

**Golden Belt Community Foundation
Request for Proposal**

**Policy, Practice, and Environmental Changes to Promote
Physical Activity and/or Healthy Eating**

Mission

This RFP is designed to help communities identify and change policies, practices and environments associated with being physically active or making healthy eating easier. Although education and programming applications will still be accepted, the RFP emphasizes policy, practice and environmental changes that influence the environments in which physical activity and healthy eating take place.

Policy approaches may pertain to laws, ordinances, resolutions, mandates, regulations or rules. They may be from formal public policies to policies and practices in schools, worksites, places of worship or other organizations.

A **practice** is a frequent or usual action or habit by individuals, organizations or institutions.

Environmental changes involve physical changes that impact the social or physical environment such as housing, urban development, transportation, business, industry and agriculture.

Background

Golden Belt Community Foundation is in its final year for their Nutrition and Physical Activity (NPA) initiative funded by the Kansas Health Foundation as part of the “change somethingSM.” campaign. The project is aimed at creating healthy communities by emphasizing better nutrition and increased physical activity.

Through a four county-wide community convening process, Golden Belt Community Foundation facilitated the formation of a community plan in 2007. The plan was started by the community, *for the community*, to set goals and focus on issues and strategies that are important to the Golden Belt Region as its communities become healthier places to live, work, educate, and play.

The vision and mission of the community plan are as follows:

Vision: *Healthy and physically active people in Rush, Stafford, Barton, and Pawnee counties.*

Mission: *To improve nutrition and increase the physical activity of all people in the four-county area to enhance quality of life.*

The past three years of this initiative have made a vast impact on the lives of all community members in the Golden Belt region in some way and we want to continue to be an advocate in the field of Nutrition and Physical Activity. One way of sustaining the positive momentum that has been built over the past years in the field of NPA is by working further to develop policy, practice and environmental changes that will positively effect the members of the Golden Belt Region in a more sustainable and permanent way.

During the Spring of 2010, the Central Kansas Partnership (a 5 county coalition whose mission is to join in a common effort to build healthy and safe communities, reduce the risks of alcohol, tobacco and other drugs, and promote healthy attitudes and behaviors) conducted a health and wellness survey with funds received from a Recognition Grant funded by the Kansas Health Foundation.

The survey's purpose, conducted by the Center for Economic Development and Business Research, W. Frank Barton School of Business, Wichita State University, was to identify residents' and workers' perceptions about and experience with nutrition and physical activity, and was conducted in Barton, Pawnee, Rush, and Stafford counties. The survey results, published in December, 2010, summarize key findings in the Golden Belt region pertaining to perceptions and experiences with and about nutrition and physical activity. ***This publication should be used as a tool and its findings incorporated, to assist in the grant writing process of this RFP.***

Golden Belt Community Foundation is also dedicated to the mission of inspiring, educating, and connecting community leaders in our region to help grow and make our towns stronger, more effective, and collaborative. It is this idea of individual and community leadership that is often sought and needed for a task such as policy, practice, and environmental change in the community regarding NPA. This leadership is what helps bring new conversations to the table, new ideas and ways of thinking/doing, and new approaches to solving deep daunting leadership challenges.

Sometimes, getting an individual or group of individuals to see a solution to problems through a new lens does not necessarily take a vast amount of money or a lot of programming. However, it may take identifying key leaders, convening the correct constituents to the table, research, and diagnosing situations in ways that were never thought of before.

Selection Criteria

As stated earlier, applications for NPA *programs* will still be accepted and reviewed by the grants committee. However, in this final year, the available funding is limited and we would like to make a sustainable impact as much as possible. For this RFP, preference will be given for the following:

- Applications pertaining to policy, practice, and environmental change(s) regarding NPA
- Incorporation and use of the findings from the Health and Wellness Survey, December 2010 (survey can be found at www.goldenbeltcf.org)
- Collaboration with two or more entities to effect change on a more regional level
- The ability to demonstrate past performance effecting (or attempting to effect) policy, practice, and environmental change. (Preferably in the areas of NPA.)
- The ability to leverage funds

Ineligible Activities

The Golden Belt Community Foundation generally does not make grants for the following:

- Religious activities (Religious organizations may be supported if the program or project will serve the entire community regardless of religious affiliation)
- Lobbying or any other activity of a political nature
- Individuals
- Endowment or to retire indebtedness
- Annual campaigns
- General operating expenses or special events
- Bricks & mortar
- Travel for individuals or groups such as bands, sports teams, or classes

Technical Assistance

Golden Belt Community Foundation highly recommends taking advantage of the knowledge we have received regarding NPA throughout the past three years. If you feel you need clarification during this process, we will make ourselves available to you and work with you to provide answers to frequently asked questions, and resources and materials for you to utilize.

Who Can Apply?

Applications now are being accepted from qualified 501(c) (3) non-profit organizations and public institutions, including schools, clubs, and civic/community organizations. Funds are available for projects/programs and

policy, practice and environmental change(s) *directly* related to nutrition and physical activity.

