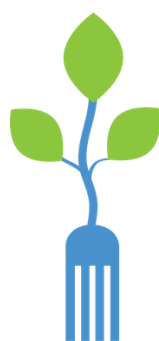


TRAINING AND TECHNICAL ASSISTANCE



C E N T E R
FOR WELLNESS
AND NUTRITION

EDUCATION | TRAINING | ADVOCACY | EVALUATION



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INTRODUCTION

The Public Health Institute Center for Wellness and Nutrition (PHI CWN) is a national leader in developing programs, tools, and training using an equity framework to reduce the risk of preventable health conditions, especially among vulnerable communities. Through education, engagement, environmental changes, policy development, and research and evaluation, we work to make health accessible for all. PHI CWN is dedicated to building capacity and leadership through technical assistance and training in communities and institutions to authentically engage people to advocate for their health.

With a mission to build capacity and leadership in communities and institutions that is accessible for all, PHI CWN delivers tailored training and technical assistance to support individual and organizational capacity to meet their most pressing community challenges. PHI CWN trainers anchor efforts in proven community-based strategies and adult learning theories using a variety of methods and resources to deliver interactive, engaging, thought-provoking instruction and pragmatic learning experiences. Primary areas of expertise include healthy food access initiatives, school wellness, food and nutrition security, community and youth engagement, strategic partnerships, and policy, systems, and environmental changes.

PHI CWN has over 20 years of experience working directly with and providing training and technical assistance for Supplemental Nutrition Assistance Program-Education and Center for Disease Control and Prevention funded projects, and other public and private funding to address chronic disease and obesity prevention, food and nutrition security, community engagement, and strategic partnerships and has successfully adapted approaches to work in a virtual world. Training and technical assistance can be tailored to suit specific needs and are available in Spanish, in-person (when safe), and/or virtually.

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THE BASICS

Nutrition Education 101

A science-based course that aligns with the Dietary Guidelines for Americans and [MyPlate](#) messaging. The [Dietary Guidelines for Americans](#) (DGA) is the Nation's go-to source for nutrition advice. Published every five years for public health professionals, each edition of the DGA reflects the current body of nutrition science. MyPlate illustrates the five food groups that are the building blocks for a healthy diet using a familiar image. Content will be customized to meet the client's needs.

Participants will:

- Learn the latest science-based nutrition recommendations for Americans
- Utilize MyPlate messaging, tools, and resources to plan nutrition education for clients.
- Practice tailored approaches to engage different audiences in nutrition education classes.

Policy, Systems, and Environmental Change Strategies 101

Policy, systems, and environmental (PSE) change strategies can be integrated with your nutrition education and social marketing activities to improve community health and increase access to healthy foods and beverages. PSE can enrich and expand the reach of current health prevention efforts and engage diverse stakeholders to improve health.

Participants will:

- Learn best practices to engage community partners and residents in identifying PSE change strategies.
- Identify evidence-based PSE strategies for specific venues such as schools, retail stores, and worksites.
- Explore model policies that increase access to healthy foods and beverages and sustainable change.

Physical Activity 101

A science-based course that is based on the [Physical Activity Guidelines for Americans](#) (PAG). PAG provides guidance on how children and adults can improve their health through physical activity based on the latest science. Learn ways to help staff and clients understand the benefits of physical activity and how to make it a part of their regular routine.

Participants will:

- Learn the current recommendations for physical activity for children and adults.
- Use culturally appropriate physical activity resources and messaging
- Identify a variety of ways to incorporate physical activity throughout the day at home, work, and school.
- Explore environmental cues to increase physical activity opportunities.

NUTRITION EDUCATION

Cooking Matters Curriculum

Cooking Matters, a campaign of Share Our Strength uses evidence-based educational materials to teach participants nutrition, meal preparation, grocery shopping, and food budgeting. Participants practice fundamental skills, including proper knife techniques, reading food labels, and making a healthy meal for a family of four on a \$10 budget. Cooking Matters courses target adults, youth, families, and childcare professionals. Community partners that serve low-income individuals and families can be trained on the specialized six-week course curriculum. Or our training bilingual educators can implement the curriculum for you. Contact us for more information related to nutrition education services.

