



FIRST THINGS FIRST

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AGENDA ITEM: SFY14 Parent Outreach and Awareness Contract with the University of Arizona Cooperative Extension

BACKGROUND: In February 2013 a Request for Grant Application (RFGA) was released for the Parent Outreach and Awareness Strategy within the FY14 Navajo/Apache Regional Partnership Council's Funding Plan. This RFGA was not successfully awarded. In April 2013 the Regional Council directed staff to pursue an Inter-Governmental Agreement (IGA) with the University of Arizona Cooperative Extension to address the nutrition education component of the Parent Outreach and Awareness Strategy. This attachment includes the following portions of the agreement that is being presented:

- Attachment C – Narrative Questions and Responses
- Attachment D – Implementation Plan

The funding amount requested is \$99,993.30.

The Regional Council needs to be aware that there are ongoing negotiations between First Things First and the University of Arizona related to specific template language contained in all pending contracts. The effective start date of this agreement is planned to be August 1, 2013; however, this date may be impacted by the continuing negotiations.

RECOMMENDATION: The Regional Director recommends approval of the agreement with the University of Arizona Cooperative Extension.

Attachment C

Narrative Questions and Responses

To complete your application, provide a narrative response that addresses each of the items below.

a) Provide a description of the evidence-based program being proposed.

To build upon our efforts over the last 3 years we plan to offer a minimum of 80 workshops to our target area, including Holbrook, Heber-Overgaard, Snowflake-Taylor, Show Low, Pinetop-Lakeside, Springerville-Eagar, St. Johns, Vernon, and Concho. Through our past collaborative efforts we plan on offering the workshops at the following venues: North Country Health Care, Head Start, Living Hope, New Life, and Healthy Steps. We will offer approximately 8 workshops a month across the Navajo/Apache region.

To ensure effective regional program implementation we will employ an administrative team that will consist of the Primary Project Director, Joyce Alves, Apache County Cooperative Extension Director, the co-project director, Juanita Waits, Navajo County Cooperative Extension Director, and the program coordinator, Margine Bawden. The administrative team will meet at a minimum of quarterly to discuss programmatic challenges and issues, as well as ensuring that the goals set for the project by the Navajo Apache County First Things First Regional Council are being properly met. This will also serve to ensure that programming and evaluation are consistent across the region. To maximize the workshop model we are adopting the Eat Right for Life curriculum in place of the former Eating Right is Basic curriculum. We have selected the Eat Right for Life curriculum for use in the workshops in order to provide parents and families with information on child health topics, specifically nutrition and wellness. The Eat Right for Life Curriculum is research-based and an effective curriculum when used in a community-based environment within low-income populations. The curriculum offers 20 stand-alone lessons that are available to us in both English and Spanish. The lessons cover the following key nutritional topics: MyPlate, Getting your Grains, Vary your Vegetables, Focus on Fruits, Get your Calcium, Go Lean on Protein, Know your Fats, Discretionary Calories, Be Active, Fresh Produce, Reading Labels for Better Nutrition, Meal Planning for Good Nutrition, Saving Money on Meals, Eating Breakfast, Snack Smart, Keep Food Safe, Feeding Infants, Feeding Young Children, Eating for Healthy Mom and Baby, and Disaster Food Safety. As the lessons are stand-alone this will enable the program to be fluid in order to meet the emerging needs of our communities and participants. The curriculum was developed by the Florida Expanded Food and Nutrition Network Program (EFNEP) and the USDA's MyPlate, and is based on the Dietary Guidelines for Americans. The EFNEP program has consistently shown that participants in the program have improved their diets, increased their physical activity, and increased their understanding of proper food safety procedures, how to stretch their food dollars and an overall increase in their understanding of better nutritional practices.

To better gauge the effectiveness of our work we are going to begin to implement the UANN (University of Arizona Nutrition Network) Adult Nutrition and Physical Activity

single session surveys. The surveys were developed by the UANN to evaluate knowledge, aspirations, and behavior among adult participants present for a single nutrition education lesson. They have been reviewed by the University of Arizona Institutional Review Board for human subjects research and have been designated as exempt within the context of the existing UANN protocol and educational services provided by federal assistance programs, such as Supplemental Nutritional Assistance Program Education (SNAP-Ed). There are 10 survey instruments, available in both Spanish and English, on a variety of nutrition education topics such as fruits and vegetables, portion control and physical activity, and food safety. Surveys will be administered in accordance with the class topics, which will be determined by the instructional specialist and program coordinator. Surveys will be administered by the instructional specialist using an easy, real-time, anonymous automated response system (TurningPoint, Turning Technologies, Youngstown, Ohio) to encourage greater participation. Data results will be shared with the Regional Council on a quarterly basis. Additional resources that will be utilized to provide maximum educational opportunities for our participants are: Eating Right is Basic, Dairy Council of California, Arizona Nutrition Network, Color Me Healthy, Loving Your Family Feeding Your Future, Food, Fun and Reading, Loving Support makes Breastfeeding Work, and USDA's MyPlate. These resources will provide additional support for Eat Right for Life as they provide specifics and more in-depth information about our key nutrition topics.

