

RIVERSIDE COUNTY

County of Riverside Community Health Agency	52
---	----

SACRAMENTO COUNTY

California Rural Indian Health Board, Inc.	60
--	----

Community Services Planning Council, Inc.	61
---	----

Elk Grove Unified School District	62
-----------------------------------	----

SAN BERNARDINO COUNTY

City of Montclair	51
-------------------	----

City of San Bernardino Parks, Recreation and Community Services Department	53
--	----

County of San Bernardino Department of Public Health	54
<u>SAN DIEGO COUNTY</u>	
Southern Indian Health Council, Inc.	113
The Regents of the University of California, San Diego	114
<u>SAN FRANCISCO COUNTY</u>	
Children's Council of San Francisco	11
City and County of San Francisco Department of Public Health	22
San Francisco General Hospital Foundation	20
San Francisco Unified School District	21
Trust of Conservation Innovation, on behalf of Nextcourse	27-28
Urban Resource Systems, Inc.	29
<u>SAN JOAQUIN COUNTY</u>	
San Joaquin County Public Health Services	64
<u>SAN MATEO COUNTY</u>	
San Mateo County Health Services Agency	23
<u>SANTA BARBARA COUNTY</u>	
Santa Barbara County Public Health Department	56
<u>SANTA CLARA COUNTY</u>	
Santa Clara County Public Health Department	24
<u>SANTA CRUZ COUNTY</u>	
Santa Cruz City School District	34
<u>SHASTA COUNTY</u>	
Shasta County Health and Human Services Agency, Public Health Branch	118
Shasta County Office of Education	117
<u>SOLANO COUNTY</u>	
Solano County Health and Social Services Department	65
<u>SONOMA COUNTY</u>	
Sonoma County Office of Education	100

STANISLAUS COUNTY

Stanislaus County Health Services Agency	66
--	----

TULARE COUNTY

Tulare County Health and Human Services Agency	46
Tulare County Office of Education	47
Visalia Unified School District	48

VENTURA COUNTY

Ventura County Public Health Department	57
Ventura Unified School District	58

YOLO COUNTY

Health Education Council	63
Yolo County Health Department	67

STATEWIDE

Alameda County Office of Education - California Healthy Kids Resource Center (CHKRC)	119
California Association of Food Banks	120
California Association of Food Banks – Nutrition Education	121
California Department of Education	122
California Department of Public Health, Chronic Disease Control Branch, California Project LEAN	123
The Regents of the University of California, San Francisco - Geographic Information Systems (GIS)	124

California Congressional Delegation and Legislature

Network Programs and Legislative Districts by Region

- The following websites allow you to access contact information for your representatives by **zip code**: US House of Representatives: <http://www.house.gov/> California Assembly and Senate: <http://www.leginfo.ca.gov/cgi-bin/memberinfo>
- Assembly and Senate member **rosters** are available online: <http://www.assembly.ca.gov/clerk/MEMBERINFORMATION/district.asp> and <http://www.leginfo.ca.gov/sen-addresses.html>

Region	Congressional Districts/ Representatives	CA Assembly and Senate Districts/ Representatives	Projects in this Region	
Bay Area Region Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties Director: Joe Prickitt, MS, RD Phone: (408) 792-5118 Email: Joe.Prickitt@hhs.sccgov.org Agency: Santa Clara County Public Health Department, Nutrition and Wellness	<u>District Representative</u> 6 – Lynn Woolsey 7 – George Miller 8 – Nancy Pelosi 9 – Barbara Lee 10 – Ellen Tauscher 11 – Gerald McNerney 12 – Jackie Speier 13 – Fortney Stark 14 – Anna Eshoo 15 – Michael Honda 16 – Zoe Lofgren	<u>Assembly District Representative</u> 6 - Jared Huffman 11 - Tom Torlakson 12 - Fiona Ma 13 - Tom Ammiano 14 - Nancy Skinner 15 - Joan Buchanan 16 - Sandré Swanson 18 - Mary Hayashi 19 - Jerry Hill 20 - Alberto Torrico 21 - Ira Ruskin 22 - Paul Fong 23 - Joe Coto 24 - Jim Beall <u>Senate District Representative</u> 3 - Mark Leno 7 - Mark DeSaulnier 8 - Leland Yee 9 - Loni Hancock 10 - Ellen Corbett 11 - S. Joseph Simitian 13 - Elaine Alquist	Alameda County Community Food Bank Alameda County Health Care Services Agency Alameda County office of Education – Coalition Alameda County Office of Education – Rock La Fleche Community School Berkeley Unified School District Berkeley (City of) Health and Human Services Department Children’s Counsel of San Francisco Contra Costa Health Services – Community Wellness and Prevention Program East Bay Asian Youth Center Ecology Center Marin County Health and Human Services Mount Diablo Unified School District – After School Program Native American Health Center	Pacific Coast Farmers Market Association People’s Grocery San Francisco General Hospital Foundation San Francisco Unified School District San Francisco (City and County of) Department of Public Health San Mateo County Health Services Agency Santa Clara County Public Health Department Trust of Conservation Innovation, on Behalf of Nextcourse University of California, Cooperative Extension of Alameda County – Child and Youth Nutrition Program University of California, Cooperative Extension of Alameda County – Family and Consumer Services Urban Resource Systems, Inc.