SCHOOL WELLNESS

School Wellness Council: Facilitation Support

Is your school wellness council in need of facilitation support to help identify and prioritize health and wellness components for a more comprehensive district and/or school-site Local School Wellness Policy (LSWP)? Does your school wellness council need support in communicating, implementing, or evaluating its LSWP? Public Health Institute Center for Wellness and Nutrition (PHI CWN) can facilitate the process to help your district and/or school-site wellness council revise, strengthen, and identify strategies to communicate, implement, and evaluate your LSWP.

School Wellness Policy 101

This training provides participants with the understanding of how to advance a stronger, more comprehensive LSWP that not only meets but exceeds state and federal requirements leading to healthier school environments.

Topics covered include:

- Local School Wellness Policy overview and requirements
- The Whole School, Whole Community, Whole Child approach to wellness
- Smart Snacks in Schools Competitive food and beverage standards
- California physical education requirements and opportunities for physical activity
- The process to develop an Action Plan for change

School Wellness Policy 201

Expanding upon the School Wellness Policy 101, which provides an extensive overview and purpose of LSWP, the School Wellness Policy 201 is a training that provides participants a hands-on approach to 1) identifying and prioritizing policy elements and 2) developing an implementation plan that includes strategies for communication and monitoring.

School District Leadership and Stakeholder Convening

Bring together school district leadership – board members, superintendents, and wellness champions – to increase knowledge and skills. These convenings provide technical assistance and resources needed to support districts to effectively develop, update, and implement the Local School Wellness Policies, increase understanding of the Whole School, Whole Community, Whole Child Framework, and create a network in which the participating districts monitor their performance, share practices, and develop accountability for comprehensive and ongoing policy implementation. Through a one-time training or an initiative designed by expert staff to meet community needs, (virtual or in-person), PHI CWN can support your LSWP priorities.

Parents in Action! – Engaging Parents to Advance the Local School Wellness Policy

Utilizing PHI CWN's *Parents in Action: A Guide to Engaging Parents in Local School Wellness Policy* and *Parent Lesson Plans: Advocating for Healthier School Environments*, PHI CWN's Parents in Action! Training provides participants with a process for engaging parents to advance the improvement of the school environment, increase access to healthy food and beverages, and physical activity opportunities through the LSWP. PHI CWN provides two options of this training that can either be provided directly to parents or as a train-the-trainer session for those working with parents and other stakeholders.

The six Parent Lessons are:

1. Health Happens Here: Parents and Schools Working to Improve Student Health
2. Foods and Beverages on Campus
3. Promoting Healthy Beverages on Campus
4. Physical Activity on Campus
5. Opening Up the Campus for Community Use
6. Parents Taking Action in Schools

Promote Physical Education and Physical Activity at School

This train-the-trainer session equips participants to deliver a one-hour lesson with parents. At the end of the lesson, parents will be able to state the benefits of daily physical activity, differentiate between physical activity and physical education, and identify barriers and potential solutions to increased physical activity at school.

Promote School Meals and Healthier Competitive Foods and Beverages

This train-the-trainer session equips participants to deliver a one-hour lesson with parents. At the end of the lesson, parents will be able to describe the school nutrition programs that provide food and beverages to students as well as the nutrition standards for competitive food and beverages per the California Nutrition Standards and United States Department of Agriculture's Smart Snacks in Schools.

Promote Healthy Beverages at School

This train-the-trainer session equips participants to deliver a one-hour lesson with parents. At the end of the lesson, parents will be able to understand the link between sugary drinks and overweight and obesity, identify what sugary drinks are still allowable in schools, calculate the amount of sugar in beverages, and advocate for healthier beverages in their child's school and district.

HEALTHY BEVERAGE SOCIAL MARKETING CAMPAIGNS

The following training options build from one another starting from a basic introduction to creating a campaign to educating the community, increasing access, ending with policy and change.

