

**FEDERAL FISCAL YEAR (FFY) 2020-2022  
FUNDING APPLICATION PACKAGE**

*Supplemental Nutrition Assistance Program Education Guidance*

*California Department of Public Health*

*Nutrition Education and Obesity Prevention Branch*

Released ~~May 31, 2018~~

~~Addendum 1 Released June 14, 2018~~

**Addendum 2 Released December 10, 2018**

**Applications due on March 15, 2019 ~~February 28, 2019~~**

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This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847- 3663.

## **TIMELINE**

DATE	ACTIVITY
May 31, 2018	Funding Application Package released on website
June 14, 2018	Informational Teleconference (All LHD Call) at 2:00pm (PST)
June 29, 2018	Mandatory, non-binding Letter of Intent due by email to <a href="mailto:NEOPBfiscalrequest@cdph.ca.gov">NEOPBfiscalrequest@cdph.ca.gov</a> by 4:00pm (PST).
<del>November 30, 2018</del>	<del>Programmatic Projections Form due by email to <a href="mailto:NEOPBfiscalrequest@cdph.ca.gov">NEOPBfiscalrequest@cdph.ca.gov</a> by 4:00pm (PST)</del>
<del>February 28, 2019</del>	<del>Applications due</del>
<b>March 15, 2018</b>	<b><u>Application due (Integrated Work Plan, Budget, and Programmatic Projections Form)</u></b>
<del>April 1, 2019</del>	<del>FFY 2020 Budget Workbook due</del>
September 30, 2019	Notification of Award letter sent to all applicants
October 1, 2019	Grant Agreement begins

### **Please note:**

**Application funding is subject to change at any time as a result of changes in Federal or State program funding amendments.**

**Applicants must check the [CDPH-NEOPB Website](#) frequently for any Funding Application addenda, which includes additional application information.**

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**Supplemental Nutrition Assistance Program Education (SNAP-Ed)  
Funding Application Package FFY 2020-2022**

**I. INTRODUCTION**

Overall Purpose of Funding Application

The Nutrition Education and Obesity Prevention Branch (NEOPB) of the California Department of Public Health (CDPH) is soliciting applications from all Local Health Departments (LHDs) to provide SNAP-Ed allowable nutrition education and obesity prevention activities and interventions for low-income Californians. The negative health effects of obesity and resulting chronic diseases, such as heart disease, high blood pressure, diabetes, arthritis, and some forms of cancer are well-documented. Obesity rates continue to grow and remain high among children, adolescents, and adults. The focus of SNAP-Ed is health promotion to help the SNAP-Ed target audience establish healthy eating habits and a physically active lifestyle and for primary prevention of disease. SNAP-Ed in California through CDPH-NEOPB offers a comprehensive public health approach that enables partners to work together to prevent obesity and serve California's low-income families. The target audience for SNAP-Ed is SNAP-Ed eligible Californians. SNAP-Ed eligible individuals is a label that refers to the SNAP-Ed target audience, specifically SNAP participants and other low-income individuals who qualify to receive SNAP benefits or other means-tested Federal assistance programs. It also includes individuals residing in communities with a significant (50 percent or greater) low-income population. The term "means-tested Federal assistance programs" for the purposes of this Guidance is defined as Federal programs that require the income and/or assets of an individual or family to be at or below 185 percent of the Federal Poverty Guidelines in order to qualify for benefits. There may be additional eligibility requirements to receive these programs, which provide cash and noncash assistance to eligible individuals and families.

California SNAP-Ed is administered by the California Department of Social Services (CDSS) as the oversight agency. CDSS oversees its State Implementing Agencies that consist of the California Department of Public Health (CDPH), University of California CalFresh Nutrition Education Program (UC CalFresh), California Department of Aging (CDA), and Catholic Charities of California, Inc. (CCC). Collectively, these state-level agencies represent the California's five SNAP-Ed State Implementing Agencies (SIAs). SIAs oversee the implementation of local SNAP-Ed programs and services by providing directives, support, and guidance to their respective Local Implementing Agencies (LIAs). As a result of California's state and local structure for SNAP-Ed, services are provided in all but one county in the state (57 of 58 counties).

