



RON CHAPMAN, MD, MPH
Director

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



EDMUND G. BROWN JR.
Governor

Dear CCLHO and CHEAC Members:

The California Department of Public Health (CDPH) is excited to announce the expansion of California's *Network for a Healthy California's (Network)* Local Health Department (LHD) infrastructure to conduct Supplemental Nutrition Assistance Program-Education (SNAP-Ed) for the 2012 Federal Fiscal Year (FFY). This initial expansion will be a collaborative effort with County Welfare Departments (CWD).

As you may know, the federal USDA SNAP-Ed program is in a transition phase to the Nutrition Education and Obesity Prevention (NEOP) program due to changes in the Healthy Hunger Free Kids Act of 2010 (S. 3307; PL 111-296) (see attached brief summary). The removal of the required state share or match requirement allows CDPH the opportunity to add LHDs that were unable to participate in the past. The *Network* plans to have more than 40 health departments participating in FFY 2012. New NEOP program regulations will be released January 2012 for FFY 2013 that should allow for the implementation of public health approaches. CDPH plans to have all LHDs participating in some way for the 2013 roll out.

The purpose of this email is to provide further information on the CWD/LHD expansion for FFY 2012. Criteria for selection were based on rates of poverty and obesity and the lack of SNAP-Ed funding to the LHD. The following counties were jointly selected by CDPH and the California Department of Social Services for participation in the 2012 collaboration with the respective potential award amounts:

County Selections

Under 20,000 SNAP-Ed Eligibles – \$75,000 (The following three counties must agree to form a multi-county regional collaboration for the purposes of this pilot.)

Del Norte
Siskiyou
Trinity

20,000-64,000 SNAP-Ed Eligibles – \$150,000

El Dorado
Kings
Lake
Madera
Napa
Nevada

Sutter
Placer
Yuba

64,000-300,000 SNAP-Ed Eligibles – \$250,000

Imperial
Santa Cruz
San Luis Obispo
Sonoma

Over 300,000 SNAP-Ed Eligibles – \$350,000

Fresno
Kern
Merced
Stanislaus
San Diego
Tulare

Counties selected for the 2012 collaboration have received information regarding participation requirements from CDPH. Funding must be spent by September 30, 2012. Should a county identified for participation opt out, funding may be directed to other counties.

We are currently going through an extensive planning process for the changes anticipated for 2013. The planning process is being guided by the California Obesity Prevention Plan: A Vision for Tomorrow, Strategic Actions for Today (<http://www.cdph.ca.gov/programs/COPP/Pages/CaliforniaObesityPreventionPlan.aspx>) and will inform the direction for 2013 and the role of LHDs. We look forward to our expanding partnership to effectively address nutrition education and obesity prevention for the SNAP population.

If you have any questions, please feel free to contact me at 916-552-9883.

Sincerely,



Peggy Agron
Section Chief
California Department of Public Health

Healthy, Hunger-Free Kids Act of 2010
(S. 3307; Public Law 111-296)
Summary of Section 241
Nutrition Education and Obesity Prevention Grant Program
(Formerly Supplemental Nutrition Assistance Program-Education (SNAP-Ed))

Background:

- The Healthy, Hunger-Free Kids Act of 2010 (Act) is the federal Child Nutrition and Reauthorization bill that was signed into law in December 2010. It became retroactively effective to October 1, 2010.
- It included a provision that transforms SNAP-Ed into a Nutrition Education and Obesity Prevention (NEOP) grant program. The scope to address obesity prevention is new and should result in greater effectiveness.
- Funding is for 'any evidence-based allowable uses' approved by the USDA Secretary in consultation with CDC, including:
 - Individual and group;
 - Comprehensive, multi-level interventions at multiple complementary organizational and institutional levels; and
 - Community and public health approaches to improve nutrition.
- The use of community and public health approaches to improve nutrition is a significant improvement over the more traditional direct nutrition education being emphasized by USDA SNAP-Ed since 2004.
- The Act builds in a two-year transition period before the programmatic changes take effect in FFY 2013. Federal rules are required to be issued by January 2012.
- Funding also changes to a grant program, eliminating the state-federal match reimbursement as a requirement. The state-federal reimbursement as it has existed became complex and burdensome. States may still opt to require state share.
- The Act outlines a funding scheme for FFY 2011 – 2018. California stands to see an increase during the first few years (approximately \$139 million), with a subsequent decline as outlined (leveling at about \$70-80 million).
- The Act also includes a "use it or lose it" provision. Unexpended funds may be reallocated to other states.

If you would like to read the Act itself, please click on the link. See Section 241, pages 50 – 54. <http://www.gpo.gov/fdsys/pkg/PLAW-111publ296/pdf/PLAW-111publ296.pdf>