

Innovative Projects Proposal – SNAP-Ed Funding

El Dorado County

Submitted by DeAnn Osborn

Project Description: El Dorado County

Project Title: Know How NOW (Nutrition Outreach Workshops)

Funding Amount Request: \$300,000

Project Contact Name, Title: DeAnn Osborn, Staff Services Analyst II

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a. Focus on CalFresh Recipients

El Dorado County Health and Human Services Agency (“County Welfare Department”) will act as a fiscal agent to various local Community Based Organizations and partner agencies, which may include food banks/ pantries/ closets, congregate feeding sites, low income youth programs, low income senior programs, community nutrition educators, WIC, Public Health, and Mental Health, by offering and awarding nutritional education grants through a request for qualifications process. Recipients of said grants (“grantees”) will provide nutrition education information and materials through workshops and social marketing outreach campaigns to CalFresh recipients and eligibles in an effort to teach the importance of and ways to increase fruit and vegetable consumption, physical activity, and food security in order to decrease preventable diseases.

b. Describe how the project will focus nutrition education to CalFresh recipients.

Know How NOW grantees will provide nutrition education via nutritional outreach workshops and social media outreach campaigns that will focus on the health and well-being of El Dorado County CalFresh recipients and eligibles by spotlighting ways CalFresh recipients and eligibles can:

- ✓ Increase their entire family’s fruit and vegetable consumption, particularly families with children.
- ✓ Increase their entire family’s physical activity levels.
- ✓ Increase their entire family’s food security by encouraging ongoing participation in the CalFresh program.
- ✓ Increase the prevention of chronic disease for their entire family by adopting healthy eating habits.

c. Project Description

Know How NOW will focus on a series of nutritional education workshops and social media outreach campaigns by grantees for El Dorado County’s low-income population.

- ❖ **Key educational messages.** “What’s on your plate?” Nutrition education messages will emphasize how to eat well on a budget by making smart choices when purchasing foods.

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- ❖ **How and where it will be delivered?** The workshops will be delivered at various local locations chosen by grantees and taught by grantee’s staff members who have received training in the provision of nutrition education to low-income populations. Social marketing campaigns will be accomplished, in part, by mass mailings to CalFresh recipients and eligibles.
 - ❖ **Duration of project.** Project is expected to continue through FFY 2013.
 - ❖ **The projected total number of individuals participating or reached.** It is the goal of “Know How NOW” to provide nutrition education workshops to a minimum of 120 CalFresh recipients per year. Additionally, it is anticipated that a minimum of 2,000 low-income citizens will also be reached annually by various social marketing outreach campaigns.
 - ❖ **The estimated number of contacts per person reached.** Grantees selected to participate in the project will be responsible for a minimum of four (4) mailings per year that will provide “Know How NOW” nutrition education workshop information and sample recipes to CalFresh recipients and eligibles. Although not a requirement, special consideration may be given during the request for qualifications phase to grant applicants that are able to provide additional methods of social marketing outreach campaigns including but not limited to billboards, print media sources, and/or television and/or radio announcements.
 - ❖ **Key purposes.** The Know How NOW project will introduce new recipes and ideas to El Dorado County’s low-income population with the goal of increasing their fruit and vegetable consumption, food security, and physical activity, particularly for families with children. The project will also be a reminder of the variety of ways CalFresh benefits can be used, including local farmer’s markets and ways to grow their own fruits and vegetables.
 - ❖ **Key strategies.** El Dorado County’s main key strategy for this project is to perform fiscal agent duties and provide local community based organizations the opportunity to apply for and receive grants in order to assist them in promoting and delivering nutrition outreach workshops to the County’s low-income population under SNAP-Ed guidelines.
 - ❖ **Narrative summary.** The objective of Know How NOW is to provide nutrition education to CalFresh recipients and eligibles. This will be accomplished by the County Welfare Department acting as fiscal agent and collaborating with grantees, thus utilizing as many local “spokespersons” as possible to assist in the County’s continuing goal of encouraging ongoing participation in the CalFresh program while also enabling sustainable healthy food and behavior choices for its low-income populations.
- d. Use of Existing Educational Materials.** El Dorado County will utilize a variety of handouts and booklets selected from the FFY2012 USDA approved existing materials and the www.choosemyplate.gov website. All materials will be made available in both English and Spanish.

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e. Key Performance Measures/Indicators.

- ✓ Increased awareness of the benefits of fruit and vegetable intake.
- ✓ Increased awareness of decreasing fat consumption.
- ✓ Increased awareness of food management practices (plan meals, compare prices, use grocery lists).
- ✓ Increased awareness that you can prepare and eat nutritious foods on a budget.
- ✓ Increased awareness of the importance of a good diet and daily physical activity.

f. Key Measures/Indicators of Implementation/Performance to be Collected and/or Captured.

- ✓ Grantees will collect, compile and provide data to County Welfare Department from surveys provided to Know How NOW participants at various points throughout the project, including demographic data.
- ✓ Collect and compile data from Know How NOW surveys provided to all participating Grantees.
- ✓ Completed surveys will be collected and the information will be processed to help determine the needs of additional nutrition outreach and education in El Dorado County.

g. Estimated cost per participant. \$50-\$75