This application begins the process by which CDPH-NEOPB will prepare a three-year State Plan for SNAP-Ed in collaboration with CDSS and partnering SIAs. The CDPH-NEOPB authority for these grant agreements is vested in the Federal-Healthy Hunger-Free Kids Act of 2010 which established the Nutrition Education and Obesity Prevention Grant Program for eligible low-income individuals. The services in these grant agreements are classified as direct services based on the funding authority. The services have been identified as 100% local assistance funding in our agency's budget

and meet the conditions of State Contracting Manual 3.17. The Grantee will provide nutrition education and conduct obesity prevention activities for SNAP-Ed eligible families. The SNAP-Ed programmatic focus is outlined in the current [United States Department of Agriculture \(USDA\) SNAP-Ed Guidance](#). The California SNAP-Ed program administered through CDSS is 100 percent federally-funded through the USDA.

## **II. GENERAL INFORMATION**

### **A. Funding Application Purpose and Objective**

CDPH-NEOPB is issuing a funding application request to LHDs or their designated non-profit (classified as 501(c) (3) tax exempt under the Internal Revenue Code) for a three-year grant period from October 1, 2019 to September 30, 2022. CDPH-NEOPB employs a Local Health Department funding model for SNAP-Ed service delivery, and the promotion and protection of health among California's diverse communities. LHDs are sought for their leadership in the practice of public health and policy development. The LHD model of CDPH-NEOPB is endorsed by the United States Department of Agriculture, Western Regional Office (USDA/WRO). Funding for each county is based on the county's portion of Californian's total SNAP-Ed eligible population. Approximately \$51 million is available annually, pending annual funding allocations from USDA and CDSS, and final approval from the USDA/WRO.

The overall objective is to award funding for work with SNAP-Ed eligible participants to provide evidenced based nutrition education interventions and activities related to improving the nutrition related environment. The target population of the interventions is SNAP-Ed eligible Californians with annual household incomes at or below 185 percent of the Federal Poverty Level (FPL). LHDs are expected to target low-income (i.e.  $\geq 50\%$  of persons with household incomes of  $\leq 185\%$  of the Federal Poverty Guidelines) and populations who are disproportionately impacted by obesity and chronic diseases related to diet and physical activity. LHDs in counties with ethnic minorities that meet SNAP-Ed qualifications should target interventions for that population in a culturally appropriate manner. In addition, USDA SNAP-Ed has strongly encouraged focusing on women and children in low-income households, to increase the greatest potential impact. Additional audience segments may be the focus of interventions and activities based on a needs assessment.

The priorities for this funding are to: 1) increase access to and consumption of healthy foods and beverages, with an emphasis on increasing consumption of water; 2) decrease access to and consumption of less healthy foods and beverages, with an emphasis on decreasing consumption of Sugar Sweetened Beverages (SSBs); 3) and increase physical activity. All interventions and activities funded through this application must conform to the guidelines set forth in the USDA SNAP-Ed Plan Guidance requirements.

Besides individual and group nutrition education, allowable uses of the funding include comprehensive, multi-level interventions at multiple complementary organizational and institutional levels and community and public health approaches to improve nutrition. All messaging must be consistent with the [Dietary Guidelines for Americans \(DGA\)/MyPlate](#) and cannot include any disparaging language about specific foods, brands or commodities.

## **B. Funding Amount Timeframe**

Approximately \$51M is available each year to fund all Local Health Departments or their designee. Projected funding amounts can be viewed in Attachment 17: FFY2020-2022 SNAP-Ed LHD Funding Projections. Final funding allocation per Local Health Department or their designee will be provided after all Letters of Intent are submitted. The grant period begins on October 1, 2019. Funding for the grants is contingent on the continued availability of annual funds through the California State SNAP-Ed Plan, and subject to USDA SNAP-Ed Plan Guidance requirements.

Successful applicants awarded a grant agreement as a result of this Funding Application Package will be eligible for a three-year grant agreement, beginning on October 1, 2019 and ending September 30, 2022.

Applicants shall submit a three-year Integrated Work Plan (IWP) for Federal Fiscal Year (FFY) 2020 (October 1, 2019-September 30, 2020), FFY 2021 (October 1, 2020-September 30, 2021), and FFY 2022 (October 1, 2021-September 30, 2022) as a part of the California SNAP-Ed IWP submittal process led by CDSS. Applicants shall submit one budget worksheet for FFY 2020. Detailed budgets for FFY 2021 and 2022 will be collected annually through the annual State Plan process. The three-year grant agreement will be for the total cumulative amount projected for LHD funding for FFY 2020-2022 (reference Attachment 17: FFY2020-2022 SNAP-Ed LHD Funding Projections).