b) Identify and describe the recruitment strategy to reach the target population to be served including:

- **Population need for this information.**

According to the 2010 Needs and Assets Report for the Navajo/Apache First Things First Region, in 2009 there were approximately 6000 children from birth to age 5 living in the region, with an expected population increase to 78,500 by 2010. The majority of these children fall at or below the 185% FPL (Federal Poverty level), making it difficult for parents and caregivers to provide healthy nutritious meals due to lack of funds, lack of knowledge, and lack of time. The Eat Right for Life program is designed to provide parents and caregivers with the information and resources needed to ensure that the family can live a more nutritious life by making small, affordable changes to their diet and increasing their physical activity with the goal of having more children between 2-5 years of age achieve a healthy BMI (Body mass Index). In addition, healthier eating habits can help lead to a decrease in the number of children 5 and younger who have unreported tooth decay.

- **How you will meet the Target Service Number based on the Unit of Service(s) included in the scope of work above.**

There will be a minimum of 8 workshops conducted per month, across the Navajo/Apache First Things First Region to achieve the minimum workshop total of 80. Communities that will receive services include, but are not limited to: St. Johns, Springerville-Eagar, Vernon, Concho, Pinetop-Lakeside, Show Low, Snowflake-Taylor, Holbrook, Heber-Overgaard, Sanders and Woodruff. The workshops will be offered in familiar and comfortable venues to encourage parent and caregiver participation.

In addition the workshops will be scheduled in conjunction with the site directors, where applicable, in order to select the optimum date and time for the workshop to be held. If workshops are not attended, with site and community input, date, time and locations will be altered in order to increase attendance.

- **How the program will meet the needs of the targeted population in terms of being culturally competent, linguistically appropriate, age appropriate and gender responsive.**

The Eat Right for Life curriculum is available to us in both English and Spanish which enables the instructional specialists to be able to provide class materials, including recipes and handouts, to Spanish speaking participants. Additional resources that have been identified all provide Spanish resources, which will enable us to be linguistically relevant. In addition we will work with our collaborators, when and where necessary, to obtain verbal translation services.

The curriculum is also designed to be age appropriate for students, teachers, adults, and seniors. Additional resources have been selected to help supplement the Eat Right for Life curriculum to better meet the needs of all potential participants, of all ages, and both genders. We will have breastfeeding resources through Loving Support Makes Breastfeeding Work. We will have kid friendly resources, including games and sing-along-songs through Color me Healthy and the Dairy Council. Resources available through MyPlate and Loving your Family, Feeding their Future are designed to appeal to all ages, from college students to seniors, while providing nutritional information that is geared towards helping the entire family, and community, make healthier life decisions in the attempt to reduce childhood, and adult, obesity and the related health concerns.

We will evaluate the workshops using the UANN (University of Arizona Nutrition Network) survey protocol, in order to ensure that we are culturally and linguistically responsible all staff will complete the basic human subject's research training prior to commencement of the workshops.

c) Identify capacity or infrastructure building that will be needed, including agreements and partnerships with other departments and agencies, additional resources, and training and technical assistance to provide the proposed service.

Previous partnerships with fellow grantees will be renewed and community partners, specifically Head Start, Healthy Steps, North Country Health Care, Living Hope Women's Center (Show Low and Springerville), Apache and Navajo County Library Districts, and Apache and Navajo Public Health Services District in order to provide sites for workshops to be held. This will also provide us with additional marketing and recruitment venues for the workshops.

The evaluation tool, UANN (University of Arizona Nutrition Network) survey protocol will be implemented for evaluation purposes. In order to proctor the surveys all staff will have to go through the IRB (Institutional Review Board) basic human subjects research training. All staff will also complete training on the TurningPoint software that will be used to administer and evaluate the results of the UANN survey protocol.

The University of Arizona training team has provided resources and trainings for staff on key nutritional topics; this resource will continue to be utilized through meetings between the program coordinator and training team to schedule potential workshops for staff and to be made aware of new and updated nutritional resources that meet USDA guidelines for healthy living.

The Eat Right for Life curriculum is in the process of being updated to be in compliance with the new USDA's MyPlate rather than the previous MyPyramid, which was used to show and describe the nutritional guidelines. The curriculum will be purchased and distributed to the program coordinator and instructional specialists for use in the workshops. Additional resource materials, including but not limited to Eating Right is Basic, the Dairy Council of California, Arizona Nutrition Network, Color Me Healthy, Loving Your Family Feeding Your Future, Food, Fun and Reading, and USDA's MyPlate will also be utilized. The additional resources are either free to use, or have been previously purchased.

d) Identify barriers to providing the service or program proposed and plans for addressing these barriers. Describe plans to recruit and locate personnel within the geographical region of the provided service and that are linguistically and culturally competent for the population to be served.