Introduction to Healthy Beverage Campaigns

This workshop provides participants with an understanding of the essential elements of a successful healthy beverage campaign that supports the increased consumption of water and decreased consumption of sugar-sweetened beverages. This session highlights California's Supplemental Nutrition Assistance Program-Education, CalFresh Healthy Living, healthy beverage campaign, Rethink Your Drink, including its formative research, history, key messages, and impact. This training session includes a discussion on implementing a healthy beverage campaign in a customizable fashion that meets funder-specific guidelines as well as integration with other nutrition education initiatives in various settings.

Participants will learn to:


- Utilize existing research to build an evidence-based healthy beverage campaign.
- Follow best practices for implementing a healthy beverage campaign.
- Incorporate a healthy beverage campaign into an existing policy, systems, and environmental change strategies.

Community Education on Choosing Healthy Beverages

Using the Rethink Your Drink curriculum and resources that align with Dietary Guidelines for Americans recommendations, this train-the-trainer workshop will help participants facilitate the Rethink Your Drink curriculum with the community, including adults, youth, and children. The entire lesson and handouts are available in English and Spanish.

Participants will learn to:

- Describe how healthy beverages fit into the MyPlate dietary recommendations.
- Understand the link between sugary drinks, obesity, and type 2 diabetes.
- Identify types of sugary drinks in their diets.
- Calculate the amount of sugar in beverages they commonly drink.
- Identify drinks with less or no added sugar.



The lesson includes interactive activities to practice skills such as identifying sugar in Nutrition Facts Labels and making calculations to change grams of sugar to teaspoons of sugar. Sharing flavored water samples and recipe cards with participants during breaks encourages them to create flavored water to replace sugary drinks. A PowerPoint presentation used for training instructors will be shared and can be adapted for use when leading the lesson.

Improve Access to Healthy Beverages through Policy, Systems, and Environmental Changes

Would you like to make it easier for people to choose healthy beverages? In this session, we will discuss specific policies that support healthy drink choices, environmental changes to improve access to free drinking water, and systems changes that make healthy choices more affordable.

Participants will learn to:

- Learn best practices to engage the community in identifying the types of changes needed to support healthy beverage choices.
- Get an introduction to healthy beverage nutrition education resources.
- Hear about successful strategies to improve access to healthy beverages in worksites, schools, and community settings.

HEALTHY RETAIL AND FOOD ACCESS INTERVENTIONS

Introduction to Healthy Retail

What is healthy food access? In this workshop, tools and resources will be introduced and shared with participants to assist with effective food system interventions. This training can be customized to meet your specific needs.

Participants will learn to:

- Learn about why improving access to healthy foods is a critical component of nutrition education and obesity prevention work, particularly among low-income consumers.
- Get an overview of strategies for working with food retail stores and farmers markets to improve access to healthy foods and hear success stories from the field.

Utilizing Harvest of the Month™ to Increase Healthy Food Access

Harvest of the Month™ (HOTM) is a nutrition education intervention designed to motivate communities to increase consumption and enjoyment of a variety of locally grown fruits and vegetables. It features ready-to-go tools and free resources for students, educators, families, and the community to engage in hands-on activities to explore, taste, and learn about the importance of eating fruits and vegetables. This interactive training can be customized to meet the needs of your community or organization.



Participants will learn to:

- Get an overview of the HOTM intervention and available resources.
- Identify successful strategies and best practices for incorporating HOTM into a variety of settings, including classrooms, cafeterias, retail stores, and other community-based locations.
- Participate in and replicate a taste testing demonstration.
- Identify collaboration and partnership strategies for gaining support in schools and the community.

Building Partnerships to Enhance Healthy Food Access

This training will prepare you to make connections with retailers by learning the art of behavioral economics, promotional marketing and merchandising strategies, and the best mediums for conveying information.