## **C. Reporting Income Targeting Data**

All CDPH-NEOPB-funded programs must provide income targeting data for the populations that are served with USDA SNAP-Ed funding. The income targeting data source will verify that the target audience meets the USDA SNAP-Ed funding guidelines, which is at or below 185% Federal Poverty Level (FPL). The [CDPH-NEOPB Geographic Information System \(GIS\) mapping tool](#) is available to assist in identifying qualifying census tract data. Submit targeting information on the SNAP-Ed FFY 2020-2022 Site List (Form 4).

## **D. Who May Apply**

Applicants must be California Local Health Departments or a Local Health Department's designated agency; that meet all of the following criteria:

- Operate within the county they authorize to serve;
- Provide proof of non-profit status as part of the response to the Funding Application Request (for example, a copy of your signed 501(c) (3) IRS form);
- Address nutrition education and obesity prevention strategies through policy, systems, and environmental strategies, when and where applicable; including promoting access to healthy food;
- Demonstrate experience or capacity to provide SNAP-Ed services to identified eligible individuals and families;
- Collaborate and coordinate with partners representing the diverse assets and needs of community, including addressing and promoting the following efforts: food

security, anti-hunger, economic development, health disparities, and local food systems; and

- Possess the capacity to adhere to the contractual, fiscal, and program reporting requirements of CDPH-NEOPB and USDA.

#### **E. Informational Teleconference Call**

An Informational Teleconference call is scheduled on Thursday, June 14, 2018 at 2:00 pm as a part of the June 2018 CDPH-NEOPB All LHD Call. The purpose of the teleconference is to review the information in this Funding Application Package and answer any questions applicants have regarding the application process. CDPH-NEOPB will update the Funding Application Package if necessary and indicate any such changes or updates. The Funding Application Package will serve as the final answer to questions should there be a discrepancy in responses between the Funding Application Package and the teleconference call. Refer to Section II. General Information, H. Information, Addenda or Changes for more information.

#### **F. Mandatory, Non-Binding Letter of Intent**

CDPH-NEOPB must receive a mandatory, non-binding Letter of Intent from all applicants by 4:00 pm (PST) on June 29, 2018. See Section III. Application Instructions, A. Mandatory, Non-Binding Letter of Intent for more information.

#### **G. Submission of Application**

CDPH-NEOPB reserves the right to reject any or all applications and/or cancel the grant agreement made under this funding application request. Acceptance of an application is subject to negotiations of an agreement between CDPH-NEOPB and the applicant organization.

All materials submitted in response to this Funding Application Package will become the property of CDPH-NEOPB at the time the application is received.

All applicants agree that in submitting an application they authorize CDPH-NEOPB to verify any or all claimed information.

All applications must be complete when submitted. CDPH-NEOPB reserves the right to contact applicants during any application evaluation phase to clarify the content of the application and negotiate changes.

#### **Submission of an application will be considered as a representation that:**

- The lead organization and any subcontractor(s) have carefully investigated all conditions which affect, now and in the future, the performance of the work covered by the application;
- The lead organization and any subcontractor(s) are fully informed concerning the conditions to be encountered, quantity and quality of work to be performed; and
- The lead organization and any subcontractor(s) are familiar with all federal and



state laws that affect the work to be conducted and the persons employed in the work.

#### **H. Information, Addenda, or Changes**

If any clarifications or modifications to this Funding Application Package are necessary, all questions and answers, addenda, or changes will be posted on the [CDPH-NEOPB Website](#).

It is the responsibility of applicants to check the website frequently to keep updated regarding clarifications or changes to the Funding Application Package.

#### **I. Grant Agreement Award Process**

Awarded Grant Agreements will be executed by September 30, 2019 for work to begin on October 1, 2019. CDPH-NEOPB reserves the right to fund any or none of the applications submitted.

Awards will be made to Local Health Departments, or their designee whose applications are determined to be technically complete, whose professional qualifications and experience meet the terms of the Funding Application Package. The selection process may include a request for additional information to support the application. In addition, telephone interviews and/or site visits may take place between the selection processes, grant agreement negotiations, and grant agreement award dates.

### **III. APPLICATION INSTRUCTIONS**

#### **A. Mandatory, Non-binding Letter of Intent**

Prospective applicants who intend to submit an application are required to indicate their intention to submit an application. Failure to submit the mandatory, non-binding Letter of Intent will result in application rejection. The mandatory Letter of Intent is non-binding and prospective applicants are not required to submit an application merely because a Letter of Intent is submitted. Use the Letter of Intent form found in section V. Forms and Attachments.

#### **Submitting a Mandatory, Non-Binding Letter of Intent**

The mandatory, non-binding Letter of Intent must be received by 4:00pm (PST) on June 29, 2018. See Section V. Forms and Attachments for letter template.