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region
Central Coast Region Monterey, San Benito, and Santa Cruz Counties Director: Christine Moss Phone: (831) 755-4675 Email: moss@dco.monterey.ca.us Agency: Monterey County Health Department	<u>District Representative</u> 14 – Anna Eshoo 17 – Sam Farr	Assembly <u>District Representative</u> 27 - William Monning 28 - Anna Caballero Senate <u>District Representative</u> 12 - Jeff Denham 15 - Abel Maldonado	Alisal Union School District Monterey County Health Department Natividad Medical Foundation Santa Cruz City School District
Central Valley Region Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties Director: Nichole Mosqueda Phone: (559) 456-7210 Email: Inmosqueda@ucdavis.edu Agency: U.C. Cooperative Extension, Fresno County	<u>District Representative</u> 18 – Dennis Cardoza 19 – George Radanovich 20 – Jim Costa 21 – Devin Nunes 22 – Kevin McCartney	Assembly <u>District Representative</u> 17 - Cathleen Galgiani 29 - Michael Villines 30 - Danny Gilmore 31 - Juan Arambula 32 - Jean Fuller 34 - Connie Conway Senate <u>District Representative</u> 12 - Jeff Denham 14 - Dave Cogdill 16 - Dean Flores	Central Valley Health Network Fresno County Office of Education Fresno Unified School District Greenfield Union School District Kernville Union School District – Family Resource Center Lamont School District Madera County Children and Families Commission – First 5 Madera Unified School District Merced County Office of Education Tulare (County of) Health and Human Services Agency – WIC Program Tulare County Office of Education Visalia Unified School District
Desert Sierra Region Inyo, Riverside, and San Bernardino Counties Director: Jeanne Silberstein Phone: (909) 387-6320 Email: jsilberstein@dph.sbcounty.gov Agency: San Bernardino County Department of Public Health	<u>District Representative</u> 25 – Howard McKeon 26 – David Dreier 41 – Jerry Lewis 42 – Gary Miller 43 – Joe Baca 44 – Ken Calvert 45 – Mary Bono 49 – Darrell Issa	Assembly <u>District Representative</u> 32 - Jean Fuller 34 - Connie Conway 36 - Steve Knight 59 - Anthony Adams 61 - Norma Torres 62 - Wilmer Amina Carter 63 - Bill Emerson 64 - Brian Nestande 65 - Paul Cook 80th - Manuel Perez	Montclair (City of) Riverside (County of) Community Health Agency San Bernardino (City of) Parks, Recreation and Community Services Department San Bernardino (County of) Department of Public Health

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region
Desert Sierra Region cont.		Senate <u>District Representative</u> 17 - George Runner 18 - Roy Ashburn 37 - John Benoit 40 - Denise Moreno Ducheny	
Gold Coast Region San Luis Obispo, Santa Barbara, and Ventura Counties Director: Ramona Armijo-Sloan Phone: (805) 677-5279 Email: Ramona.sloan@ventura.org Agency: Ventura County Public Health Department	22 – Kevin McCartney 23 – Lois Capps 24 – Elton Gallegly	Assembly <u>District Representative</u> 33 - Sam Blakeslee 35 - Pedro Nava 37 - Audra Strickland Senate <u>District Representative</u> 15 - Abel Maldonado 17 - George Runner 19 - Tony Strickland	Santa Barbara County Public Health Department Ventura County Public Health Department Ventura Unified School District
Gold Country Region Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba Counties Director: Romona Mosley Phone: (916) 556-3344 Email: Melissa@healtheducouncil.org Agency: Health Education Council	1 – Mike Thompson 2 – Wally Herger 3 – Dan Lungren 4 – Tom McClintock 5 – Doris Matsui 7 – George Miller 10 – Ellen Tauscher 11 – Gerald McNeerney 18 – Dennis Cardoza 19 – George Radanovich	Assembly <u>District Representative</u> 4 - Ted Gaines 5 - Roger Niello 8 - Mariko Yamada 9 - Dave Jones 10 - Alyson Huber 25 - Tom Barryhill 26 - Bill Barryhill Senate <u>District Representative</u> 1 - Dave Cox 5 - Lois Wolk 6 - Darrell Steinberg 14 - Dave Cogdill	California Rural Indian Health Board, Inc. Solano County Health and Social Services Department Community Services Planning Council, Inc. Stanislaus County Health Services Agency Elk Grove Unified School District Yolo County Health Department Health Education Council San Joaquin County Public Health Services