The workshop model, which requires 2 staff for workshops with over 25 participants, will require effective planning practices so that both instructional specialists are present at those workshops. In order to address this issue sites that have previously proven to be well attended will automatically be scheduled to have both instructional specialists present. Other sites will be evaluated during the bi-monthly meetings between the program coordinator and the instructional specialists, if needed schedules will be adjusted to account for an increase, or decrease, in site attendance to ensure that all workshops are properly staffed.

Our communities are very rural, and often very poor, and traveling to and from the workshops, as well as child care issues, have posed attendance, and attrition problems. In order to ensure that all communities receive services the workshops will be planned, at a minimum, of a month in advance to ensure that adequate time for marketing and recruitment is built in. We will work with our community and site partners to work in conjunction with other events to maximize the time that the parents are already expending so that they do not have to go to multiple events. We will also adjust, as needed, sites, times, and dates of the workshops so as to ensure maximum attendance. The issue of attrition will be addressed, if and as needed, by having sign-up sheets, with contact information, so that we can share workshop information, including times and locations. We will also employ a sign-up sheet at the workshops if parents are interested in additional workshops in their area so that we can market to them directly.

e) Describe in this section the plan and resources necessary to meet First Things First basic reporting requirements, maintain data securely and confidentially, obtain client and any necessary tribal approvals for First Things First data submission and ensure that ongoing data collection is used within the grantee institution to ensure fidelity and overall effectiveness (see Exhibit D).

The program coordinator has been identified as the person who will assume the majority of the responsibility for all FTF reporting requirements. She is responsible for attending and completing all trainings related to PGMS (partner grant management system), for uploading all data reports and narrative reports as required by FTF into PGMS, for utilizing the communication log to upload documents such as staff resumes and changes of staff forms and budget modification requests if and when needed. The program coordinator is also responsible for obtaining FTF Marketing approval for any and all items that will be used to market and promote this program as all materials will contain the First Things First logo. The Instructional Specialists are responsible for workshop data, including but not limited to attendance sheets and survey results. Participants will not be required to sign-in or to complete the survey if they so choose. Instructional specialists will not in any way coerce or persuade participants to sign in or complete the survey. Resources that will be needed include a computer, the TurningPoint software, a large viewing screen, a projector, and access to the internet.

Survey data will be collected using an automated response system, TurningPoint that will allow the program to collect evaluation data that is completely anonymous to ensure confidentiality. Data will be uploaded using the same system for evaluation purpose, where it will be compiled and stored for narrative and program update uses by the program coordinator.

In the event of photos of the workshops being taken and used all participants will be asked to voluntarily sign 2 photo release forms, one for the University of Arizona, the other for First Things First. Any photos or images that contain participants that elected not to sign the form will be deleted from all memory storage and all print photos will be destroyed. No photos or images will be shared without the consent of the relevant parties, including but not limited to the participant, child, caregiver, and site director.

At this present time no potential workshop sites lie on reservation land. All sites fall within the Navajo/Apache First Things First Region, which encompasses the southern end of both counties, both the White Mountain Apache and Navajo Nation reservation lands are serviced by their own First Things First Regional Council, as such these sites are not available for service under this agreement. The community of Sanders, which is part of the Navajo Nation New Lands, is part of the service region, but any and all workshops that will be held in Sanders will be held at sites that are on Apache County land to ensure that we fall within our regional parameters.