Submit the Letter of Intent via email to the attention of Melissa Relles at the email address listed below.

#### **Letter of Intent**

Subject Line: Letter of Intent: CDPH-NEOPB SNAP-Ed Funding Application FFY 2020-2022

Attention: Melissa Relles

Email: [NEOPBfiscalrequest@cdph.ca.gov](mailto:NEOPBfiscalrequest@cdph.ca.gov)

#### **B. Application Content**

The Funding Application Package is available on the [CDPH-NEOPB Website](#).

Any application that does not comply with these requirements will be considered non-responsive and will not be reviewed. A checklist, found in Section V. Forms and Attachments, SNAP-Ed FFY 2020-2022 Application Checklist, is provided to assist with submitting a complete application in a coordinated order.

LHDs should reference Attachment 18: Local Health Department Deliverables when submitting application materials to ensure all deliverables can be met.

## C. Description of Each Section of the Application

### 1. Programmatic Projections Form – NEW THIS YEAR!

To support local and state level planning and programming, all LHDs are required to complete the Programmatic Projections Form **to accompany application by March 15, 2019** by November 30, 2019. The form will provide a high-level snapshot of individual LHD work inclusive of work planned for projected numbers of Domains, Settings, and Policy, Systems, and Environmental Change (PSE) Strategies. Use the Programmatic Projections Form located in Section V. Forms and Attachments.

### 2. Programmatic Priorities

LHDs will use the FFY 2020-2022 California SNAP-Ed Programmatic Priorities to guide the development of LHD specific activities. The minimum work expected per LHD is dependent upon the projected base funding amounts for FFY 2020, and the enactment of the Healthy Hunger-Free Kids Act of 2010. In addition, the depth, complexity, number of activities and interventions that LHDs propose from the Programmatic Priorities, as well as the number of Domains and Settings in which the LHD works, should be appropriate for and align with each LHD's funding level. The following table details the work LHDs must complete based on Funding Tier:

**Table 1: LHD Scope of Work** **LHD components of the local Integrated Work Plan**  
**Funding Tier**

<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>	<u>Tier 4</u>	<u>Tier 5</u>
LHDs projected to receive a budget allocation of \$150,000 annually	LHDs projected to receive a budget allocation \$150,001 - \$399,999 annually	LHDs projected to receive a budget allocation \$400,000 - \$839,999 annually	LHDs projected to receive a budget allocation \$840,000 - \$3,999,999 annually	LHDs projected to receive a budget allocation above \$4,000,000 annually
Minimum 2 PSE Levels (Site+1 other) and <b>a minimum of 1</b> PSE Strategy	Minimum 2 PSE Levels (Site+1 other) and <b>a minimum of 2</b> PSE Strategies	Minimum 2 PSE Levels (Site + 1 other) and <b>a minimum of 3</b> PSE Strategies	Minimum 2 <b>3</b> PSE Levels and <b>a minimum of 4</b> PSE Strategies	Minimum 2 <b>3</b> PSE Levels and <b>a minimum of 5</b> PSE Strategies
Minimum 1 Domain: LEARN	Minimum 2 Domains: LEARN + 1 additional Domain	Minimum <b>2</b> <sup>3</sup> Domains: LEARN + <b>2</b> <sup>1</sup> additional Domain	Minimum <b>3</b> <sup>4</sup> Domains: LEARN + <b>3</b> <sup>2</sup> additional Domains	Minimum <b>4</b> <sup>5</sup> Domains: All <b>5</b> LEARN + <b>3</b> additional Domains
<b>All tiers have the option to exceed the minimum expectations within priority Domains and PSE Strategies</b>				

Refer to Section V. Forms and Attachments, Attachments 16-17 for additional information regarding FFY 2020-2022 SNAP-Ed Local Health Department Programmatic Priorities and FFY 2020-2022 SNAP-Ed LHD Funding Projections.

### 3. Site List

CDPH-NEOPB SNAP-Ed funded programs must provide income targeting data for the populations that are served with USDA SNAP-Ed funding. The income targeting data source will verify that proposed SNAP-Ed services are being provided in approved settings and communities and the primary audience members have annual household incomes at or below 185 percent of the Federal Poverty Level (FPL). CDPH-NEOPB requires LHDs to submit a completed SNAP-Ed FFY 2020-2022 Site List (Site List) as part of the FFY 2020–2022 Funding Application Package to indicate the sites/locations where applicants plan to conduct SNAP-Ed activities as part of their CDPH-NEOPB grant agreements. The Site List should be comprehensive and include only the sites in which applicants plan to conduct SNAP-Ed activities over the three-year term of the grant agreement as noted in their FFY 2020-2022 Integrated Work Plans (IWP).