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region	
Los Angeles Region Los Angeles County Director: Suzanne Bogert Phone: (213) 351-7875 Email: sbogert@ph.lacounty.gov Agency: LA County Dept. of Health Services – Nutrition Program	22 – Kevin McCartney 25 – Howard McKeon 26 – David Dreier 27 – Brad Sherman 28 – Howard Berman 29 – Adam Schiff 30 – Henry Waxman 31 – Xavier Becerra 32 – Hilda Solis 33 – Diane Watson 34 – Lucille Roybal-Allard 35 – Maxine Waters 36 – Jane Harman 37 – Laura Richardson 38 – Grace Napolitano 39 – Linda T. Sanchez 42 – Gary Miller 46 – Dana Rohrabacher	Assembly <u>District Representative</u> 36 - Steve Knight 37 - Audra Strickland 38 - Cameron Smythe 39 - Filipe Fuentes 40 - Bob Blumenfield 41 - Julia Brownley 42 - Mike Feuer 43 - Paul Krekorian 44 - Anthony Portantino 45 - Kevin de Leon 46 - John Perez 47 - Karen Bass 48 - Mike Davis 49 - Mike Eng 50 - Hector de la Torre 51 - Curren Price, Jr. 52 - Isadore Hall, III 53 - Ted Lieu 54 - Bonnie Lowenthal 55 - Warren Furutani 56 - Tony Mendoza 57 - Edward Hernandez 58 - Charles Calderon 59 - Anthony Adams 60 - Curt Hagman 61 - Norma Torres Senate <u>District Representative</u> 17 - George Runner 19 - Tony Strickland 20 - Alex Padilla 21 - Carol Liu 22 - Gilbert Cedillo 23 - Fran Pavley 24 - Gloria Romero 25 - Rod Wright 26 - vacant 27 - Alan Lowenthal 28 - Jenny Oropeza 29 - Mike Huff 30 - Ron Calderon 32 - Gloria Negrete McCloud	ABC Unified School District Alhambra Unified School District CANGRESS – Los Angeles Community Action Network Compton Unified School District Downey Unified School District Duarte (City of) Parks and Recreation Department East Los Angeles College El Monte City School District Hawthorne School District Long Beach Unified School District Long Beach (City of) Department of Public Health Los Angeles County Office of Education Los Angeles Trade Technical College Los Angeles Unified School District Monrovia Unified School District Montebello Unified School District New Economics for Women Pasadena Unified School District	Pasadena (City of) Public Health Department Rosemead School District Santa Clarita Valley School Food Services Agency Southeast Asian Community Alliance University of Southern California – Keck Diabetes Prevention Initiative Vaughn Next Century Learning Center

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region	
Northcoast Region Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties Director: Jennifer McClendon Phone: (707) 543-5810 x203 Email: jmcclendon @healthcollaborative.org Agency: California Health Collaborative	1 – Mike Thompson 6 - Lynn Woolsey	<u>Assembly District Representative</u> 1 - Wesley Chesbro 6 - Jared Huffman 7 - Noreen Evans <u>Senate District Representative</u> 2 - Patricia Wiggins 3 - Mark Leno	Calistoga Joint Unified School District Community Alliance with Family Farmers Del Norte Unified School District Humboldt County Office of Education	Manila Community Services District Napa County Office of Education Sonoma County Office of Education Ukiah Unified School District United Indian Health Services
Orange County Region Orange County Director: Anna Luciano- Acenas Phone: (714) 834-8673 Email: aluciano@ochca.com Agency: Orange County Health Care Agency	40 – Edward Royce 42 – Gary Miller 44 – Ken Calvert 46 – Dana Rohrabacher 47 – Loretta Sanchez 48 – John Campbell	<u>Assembly District Representative</u> 56 - Tony Mendoza 60 - Curt Hagman 67 - Jim Silva 68 - Van Tran 69 - Jose Solorio 70 - Chuck DeVore 71 - Jeff Miller 72 - Michael Duvall 73 - Diane Harkey <u>Senate District Representative</u> 33 - Sam Blakeslee 34 - Connie Conway 35 - Pedro Nava 38 - Cameron Smythe	Huntington Beach Union High School District Newport-Mesa Unified School District Orange County Health are Agency Orange County Superintendent of Schools Access Orange County Superintendent of Schools – Coalition Orange Unified School District	Santa Ana Unified School District

Region	Congressional Districts/ Representatives	California Assembly and Senate Districts/ Representatives	Projects in this Region
San Diego and Imperial Region Imperial and San Diego Counties Director: Blanca Melendrez Phone: (619) 955-1041 Email: bmelendrez@ucsd.edu Agency: UCDS, Community Pediatrics	49 – Darrell Issa 50 – Brian Bilbray 51 – Bob Filner 52 – Duncan Hunter 53 – Susan Davis	Assembly <u>District Representative</u> 66 - Kevin Jeffries 73 - Diane Harkey 74 - Martin Garrick 75 - Nathan Fletcher 76 - Lori Saldaña 77 - Joel Anderson 78 - Marty Block 79 - Mary Salas 80 - Manuel Perez Senate <u>District Representative</u> 36 - Dennis Hollingsworth 38 - Mark Wyland 39 - Christine Kehoe 40 - Denise Moreno Ducheny	Imperial County Public Health Department Southern Indian Health Council University of California, San Diego – Division of Community Pediatrics
Sierra Cascade Region Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity Counties Director: Patricia Mannel Phone: (530) 345-2483 Email: pmannel@healthcollaborative.org Agency: California Health Collaborative	2 – Wally Herger 4 – Tom McClintock	Assembly <u>District Representative</u> 1- Wesley Chesbro 2- Jim Nielson 3 - Dan Logue Senate <u>District Representative</u> 1 - 4 - Sam Aanestad	California State University, Chico, Research Foundation SCNAC Shasta County Health and Human Services Agency, Public Health Branch Shasta County Office of Education