Participants will learn to:

- Gain perspective on what is important to retailers and what they value in a partnership.
- Coordinate and collaborate with other agencies and organizations that advocate for greater availability and access to healthy foods and beverages for community residents.
- Get to know the produce industry – Growers, Wholesalers, Packers, Commodity Boards, Community Supported Agriculture programs, and more to enhance your healthy food access efforts.

Evidence-Based Store Interventions

In this training, participants will learn effective strategies to influence shoppers' fruit and vegetable purchases within the store environment through Point of Purchase strategies such as merchandising materials, product placement, food demonstrations, and store tours. This training covers best practices, strategies, and resources which includes a discussion on working with retailers to utilize behavioral economics principles to increase sales of healthy items.

Participants will learn to:

- Gain the skills and knowledge necessary to conduct effective nutrition education through food demonstrations, which make it easy to reach low-income consumers for a reasonable cost.
- Learn how to conduct engaging and educational store tours for adults and children, which include information on how to shop healthy on a budget.
- Identify effective messaging strategies for reaching consumers in the store environment.

Improving Access to Healthy Foods in Corner Stores and Small Markets

Partnerships with corner stores and small markets can be vastly different from a partnership with a large grocery retailer.

Participants will:

- Learn best practices to engage with small, independent retailers and business owners.
- Learn how to implement a healthy store recognition program as a framework for your intervention.

- Identify community engagement strategies and partners to improve the sustainability of the intervention.
- Get an introduction to handling, storage, and produce marketing in small- or medium-size store environments.

Promoting Healthy Retail using Social Media Marketing Strategies

Use social media marketing strategies to promote healthy options in your community. Social media is a customizable, instant way retailers can reach and engage customers digitally. Retailers can use social media as a free marketing tool that allows for easy advertising. Marketing healthy foods and products online can support shoppers in making healthy purchases. The online promotion also supports businesses in reaching their customers and attracting new customers. Learn how to utilize social media to promote healthy products to shoppers and encourage healthy purchases at local retailers.

Farmers Market Interventions

A local food movement sweeping the nation, but not everyone is included equally. Even with new farmers markets opening in underserved areas, those with the most need for access to fresh healthy foods often feel that they are left out. Using an equity lens, Public Health Institute Center for Wellness and Nutrition can help you address these issues and how you can play a vital role in making your local farmers markets more accessible and affordable for non-traditional shoppers. Some of the areas we can support you in include:

- Successfully build partnerships to make farmers markets more welcoming for low-income shoppers.
- Increase acceptance of food and nutrition benefit programs available at farmers markets.
- Implement effective on-site education programs on how to use, cook, and store locally grown fruits and vegetables.
- Expand incentive programs to support low-income shoppers in maximizing their purchasing power.
- Utilize food navigators to increase sales and purchases of fruits and vegetables.
- Start a gleaning program with donations from the farmers market to a local food pantry.

COMMUNITY AND YOUTH ENGAGEMENT

Community Engagement in Action

This 3-hour interactive virtual training focuses on community engagement approaches, action planning, and resident skill building with an emphasis on health equity. Each attendee will receive a digital copy of the Public Health Institute Center for Wellness and Nutrition's (PHI CWN) newest *Community Engagement Toolkit: A Participatory Action Approach to Health Equity and Justice*.

Participants will be able to:

- Implement community engagement approaches that build trust with residents.
- Identify power and influence in their community and apply strategies that share power with community members.
- Conduct foundational activities utilizing a health equity lens with community residents to identify issues and solutions.

What is Equity vs Equality and How Do These Apply to My Work?

Understanding the difference between equity and equality is increasingly important in how we look at and implement our community-based work. Adjusting our efforts is needed as we work to increase support and reduce health disparities among the communities we serve.

At the end of this 90-minute training, participants will be able to:

- Define, compare, and contrast equity vs equality.
- Apply equitable practices into community intervention planning and implementation.

Advancing Health Equity and Racial Justice One Step at a Time

During this 1-hour training, we will explore the differences between equity and equality along with its increased importance in how we look at and implement public health initiatives. Learn how you can adjust your work to increase support and reduce health disparities among the communities you serve.