The Site List is a snapshot of the sites in which SNAP-Ed activities are occurring and provides information about each CDPH-NEOPB SNAP-Ed-funded program for the California State SNAP-Ed Plan, facilitates collaboration among LHDs and other partners, and is used to respond to inquiries and questions asked by other State agencies and partners. The Site List will be submitted annually as part of the annual State Plan and will include site changes made by LHDs during each designated fiscal year.

The Site List provides a place for applicants to enter information to verify sites have been qualified by an Approved Targeting Methodology. USDA/WRO has verified the following Approved Traditional Targeting Methodologies:

- **Census Tract/Census Block Group Data:** Census tract areas or Census Block Groups and other defined areas where at least 50 percent of persons have gross incomes that are equal to or less than 185 percent of the Federal Poverty Level (FPL). CDPH-NEOPB has provided the most current American Communities Survey (ACS) datasets in a modified, user-friendly format in Attachments 4-10: ACS 2010-2016 Census Tracts and Census Block Groups.
  - Applicants are required to use the most current ACS data to qualify eligible census tracts at or below 185 of the FPL. Intervention sites may qualify by census tract or census blocks. If the intervention site does not qualify by census tract, census block data may be used.
  - For the purpose of completing the Site List as part of the FFY 2020-2022 Funding Application Package, the following three most current ACS datasets are available for use in qualifying and adding new sites to the Site List: ACS 2010-2014, ACS 2011-2015 and ACS 2012-2016. New qualifying ACS datasets may become available each fiscal year and a list of the most current datasets can be found on the CDSS SharePoint Site.
  - When adding sites to the Site List, applicants are encouraged to use the most current datasets first for qualifying sites, then moving to the next

listed datasets only if sites do not qualify under the more current data.

- If the SNAP-Ed activity is targeting a specific race/ethnicity, then a specific race/ethnicity may be used to qualify the site. The ACS datasets noted above may be used in those instances. To use this data, the site must have at least 50 percent of the identified audience fall within the selected race/ethnicity category and this race/ethnicity category must be checked off in Section A: Overview, 3b. Target Audience, Ethnicity and Race in the agency's FFY 2020-2022 IWP.
- The [CDPH-NEOPB Geographic Information System](#) (GIS) mapping tool. GIS mapping system may be used to identify eligible census tracts for intervention sites as well.

- **Free and Reduced Price Meal (FRPM) Percentage Data:**

Schools where at least 50 percent of children in the school receive free and reduced priced meals are considered eligible. All school sites qualified by FRPM or Child and Adult Care Food Program (CACFP) data must be entered on the FRPM Percentage Data Sheet. CDPH-NEOPB has provided the most current FRPM Data from the California Department of Education (CDE) in a modified, user-friendly format in Attachment 3: FRPM 2017-2018.

- If a school site cannot be qualified using the FRPM data provided and more current FRPM data for the school site would qualify the school, the Food Service Director of the site may be contacted to obtain the most current FRPM data. If the more recent Food Service data qualifies the school site, this information must be included on the Site List. The backup documentation from the Food Service Director (email, letter) verifying the more recent data must be kept on file by the LHD and be made available upon request.
- If a school cannot be qualified by FRPM or CACFP data, another option is to qualify the school location by census tract using the Census Tract Data methodology as noted above.

- **Means-Tested Settings:** Means-Tested Settings are qualified by the population they serve and not by their physical location. These sites offer a high likelihood of reaching individuals eligible for SNAP-Ed. No additional income targeting data is needed for these delivery sites unless otherwise noted. A list of Means-Tested Settings can be found within Attachment 12: USDA WRO Targeting Methodologies Summary.

If a site cannot be qualified by the Approved Traditional Targeting Methodologies referenced above, alternative methods may be considered. A list of proposed Alternative Methods for qualifying sites is compiled on an annual basis and submitted to USDA/WRO as part of the SNAP-Ed State Plan process. If an Alternative Method is used to qualify a site, additional supporting documentation is required to justify the methodology and to show it will yield superior results to Traditional Methodologies in terms of serving the low-income population. Alternative Methodologies require approval from USDA/WRO before SNAP-Ed interventions can occur in these sites. Once approved, all documentation must be kept on file by the LHD and made available upon request. Complete instructions on qualifying a site

using an Alternative Targeting Methodology are available on the [CDSS SNAP-Ed SharePoint](#) site within the SNAP-Ed Site Change Notification Process Instructions for Alternative Methodologies document.