2009 California Congressional Delegation

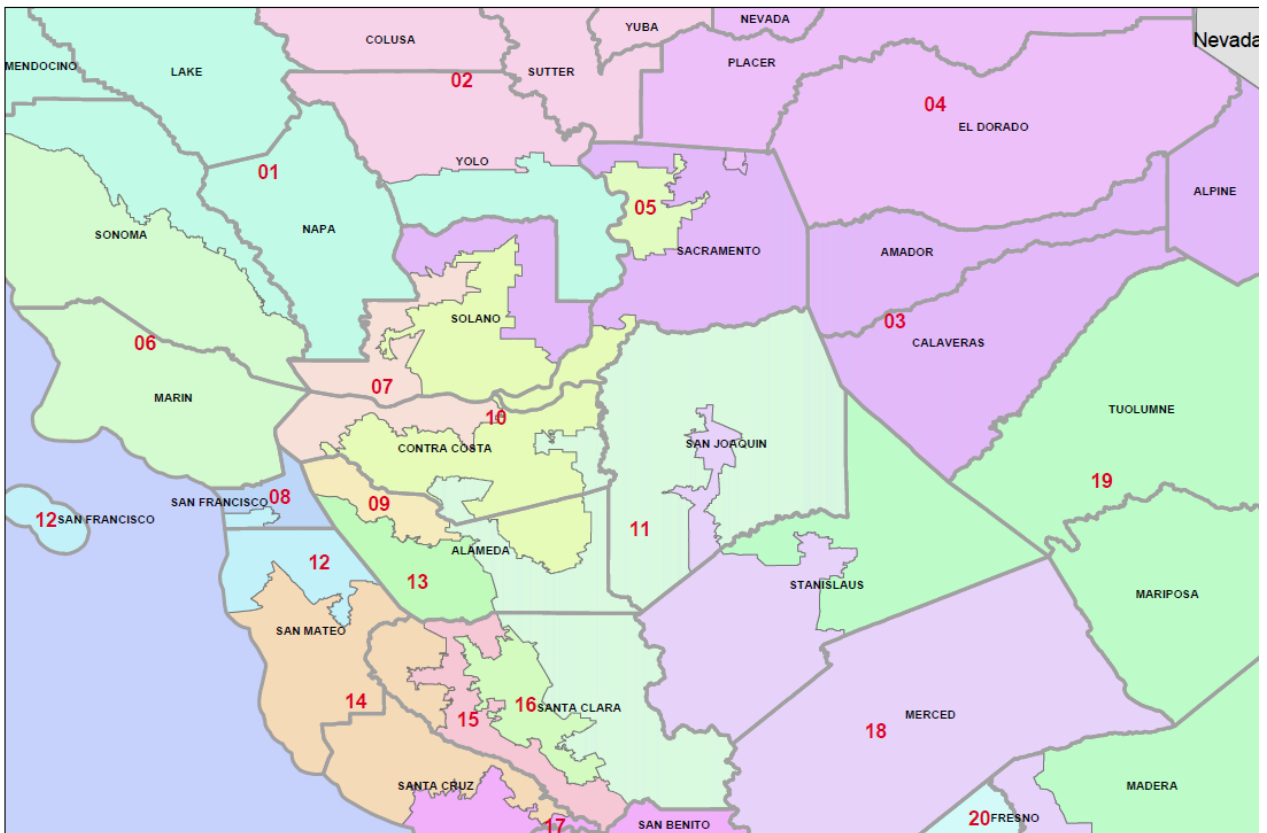
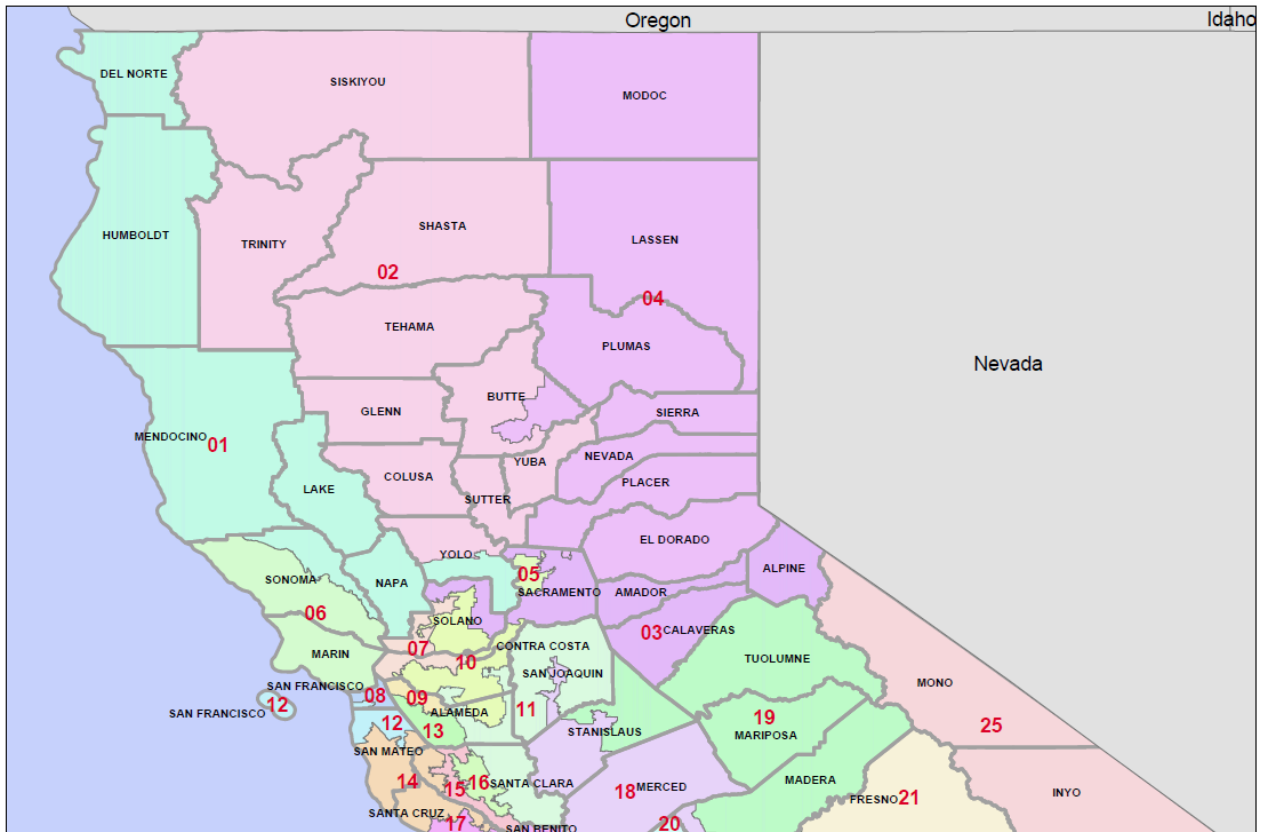
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Dan	Lungren	R	3	Rayburn	2448	225-5716	Alexandra.rosato@mail.house.gov
Tom	McClintock	R	4	Rayburn	2410	225-2511	Evan.goitein@mail.house.gov
Doris	Matsui	D	5	Cannon	222	225-7163	Sam.stefanki@mail.house.gov
Lynn	Woolsey	D	6	Rayburn	2263	225-5161	Lloyd.horwich@mail.house.gov
George	Miller	D	7	Rayburn	2205	225-2095	Denise.forte@mail.house.gov Alex.ceja@mail.house.gov
Nancy	Pelosi	D	8	Cannon	235	225-4965	Melissa.shannon@mail.house.gov
Barbara	Lee	D	9	Rayburn	2444	225-2661	Chris.lee@mail.house.gov Christos.tsentas@mail.house.gov Miguel.ayala@mail.house.gov
Ellen	Tauscher	D	10	Rayburn	2459	225-1880	Britt.sandler@mail.house.gov
Gerald	McNerney	D	11	Cannon	312	225-1947	Andreas.mueller@mail.house.gov
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Pete	Stark	D	13	Cannon	239	225-5065	Jeff.hild@mail.house.gov
Anna	Eshoo	D	14	Cannon	205	225-8104	Steven.keenan@mail.house.gov
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Sam	Farr	D	17	Longworth	1221	225-2861	Troy.phillips@mail.house.gov Debbie.merrill@mail.house.gov
Dennis	Cardoza	D	18	Cannon	435	225-6131	Anne.cannon@mail.house.gov
George	Radanovich	R	19	Rayburn	2367	225-4540	Lacey.kiriakou@mail.house.gov
Jim	Costa	D	20	Longworth	1314	225-3341	Lisa.shelton@mail.house.gov
Devin	Nunes	R	21	Longworth	1013	225-2523	Andrew.house@mail.house.gov
Kevin	McCarthy	R	22	Longworth	1523	225-2915	James.min@mail.house.gov
Lois	Capps	D	23	Longworth	1110	225-3601	Amy.fisher@mail.house.gov