Participants will be able to:

- Define Healthy Equity and Racial Justice and describe how it relates to healthier communities.
- Examine tools, resources, policies, and practices that advance Health Equity and Racial Justice.

Community Engagement in Action: Reaching for Health Equity

This 2.5-hour training focuses on community engagement approaches, action planning, and resident skill building in a virtual environment with an emphasis on health equity.

Participants will be able to:

- Utilize the PHI CWN eToolkit – *Community Engagement: A Participatory Action Approach to Health Equity and Justice* and accompanying resources to advance community change.
- Conduct foundational Participatory Action Research activities to build trusting relationships with community members, organizations, and partners.
- Adapt 1-2 community engagement activities that can be done virtually with community members.

Youth-Led Participatory Action Research Orientation

This workshop is an introduction to Youth-Led Participatory Action Research (YPAR) as a youth engagement method for achieving community change. YPAR is a proven framework and model used to engage, empower, and activate youth on research to improve their schools, afterschool programs, communities, and/or service groups. YPAR is a model Supplemental Nutrition Assistance Program-Education (SNAP-Ed) program, as noted in the SNAP-Ed Strategies and Interventions Toolkit.

Participants will learn to:

- Apply this model to community change efforts by engaging young people and supporting their voices.
- Initiate the process of creating a plan for youth engagement in your community.
- Learn skills in the train-the-trainer approach that can inspire youth leadership.

Youth Engagement Training for Adults

Are you engaging youth as partners in your community change efforts? This training will provide adult staff with strategies and resources on how to engage young people effectively and authentically in efforts to create healthier environments.

Participants will:

- Constructively examine your current youth engagement design.
- Learn different strategies for involving youth in your programs.
- Explore approaches to increase youth ownership, leadership, and sustainability.

Youth Engagement Forum

The target audience for this training opportunity is youth groups currently working on a community change project. This workshop is an interactive collaborative day of peer-to-peer learning and sharing between young people who are actively working towards positive changes in their school or community. Bring together youth from miles apart or within the same community to learn what other young people are doing to support their communities either in-person or virtually, realize the collective impact of the work they are doing, and collaboratively build connections with other young leaders.

Youth will learn to:

- Participate in community-building activities and engaged learning.
- Engage in peer-led YPAR training.
- Reflect on successful youth work presented by youth teams.

Building Youth as Spokespeople for Community Change

This workshop is for adults working with young people in community change efforts to help build skills in storytelling and talking with decision-makers about changes that the community needs.

Participants will learn to:

- Implement activities that help prepare young people to be effective spokespeople for community change.
- Explore approaches to increase youth ownership, leadership, and ultimately youth opinions and ideas.

Engaging Youth in Creating Healthier School and Community Environments

Utilizing PHI CWN's *Playing the Policy Game* and other materials and resources, this training can be tailored and geared specifically for adult allies or youth, or a combination of both. Key concepts such as Youth Development, Youth Engagement, Youth-Adult Partnerships, and Action Planning will be covered. Similar to the *Parents in Action!* Training, PHI CWN provides a few options of this training to help adult allies and youth create healthier school and community environments through policy, systems, and environmental change strategies.

WORKSITE WELLNESS INTERVENTIONS

Worksite Wellness Overview

Every week hard-working Americans spend 40 hours and may eat up to 10 meals at work, often with little control over the food and drinks available. Many individuals spend more waking hours at work than at home making the workplace a natural venue for investments in health.

Participants will:

- Learn why worksite wellness interventions that promote healthy food access and physical activity opportunities are a critical component of supporting a healthy and productive workforce, particularly among low-wage workers.
- Learn how worksites can work with employees to select and prioritize healthy policies and practices.
- Get an overview of successful worksite wellness strategies and hear success stories from the field.

Six Simple Steps to Implement a Worksite Wellness Program

Worksite wellness programs help employers create a culture and environment at their workplaces that support healthy eating, improve fruit and vegetable consumption, and increase levels of physical activity among workers. This intensive and interactive training teaches strategies for implementing a worksite wellness program at the community level in six simple steps.