Attachment D

IMPLEMENTATION PLAN: August 1, 2013 – June 30, 2014

Activities	Task	Person Responsible	Date Task Will Be Completed/Timeline	Support Documentation
Implement nutrition education/physical activity program for Navajo/Apache region to eligible clientele for 2014 program year	Provide Eat Right for Life nutrition/physical activity education opportunities for families with children 0-5. Conduct a minimum of 80 workshops using the Eat Right for Life curricula in the following communities: Holbrook, Heber, Snowflake, Show Low, Pinetop, Springerville, St. Johns, Vernon and Concho	Joyce Alves Juanita Waits Margine Bawden Jodie Humphrey Brenda Thompson	6/30/2014 Minimum of 8 workshops will be provided each month	Staff reports, attendance reports, extranet reports, FTF program reports and Narratives, AZNN Survey Results
	Develop strategies for program planning and implementation of nutrition education program.	Joyce Alves Margine Bawden Juanita Waits Jodie Humphrey Brenda Thompson	8/1/2013	Staff Reports, Narrative reports, outreach materials
Administer nutrition education FTF grant program	Communicate goals and progress to the primary and co-project directors through quarterly meetings, and with the instructional specialists through bi-monthly meetings	Margine Bawden	10/20/13, 12/20/13 1/20/14, 2/20/14, 4/20/14, 6/20/14	FTF program reports, AAP 5 logs, extranet reports
	Conduct staff meetings and provide staff support/resources/professional development opportunities for successful program implementation	Joyce Alves Juanita Waits Margine Bawden	10/20/13, 12/20/13, 1/20/14, 2/20/14, 4/20/14, 6/20/14	FTF program reports, AAP 5 logs, extranet reports, staff evaluations
	Provide Navajo/Apache Regional Council program updates	Margine Bawden	Twice a year	Program narratives, Council Meeting agendas, attendance sheets
	Provide monthly program data reporting and quarterly narrative reports to FTF as requested.	Margine Bawden	Quarterly: 10/20/13, 1/20/14, 4/20/14, 6/20/2014	FTF program data submission reports and quarterly narrative reports
	Attend all Navajo/Apache grantee meetings	Margine Bawden	Bi-monthly	Narratives, data reports, meeting agendas and attendance sheets

Develop outreach and marketing plan for Eat Right For Life nutrition education program	Establish marketing goals and objectives for program awareness and participant recruitment. Submit all materials to FTF Communications for approval.	Joyce Alves Margine Bawden Juanita Waits	8/30/2013	Marketing Plan and materials
	Develop and distribute marketing materials to potential program sites	Margine Bawden Jodie Humphrey Brenda Thompson	Materials will be distributed on a Monthly basis	Marketing Plan and Materials
	Participate in community special events in partnership with communities and state organizations to promote awareness and opportunities for nutrition information and education for families with children 0-5.	Joyce Alves Juanita Waits Margine Bawden Jodie Humphrey Brenda Thompson	6/30/2014	FTF program reports, FTF program updates, staff reports
Recruit potential program participants	Target families of children 0-5 who participate in WIC, Head Start, Healthy Steps, and Health Start and other similar organizations that target parents and children 0-5. Develop relationships with potential site venues through site visits and communication; distribute marketing materials to site venues, fellow grantees, community network teams, community programs and events.	Jodie Humphrey Brenda Thompson Margine Bawden	08/01/13-6/30/14	Staff reports, program narratives
	Collaborate with WIC, Head Start, Healthy Steps, Health Start, community network teams, fellow FTF grantees for program promotion	Margine Bawden Jodie Humphrey Brenda Thompson	8/01/13-6/30/14	Staff Reports, Program Narratives
	Attend community events to promote Eat Right for Life and provide an overview and introduction of the program. In addition provide nutritional resources and handouts to attendees.	Jodie Humphrey Brenda Thompson Margine Bawden	8/1/13-6/30/14	Program Narratives, Sign-in sheets, staff reports, agendas
Enhance and provide nutrition education to families by utilizing culturally and linguistically	Selection of curriculum and educational materials based on needs of low-income, limited literacy, and non-English speaking clientele	Margine Bawden Juanita Waits Joyce Alves	08/1/13	Curriculum materials and handouts

appropriate nutrition lessons/handouts	Select research and evidenced based curriculum	Margine Bawden Juanita Waits Joyce Alves	8/1/13	Curriculum Materials and Handouts
	Obtain translation assistance for classes and class materials when needed	Jodie Humphrey Brenda Thompson Margine Bawden	8/1/2013-6/30/14	Curriculum Materials and Handouts
Provide information on public health insurance programs for uninsured families whose children are eligible.	Provide referrals to health care organizations and other public services for clientele	Jodie Humphrey Brenda Thompson	8/1/13-6/30/14	Curriculum Materials and Handouts, Narrative Reports
	Partner with the University of Arizona Nutrition Network program to provide on-going training and resources for the Eat Right for Life class and instructional specialists in the region.	Joyce Alves Juanita Waits Margine Bawden	12/30/13	Program Narrative Reports
Evaluation of services	Partner with the University of Arizona, UANN program (University of Arizona Nutrition Network) to provide the single session surveys that have been developed for evaluation of nutrition education programs for youth and adults	Margine Bawden Joyce Alves Juanita Waits	8/1/13	Program Narrative
	All staff will receive the IRB and TurningPoint training needed to administer the surveys to the participants	Margine Bawden	8/1/13	Program Narrative
	At each workshop instructional specialists will administer the appropriate single session survey, relevant to the workshops content, using the TurningPoint software	Jodie Humphrey Brenda Thomson	Surveys will be administered following each workshop, start date of 8/1/13, end date of 6/30/14	Narrative Reports
	Compile and evaluate all survey results using the TurningPoint software and share results with fellow grantees and Regional Council Members.	Margine Bawden	Surveys will be evaluated monthly, data results will be shared as requested by the council	Narrative Reports