Elton	Gallegly	R	24	Rayburn	2309	225-5811	Brian.feintech@mail.house.gov
Buck	McKeon	R	25	Rayburn	2351	225-1956	Conor.mcgee@mail.house.gov
David	Dreier	R	26	Cannon	233	225-2305	Matthew.tully@mail.house.gov
Brad	Sherman	D	27	Rayburn	2242	225-5911	Rebecca.carlton@mail.house.gov
Howard	Berman	D	28	Rayburn	2221	225-4695	Stephanie.williamson@mail.house.gov Jami.crespo@mail.house.gov
Adam	Schiff	D	29	Cannon	326	225-4176	Jeff.lowenstein@mail.house.gov
Henry	Waxman	D	30	Rayburn	2204	225-3976	Becky.claster@mail.house.gov
Xavier	Becerra	D	31	Longworth	1119	225-6235	Steve.haro@mail.house.gov
Hilda	Solis	D	32	Longworth	1414	225-5464	Laura.marsh@mail.house.gov Noelle.lee@mail.house.gov
Diane	Watson	D	33	Cannon	125	225-7084	Valerie.vanburen@mail.house.gov
Lucille	Roybal-Allard	D	34	Rayburn	2330	225-1766	Debbie.jessup@mail.house.gov
Maxine	Waters	D	35	Rayburn	2344	225-2201	Kathleen.sengstock@mail.house.gov
Jane	Harman	D	36	Rayburn	2400	225-8220	Sharon.lewis@mail.house.gov
Laura	Richardson	D	37	Rayburn	2233	225-7924	Matt.chiller@mail.house.gov
Grace	Napolitano	D	38	Longworth	1610	225-5256	Jen.silva@mail.house.gov
Linda	Sanchez	D	39	Longworth	1222	225-6676	John.brodtko@mail.house.gov
Edward	Royce	R	40	Rayburn	2185	225-4111	Mike.ahern@mail.house.gov
Jerry	Lewis	R	41	Rayburn	2112	225-5961	Jennifer.wickre@mail.house.gov
Gary	Miller	R	42	Rayburn	2438	225-3201	Bret.manley@mail.house.gov
Joe	Baca	D	43	Longworth	1527	225-6161	Susie.saavedra@mail.house.gov
Ken	Calvert	R	44	Rayburn	2201	225-1986	Alicia.herrmann@mail.house.gov
Mary	Bono	R	45	Cannon	104	225-5330	Taryn.keyworth@mail.house.gov
Dana	Rohrabacher	R	46	Rayburn	2300	225-2415	Maureen.muncy@mail.house.gov