Participants will learn to:

- Implement education, policy, and environmental changes and provide community linkages that support employers and employees in creating and sustaining a healthier workplace.
- Tailor a program to meet the needs of business owners and their employees in essential industries like manufacturing, retail, hospitality, food service, and agriculture.

EARLY CHILDCARE AND OUT-OF-SCHOOL TIME/AFTER SCHOOL

Center Leadership, Staff and/or Parent and Caregivers to Advance Policy, Systems, and Environmental Changes

This training engages early childcare or out-of-school time/afterschool personnel to develop and implement policies and practices that support healthy early childcare or out-of-school time/afterschool environment. Topics include best practices, programs, and policies for nutrition including food, snacks, and beverages with approaches for increasing children's physical activity and reducing screen-time in these settings.

RX PROGRAMS

Produce Prescription (Produce Rx)

Produce Rx programs enable health care providers to distribute vouchers for free or discounted produce to patients living with, or at risk of, diet-related health conditions such as diabetes or hypertension. Mounting evidence indicates that Produce Rx programs can improve health outcomes for individuals reducing the financial burden of maintaining a healthy diet. We can provide training on how to start a Produce Rx, partner with you on your Produce Rx program, or provide full administrative management of your program. Contact us for more information.

Outdoor and Park Prescription (ParkRx)

A walk in the park - just what the doctor ordered! Being outside helps reduce stress, depression, and anxiety – but not all communities have access to, or feel welcomed, in nature spaces. Learn how Park Prescription (ParkRx) programs are bringing new audiences to parks to enjoy the health benefits of nature.

Participants will learn to:

- Scientific evidence about the mental and physical health benefits of time in nature.
- How agencies across the nation and internationally are developing programs to promote park usage.
- How to create green equity and welcoming park experiences to get non-traditional park audiences out into nature.
- How to partner with health, healthcare, and park agencies to create a ParkRx program.

Designing a ParkRx Program – Meeting Facilitation Series

Park Prescription programs should be tailored to meet the interests of the community and draw upon the park and health care partners' interests and strengths. Through a series of facilitated workshops (virtual or in-person), Public Health Institute Center for Wellness and Nutrition can guide your "Health in Nature" collaboration to design a ParkRx program that gets both the community residents and health care providers excited about going to parks – either alone, with your family, or as a group. Special attention will be given to collecting evaluation data to demonstrate impact with an eye towards sustainability and considerations for scaling-up.

FOOD AND NUTRITION SECURITY

Emergency Food Benefit Programs

Did your county receive federal or local emergency food assistance funds? The Public Health Institute Center for Wellness and Nutrition can do full program administration of your program – from identifying the most appropriate food benefit distribution mechanism (i.e., gift cards, food boxes, online ordering), identifying and training trusted community-based organizations to enroll participants, managing enrollment systems, contract and fiscal management, evaluation, and reporting. We are also available for consulting or information sessions to help you plan your grant or project.

PARTNERSHIPS AND COALITION BUILDING

The Public Health Institute Center for Wellness and Nutrition has extensive experience helping local and state coalitions to create strategic goals and identify common causes that resonate with all participants. We assist groups in developing action plans, identifying new partnerships, and engaging community residents. We can help support your partnership and coalition-building needs through training, facilitation, and technical assistance. PHI CWN can assist you in the following areas:

Participants will learn to:

- Define and refine current goals
- Facilitate and provide direction for the group to accomplish goals
- Customize activities based on the group needs
- Identify partners that can help achieve your goals
- Gain community support

State Nutrition Action Councils

Convening state-level agencies to identify and implement programs to reduce obesity is a key strategy in improving the health of communities. Various state-level agencies receive funding to do nutrition and food security work. Collaboration allows organizations to work jointly to accomplish a united vision and mission using shared resources. PHI CWN can provide training and technical assistance services to help you maximize state resources to reduce health disparities in your state.