The qualified Alternative Targeting Methodologies are compiled each fiscal year into the USDA/WRO Targeting Methodologies Summary and posted on the CDSS SNAP-Ed SharePoint site for reference. A list of current USDA/WRO Targeting Methodologies can be found in Attachment 12: USDA WRO Targeting Methodologies Summary.

Per USDA and CDSS guidance, more than one Local Implementing Agency (LIA) (e.g., CDPH, CDA, UC CalFresh, CCC, and CDSS) may deliver Direct Education (DE) interventions at the same site provided they are working with a different target audience and with the understanding that only one LIA is reporting the reach for the DE audience. A qualified site can have multiple DE interventions with separate and distinct audiences, implemented by the same or different LIA(s), as long as each LIA serves a different target audience and there is only one DE intervention for each target audience. With regards to the DE intervention strategies, State Implementing Agencies (SIAs) are required to track and report unduplicated participants and contacts in the Education and Administrative Reporting System (EARS) form.

A qualified site can have a mix of strategies and work plan activities conducted at the same site and potentially at the same time. However, the mix of strategies and activities can include only one DE activity bundle per target audience per site as noted above. It is possible to include one or more additional PSE strategies and activities regardless of the target audience. For example, a mix of PSE change activities could be implemented by more than one LIA across multiple IWP activity categories and target audiences at the same site to ensure a collaborative and comprehensive approach is received at the site. LIAs are expected to collaborate and coordinate during the development of their IWPs to ensure there are no duplicative activities at the same site. It is important to stress that all SNAP-Ed activities should be complementary, collaborative, and comprehensive in approach and should be conducted to strengthen the overall SNAP-Ed work within the jurisdiction. For more information, refer to [CDSS SNAP-Ed Program Directive 17-03: California's SNAP-Ed Site Utilization Policy and Procedure](#).

Complete instructions for the Site List will be provided along with the final Site List template as posted on the Resources Page on the [CDSS SNAP-Ed SharePoint](#) Site.

#### 4. Budget

A budget workbook for FFY 2020 outlining the projected cost of the LHD component of the local SNAP-Ed IWP must be submitted by **March 15, 2019**~~April 1, 2019~~. A budget template will be provided for applicant use (FFY 2020 Budget will be posted on CDSS SNAP-Ed SharePoint site).

Detailed instructions for completing the budget workbook will be available on the CDSS SNAP-Ed SharePoint site. Additional information and resources are available within the [CDPH-NEOPB Administrative Guidelines Manual](#) (AGM).

Grantees must adhere to USDA, CDSS, and CDPH-NEOPB deadlines in order to meet required timely submission of the California SNAP-Ed State Plan and supporting grant and deliverables. Failure to comply with the timeline will cause lengthy delays in the contracting process or loss of the opportunity to receive **an agreement** ~~a contract~~ with CDPH-NEOPB.

In addition, Grantees will be required to adhere to the CDPH-NEOPB AGM and any **Program Letters** ~~updates~~ throughout the year.

#### 5. ~~Subgranting~~ Subcontracting

**Subgranting** ~~Sub-contracting~~ is an expectation and CDPH-NEOPB expects LHDs receiving over \$400,000 annually to **subgrant** ~~subcontract~~ at least 25% **30%** of their total budget to adequately and appropriately reach each county's diverse population. **Subgrantees** ~~Sub-contractors~~ should be chosen based on their ability to complete the SOW ~~objectives~~ **LHD components of the local Integrated Work Plan** working with school-based organizations (SBOs), community based organizations (CBOs), and local cities with a high proportion of low-income Californians. ~~LHDs must notify CDPH-NEOPB of competitive funding-subcontracting proposals for tracking and public posting via email once funding applications are released. Submit any calls for applications to [NEOPBfiscalrequest@cdph.ca.gov](mailto:NEOPBfiscalrequest@cdph.ca.gov).~~

#### 6. Staffing

The size and expertise of the LHD staff will depend in large part on the funding level. Language-specific and cultural competencies are needed for reaching California's diverse population, along with skills in marketing, health promotion, community engagement, business, organizational-level and community-level public health approaches. It is recommended that LHD staff reference the tier-based [Core Competencies for Public Health Professionals](#) when staffing appropriate SNAP-Ed funded positions. However, **Funded LHDs are expected to** ~~must~~ meet the following minimum-staffing **positions and/or expertise:** ~~expectations:~~ for all LHDs receiving funds:

- One full-time Project Director. The Project Director ~~must~~ **is expected to** have a Masters in Public Health (MPH), an equivalent degree, or three years' experience as a Public Health Project Director.
- Nutrition expertise (Registered Dietitian, R.D.) ~~must~~ **is expected to** be part of the staffing of this grant or the LHD should have access to a R.D., should the Project Director not have this expertise. A minimum of one 0.5 full time equivalent (FTE) is strongly recommended.
- ~~Must have~~ Access to evaluation expertise to ensure ongoing and asneeded competence for evaluating program effectiveness.
- Adequate fiscal and administrative support.



## **7. Grantee Information**

Applicants must ensure that the information provided is up to date on the Grantee Information Form (GIF). An updated GIF is to be provided to the assigned Contract Manager if any changes occur throughout the grant term.

## **8. Letter of Agreement or Memorandum of Understanding (when applicable)**

If SNAP-Ed activities are provided in conjunction with other federally funded nutrition education programs, then a letter of agreement is required to delineate the responsibilities of each program in order to demonstrate collaboration and prevent supplantation. In addition, all SNAP-Ed activities that address the topic of breastfeeding must be planned and implemented in collaboration with the State Women, Infant, and Children (WIC) agency and State Breastfeeding Coordinator. The WIC Program should have the lead and primary role in all breastfeeding activities with SNAP-Ed supplementing existing WIC activities. A written agreement such as an Inter-Agency Agreement or Memorandum of Understanding stating the degree of collaboration and the specific responsibilities of WIC (i.e., staff, duties, and time) and SNAP-Ed shall be signed by all collaborating agencies and maintained for inspection. SNAP-Ed can advance breastfeeding in its programming through such activities as working on lactation policies and promotion at low-wage work sites, child care facilities, or other community venues.

## IV. OTHER APPLICANT INFORMATION

### A. Project Reporting

Funded projects will be required to submit a Biannual Progress Report consisting of a Mid-Year Report due April 15 and Year End Report at the end of each Federal Fiscal Year due October 15 for each year of the three-year grant period. These reports are due to the CDPH-NEOPB Project Officer assigned to the Grantee.

A detailed description of reporting requirements for evaluation are listed below:

#### ☐ **PEARS:**

LHDs must use the online [Program Evaluation and Reporting System \(PEARS\)](#) to provide information necessary to complete the federally required Education and Administrative Reporting System (EARS) reporting, as well as to report additional program and evaluation activities and outcomes of interest to California SNAP-Ed. PEARS is designed to link data with local, state, and national objectives, allowing CDPH-NEOPB and LHDs to more effectively measure and report program impact. LHDs will report their activities in the following PEARS modules:

- **Program Activities**  
LHDs must report all direct education activities in the Program Activities module. Direct education takes place when a participant is actively engaged in the learning process with an educator and/or interactive media within an evidence-based intervention. Program Activities entries require session dates and length, participant demographics, and information about program objectives.
- **Indirect Activities**  
LHDs must report all distribution of information and resources, including any mass communications, community events, interviews, advertisements, and materials distributions that are not considered direct education or social marketing in the Indirect Activities module.
- **PSE**  
LHDs must use the PSE module to track efforts to make policy, system, and environment (PSE) changes at all stages from planning to maintenance. This module should be completed for all sites and organizations that are involved in SNAP-ED supported PSE efforts.
- **Success Stories**  
LHDs must submit at least one PSE-related success story annually. The story should relate to PSE efforts that happened during the Federal Fiscal Year in which it took place and follow the Success Story Instructions provided by CDPH-NEOPB.
- **Partnerships**  
LHDs must use this module to report any site level (e.g., elementary school), organization (e.g., school district), or complementary site partnerships activity during a reporting year. Active partnerships may include two or more individuals or organizations who regularly meet, exchange information, identify and implement mutually reinforcing activities that will contribute to organizational changes or policies.
- **Coalitions**  
LHDs must use this module to report any multi-sector coalition activities during a

reporting year. This may include County Nutrition Action Partnerships (CNAPs) or other relevant collective impact initiatives.

All PEARS reporting must be completed during the Federal Fiscal Year (October 1 – September 30) to which it relates.

□ **Assessment Tool Data**

Site level assessment tools are intended to assist with program planning and can be useful to assess changes in institutional policies and practices over time. Assessment tools for priority settings are being developed, including tools for schools, early childhood education sites (ECE), and out-of-school programs.