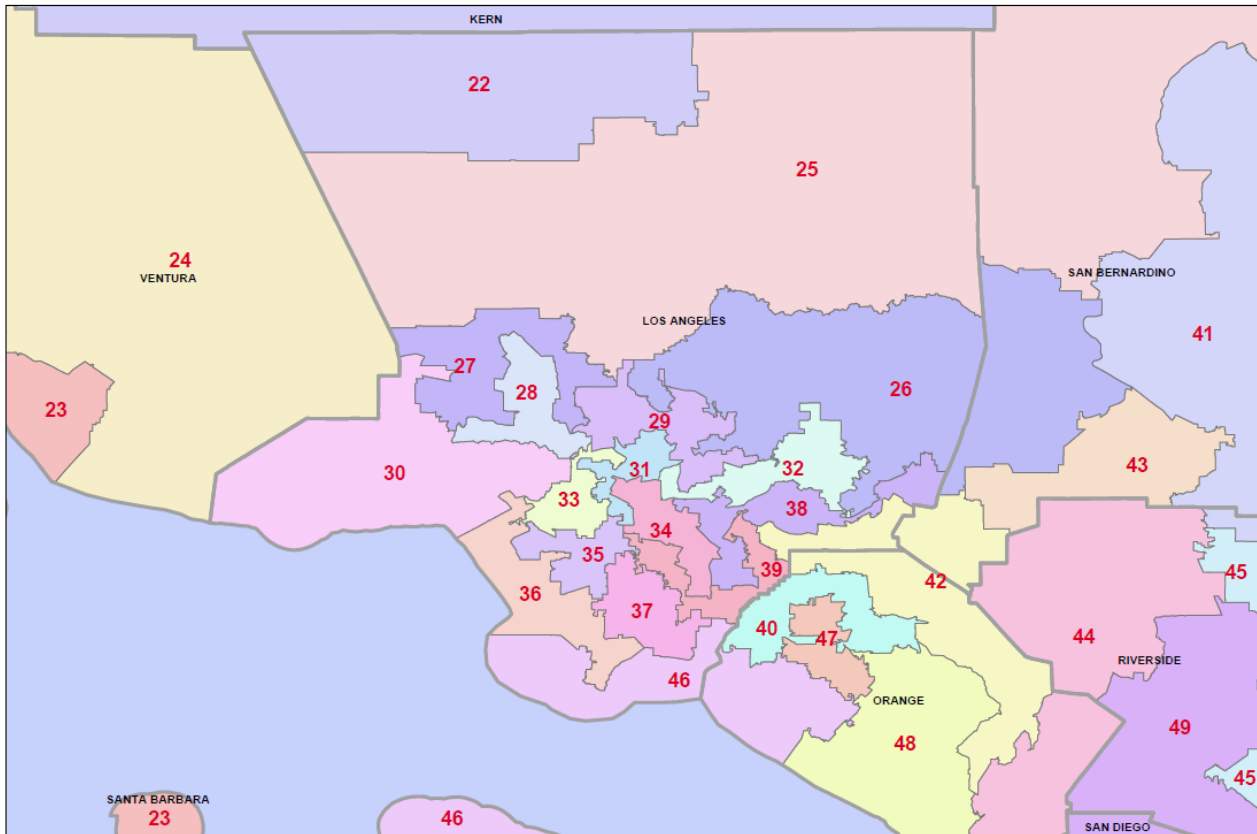
Representative		Party	Dist #	Building	Room	Phone	Staff Email
Loretta	Sanchez	D	47	Longworth	1230	225-2965	Marisa.sturza@mail.house.gov Kate.riley@mail.house.gov
John	Campbell	R	48	Longworth	1728	225-5611	Caitlin.horton@mail.house.gov
Darrell	Issa	R	49	Cannon	211	225-3906	Molly.boyl@mail.house.gov
Brian	Bilbray	R	50	Cannon	227	225-0508	Gary.kline@mail.house.gov
Bob	Filner	D	51	Rayburn	2428	225-8045	Sharon.schultze@mail.house.gov Karen.foster@mail.house.gov
Duncan	Hunter	R	52	Rayburn	2265	225-5672	Lorissa.bounds@mail.house.gov
Susan	Davis	D	53	Longworth	1526	225-2040	Suzanne.swink@mail.house.gov