PHOTOVOICE

Photovoice: Storytelling for Change through Photos

The purpose of this 90-minute training is to provide participants with an overview of what Photovoice is and how to utilize this community engagement tool as a way for community residents, youth, and others, tell their story for change through photos in the context of Supplemental Nutrition Assistance Program-Education, CalFresh, and/or other food access projects.

Photovoice and Social Media Training

This 90-minute virtual training, geared for youth and young adults, will explore how photovoice can be used to support community voice and promote positive change via social media. Participants will reflect on the power of a photo from an individual or community's perspective, gain informative tips on how to take good photos, and consider a variety of ways that a photovoice project can be implemented with virtual online tools and social media outlets.

GEOGRAPHIC INFORMATION SYSTEM MAPPING AND GEOSPATIAL DATA ANALYSIS

- Need a map to determine eligible census tracts or ZIP codes for your work, e.g.: <185% federal poverty level census tracts for SNAP-Ed eligibility?
- Exploring census data or health indicator data for a grant or project planning?
- Need an image of how city boundaries overlay with ZIP codes or congressional districts?
- Want an interactive public map that shows your nutrition education or summer meal site locations?

The Public Health Institute Center for Wellness and Nutrition can create maps for you to use internally or accessible by the public for a one-time snapshot or with ongoing updates. Contact us to discuss how we can support your public health geographic information system needs.

TECHNICAL ASSISTANCE AND CONSULTING SERVICES

In addition to the specific training offered, the Public Health Institute Center for Wellness and Nutrition (PHI CWN) is also available to provide ongoing technical assistance and consultative services to your nutrition and physical activity education, social marketing campaigns, and policy, system, and environmental change interventions.

Services can be provided through telephone or video calls, in-person consultations, or webinars to provide expert consultation and guidance. Let us know your needs and we will work to develop a tailored support program for you.

Ongoing Technical Assistance Offerings

- **Technical Assistant Monthly Calls:** PHI CWN can establish reoccurring touchpoints with programs that are implementing new initiatives. Calls are designed to be project-specific technical assistance calls that support methods and brainstorm through barriers to assist on an individual basis as needed. Calls are typically scheduled in regular intervals such as monthly, bimonthly, or quarterly. This is more time-intensive support that typically results in more success when implementing new interventions. This can be offered to individuals or project teams.
- **Coordinated Open Office Hours:** PHI CWN can provide an alternative technical assistance delivery method by designating a specific time for project staff to "drop-in" to discuss challenges and barriers around program implementation activities. This would be facilitated on an as-needed basis to further build relationships and overcome program implementation hurdles.
- **Community of Practice Virtual Meetings:** PHI CWN can host 60 to 90-minute quarterly structured virtual calls for agencies implementing similar initiatives to share experiences, successes, and lessons learned at a statewide or regional level. Calls are designed to be content-specific and allow for opportunities for peer-to-peer learning. Local projects genuinely appreciate going through processes together and hearing from their peers.

EVALUATION SERVICES

The Public Health Institute Center for Wellness and Nutrition offers a wide range of services to help you measure your program's effectiveness and help you gather the right information to create a compelling case for funders, media, and other stakeholders.

Our experts at PHI CWN can provide the following services:

- Develop evaluation processes for new and existing projects.
- Qualitative and quantitative data collection, cleaning, and analysis.
- Develop data collection instruments, data entry templates, report forms, and training materials.
- Conduct outcome and impact evaluations on social marketing campaigns, direct project interventions, and pilot projects.
- Conduct formative research for program development.
- Build the capacity of your staff to participate in ongoing project evaluation efforts.

MARKETING AND COMMUNICATION SERVICES

With experience in brand strategy, creative development, and campaign creation, the Public Health Institute Center for Wellness and Nutrition leverages its creative and social expertise to deliver unique and customized services.

Our experts at PHI CWN can provide the following services:

Branding

- Brand Style Guides
- Collateral and Materials
- Icons and Illustrations
- Visual Identity
- Brand Strategy
- Logo Creation

Messaging

- Brand Narrative
- Copywriting
- Brand Voice and Tone
- Editorial Calendars

STAY IN TOUCH



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