All LHDs must complete an annual assessment of all sites where they are doing site-level PSE SNAP-Ed work in all settings for which standardized assessment tools are made available. LHDs with a larger number of site-level PSE sites within a setting may work with **a** their state-level evaluation liaison to develop a sampling methodology. LHDs will start using the assessment tools in spring of 2020 and annually thereafter each spring. Assessments do not need to be conducted at sites that only host education and do not plan to make any other changes in support of SNAP-Ed goals. CDPH-NEOPB will provide the tools on an annual basis.

□ **~~Data from Common Local-level Evaluation Tools~~**

~~Local level evaluation is not required for all interventions, but where optional local level evaluation is being done by LHDs at their discretion, LHDs are asked to use the common methods of evaluation to facilitate comparison and aggregation of data across counties provided by CDPH-NEOPB (rather than other comparable tools). CDPH-NEOPB, in partnership with their evaluation subcontractor, and with input from LHDs, is selecting tools for the most common SNAP-Ed settings and measures. The tools as well as webinar trainings and materials will be available to all LHDs. Whenever LHDs are evaluating efforts in a setting for which “common tools” are available and appropriate, these tools should be used and the data shared with CDPH-NEOPB for possible statewide aggregation and analysis as soon as possible after data collection is completed. A complete description of the data collection methodology should be submitted with the data. LHDs are encouraged to work with their assigned evaluation contact regarding appropriate use of these tools.~~

□ **Impact and Outcome Evaluation (IOE)**

All LHDs at Tier 3 or above, must evaluate at least one intervention in a LEARN Setting. LHDs must collect pre and post behavioral outcome data on both intervention and comparison groups using common tools (alternative designs can be considered upon request). LHDs must use standard assessment tools in intervention and comparison sites prior to intervention implementation, and document intervention efforts in PEARS and any other reporting form determined by CDPH-NEOPB. LHDs are encouraged to evaluate their most potentially impactful intervention that should include both education and PSE components. Technical assistance will be available throughout the year to ensure the guidelines are applied to produce valid evaluation results as well as to fit unique situations.

## V. FORMS AND ATTACHMENTS

### Forms

Letter of Intent  
Programmatic Projections Form  
FFY 2020-2022 SNAP-Ed LHD Application Checklist  
Grantee Information Form  
Letter of Agreement (if applicable)  
*CA SNAP-Ed In-State Travel Form (if applicable)*  
*CA SNAP-Ed Out-of-State Travel Form (if applicable)*  
Non-Disparagement Certificate

### IWP Documents and Instructions

*FFY 2020-2022 SNAP-Ed Integrated Work Plan Instructions*  
*FFY 2020-2022 SNAP-Ed Integrated Work Plan*  
*FFY 2020-2022 SNAP-Ed Site List*  
*FFY 2020 Budget Workbook*

### Attachments

*Attachment 1: CA SNAP-Ed Approved Curriculum List*  
*Attachment 2: CDPH-NEOPB Approved Resources List*  
Attachment 3: FRPM Data 2017-2018  
Attachment 4: ACS 2010-2014 Census Tracts, Ethnicities  
Attachment 5: ACS 2010-2014 Census Block Groups, All Races  
Attachment 6: ACS 2010-2014 Census Tracts, All Races  
Attachment 7: ACS 2011-2015 Census Tracts, Ethnicities  
Attachment 8: ACS 2011-2015 Census Block Groups, All Races  
Attachment 9: ACS 2011-2015 Census Tracts, All Races  
Attachment 10: ACS 2012-2016 Census Tracts, Ethnicities (100% FPL)  
Attachment 10a: ACS 2012-2016 Census Tracts, All Races  
Attachment 10b: ACS 2012-2016 Census Block Groups, All Races  
Attachment 11: Federally Qualified Health Centers  
Attachment 12: [USDA WRO Targeting Methodologies Summary](#)  
Attachment 13: [USDA SNAP-Ed Guidance](#)  
~~Attachment 14: Travel Worksheet~~  
Attachment 15: [CDPH-NEOPB Fiscal and Administrative Guidelines Manual](#)  
Attachment 16: FFY 2020-2022 SNAP-Ed Local Health Department Programmatic Priorities  
Attachment 17: FFY 2020-2022 SNAP-Ed LHD Funding Projections  
Attachment 18: Local Health Department Deliverables  
Attachment 19: Local Health Department Sub-Granting Expectations

*Italics denote later release date. Check website regularly for more information.*