*All Phone numbers are (202) Area Code

California Congressional Districts

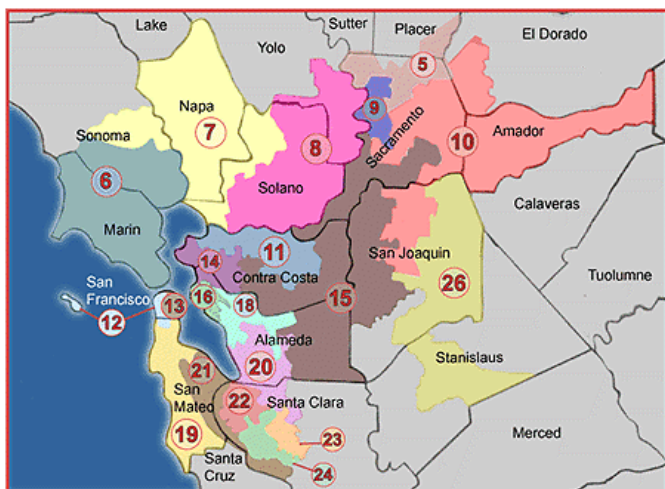
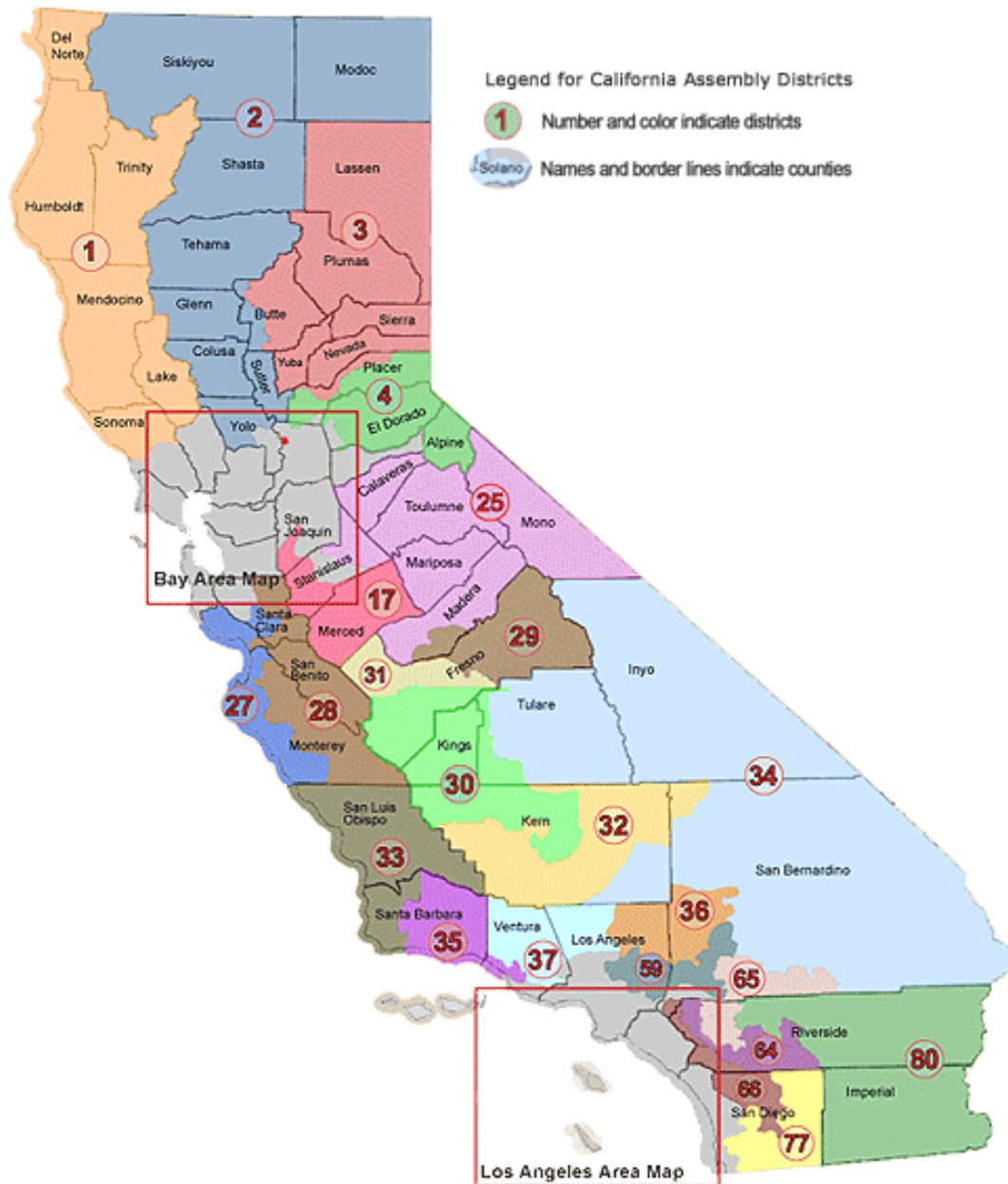
APPENDIX E





California Assembly Districts

APPENDIX E



California Senate Districts



This material was produced by the California Department of Public Health's *Network for a Healthy California*, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information visit: www.cachampionsforchange.net.



DRIVING DIRECTIONS TO 1616 CAPITOL AVENUE, SACRAMENTO, CA

FROM SACRAMENTO INTERNATIONAL AIRPORT – SME

Start out going North on Airport Blvd. Turn slight left onto Airport Blvd. Merge onto I-5 S toward Sacramento/Yuba City. Take the J Street exit toward Downtown. Stay straight to go onto J Street. Turn right onto 15th Street/CA-160 S. Turn left onto Capitol Avenue.

Total Estimated Time: 18 minutes

Total Distance: 12.50 miles

FROM SAN FRANCISCO INTERNATIONAL AIRPORT

Start out going East on Domestic Terminal toward Airport Exit. Turn left onto Airport exit. Merge onto US-101 N toward San Francisco. Take I-80 E toward Bay Bridge/Oakland/Seventh St/US-101 N (Portions toll). Take Capital City Freeway/US-50 E/I-80 BR E toward Sacramento/South Lake Tahoe. Take the CA-160/15th Street exit. Turn left onto X Street. Turn Left onto 16th Street/CA-160 N. Turn right onto Capitol Avenue.

Total Estimated Time: 1 hour, 38 minutes

Total Distance: 98.50 miles

FROM FRESNO YOSEMITE INTERNATIONAL AIRPORT

Start out going West on E Clinton Avenue toward N Air Fresno Drive. Turn left onto N Chestnut Avenue. Merge onto CA-180 W. Merge onto CA-99 N toward Sacramento. Merge onto CA-120 W toward Manteca/San Francisco. Merge onto I-5 N toward Stockton/Sacramento. Merge onto Capital City Freeway/US-50 E/I-80 BR E toward Lake Tahoe. Take the CA-160/15th Street exit. Turn left onto X Street. Turn left onto 16th Street/CA-160 N. Turn right onto Capitol Avenue.

Total Estimated Time: 3 hours, 7 minutes

Total Distance: 179.31 miles

DOWNTOWN PARKING INFORMATION

Public Parking Lots are located at:

Please allow yourself enough time to find available parking (street or facility parking). The parking facilities listed are the two closest facilities to the meeting site.

1500 K Street (390 spaces available, 2 blocks away)

Lot Hours: 7 am – 7 pm

Rate: \$1.50 every 30 minutes up to \$13.00 Maximum

Note: Arrive before 9 am, the daily discounted rate is \$7.00

1601 L Street (only 57 spaces available, first-come, first-serve, 1 block away)

Lot Hours: 24 Hours

Rate: \$10.00 all day

Note: Arrive before 9 am, the daily discounted rate is \$8.00

METERED PARKING MAP

Map indicates 10-hr Parking Meters around the East End Complex. Meters are indicated in purple.





Ground Transportation/Shuttles

SHUTTLE SERVICE

[SuperShuttle](#) is the exclusive provider of on-call van service at Sacramento International Airport. They provide service to the following counties: Sacramento, Yolo, El Dorado, Placer, San Joaquin, Yuba, Butte, Solano, Sutter, and Nevada. Pickup areas for passengers are located in the ground transportation area adjacent to baggage claim in Terminal A and at the center island curb in front of Terminal B. Please call (800) 258-3826 for more information or visit their website at www.supershuttle.com. You can make your reservations online.

Approximate Fares From Airport

📍 Downtown (95814)	\$13
📍 Rancho Cordova (95670)	\$27
📍 Arden (95825)	\$17
📍 Roseville (95747)	\$24

All fares should be considered approximate & from a general area.
All fares are subject to change without notice - call to confirm.

TAXIS

You can locate a taxi in the ground transportation area adjacent to the baggage claim area at Terminal A and across from the airport hotel at Terminal B. The approximate rates are:

- \$2.80 for the first mile, \$2.20 for each additional mile
- One-way between the airport and downtown is approximately \$25.00--\$27.00.
- Round-trip between Sacramento International Airport and downtown Sacramento is \$45.00

Call (916) 457-4862 for reservations/information, and (916) 874-0888 to report customer service problems. While at the airport, dial extension 24360 from a white courtesy phone for more information.

AIRPORT INFORMATION

Visit Sacramento's International Airport at www.sacairports.org/int/