To apply, please fill out the attached grant application in its entirety and attach the required documents that are needed listed on the Grant Checklist page. The deadline for this grant application is: May 2, 2011.

Range of Grant Awards

Grant funds are limited and the range of grant proposals may vary widely. We hope to fund as many well formulated and thought out grants as possible that meet the specified requirements while being limited to our final year funding of approximately \$40,000.

There will be no multi-year funding opportunities for this RFP.

Evaluation

In order to be considered, applications *must* include an evaluation component. All requests should clearly define the desired goals or outcomes of the proposed application, as well as how data will be collected to measure the success of the project.

Grant Making Policy

The Grants Committee and the Board of Directors of the Golden Belt Community Foundation oversee and approve all grant making and awarding of grants for charitable purposes to qualified 501(c)(3) non-profit organizations and public institutions, including schools, clubs, and civic/community organizations.

Project proposals must have a *direct* relation to physical activity and nutrition, and benefit the communities within Barton, Pawnee, Rush, and Stafford counties without discrimination based on race, religion, gender, age, or national origin.

Whom shall I contact with additional questions? Kristy Rupe, Program Officer, Golden Belt Community Foundation, 620-792-3000 or krupe@goldenbeltcf.org.

The Golden Belt Community Foundation is a philanthropic organization established by and for the residents of Barton, Pawnee, Rush, and Stafford counties. A dedicated Board of Directors and Founding Donors truly believe that what we do today determines tomorrow. Our mission is to work, plan, and invest today for a more secure, improved, and better tomorrow.

Selected Resources for the Policy, Practice, and Environmental Changes to Promote Physical Activity and/or Healthy Eating RFP

General Resources

- Health and Wellness Survey, December 2010. Survey results and findings:
www.goldenbeltcf.org

- MMWR, July 24, 2009, Recommended Strategies and Measurements to Prevent Obesity
www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm
http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf
<http://www.cdc.gov/healthyplaces/about.htm>
<http://www.thecommunityguide.org/nutrition/index.html>
<http://www.thecommunityguide.org/pa/environmental-policy/index.html>

- MAPPS Intervention for Communities Putting Prevention to Work
http://www.cdc.gov/chronicdisease/recovery/docs/MAPPS_Intervention_Table.pdf
<http://www.phlpnet.org/healthy-planning> (tools that address the CDC MAPPS Categories Nutrition & Physical Activity)

- IOM, Action Steps for Local Governments to Prevent Childhood Obesity, *Local Government Action to Prevent Childhood Obesity*, a practical guide for government officials at the city, town, township or county level who want to take action to address healthy eating and active living. This report recommends 58 action steps organized under 15 broad strategies. In addition, the IOM Committee also highlighted 12 of the most promising strategies across the report.
<http://www.rwjf.org/childhoodobesity/product.jsp?id=47908>
www.iom.edu

- White House Task Force on Childhood Obesity Report to the President – 70 recommendations for reducing childhood obesity
<http://www.letsmove.gov/obesitytaskforce.php>
<http://www.letsmove.gov/>

- CDC Healthy Communities Programs:
www.cdc.gov/healthycommunitiesprogram

- Strategic Alliance for Healthy Communities
<http://www.cdc.gov/healthycommunitiesprogram/communities/sah/index.htm>

- ACHIEVE
<http://www.cdc.gov/healthycommunitiesprogram/communities/achieve/index.htm>

- Pioneering for Healthy Communities

<http://www.cdc.gov/healthycommunitiesprogram/communities/phc/index.htm>

- REACH U.S.

<http://www.cdc.gov/healthycommunitiesprogram/communities/reach/index.htm>

- Steps Communities

<http://www.cdc.gov/healthycommunitiesprogram/communities/steps/index.htm>

- Community Health Assessment aNd Group Evaluation (CHANGE): Action Guide and Tool Downloads. CHANGE can be used to gain a picture of the policy, systems, and environmental change strategies currently in place throughout the community; develop a community action plan for improving policies, systems, and the environment to support healthy lifestyles; and assist with prioritizing community needs and allocating available resources

<http://www.cdc.gov/healthycommunitiesprogram/tools/change/downloads.htm>

- Robert Wood Johnson Foundation: www.rwjf.org

- Center to Prevent Childhood Obesity www.reversechildhoodobesity.org ;

<http://www.reversechildhoodobesity.org/legislation>

- Leadership for Healthy Communities www.leadershipforhealthycommunities.org

Advances policies to support healthy eating and active living. Supports local and state government leaders in their efforts to reduce childhood obesity through public policies that promote active living, healthy eating and access to healthy foods.

- Healthy Kids, Healthy Communities: Healthy Kids, Healthy Communities

www.healthykidshealthycommunities.org

http://www.rwjf.org/files/applications/cfp/cfp_HKHC2008.pdf Coalitions conducting assessments to identify barriers, and developing and implementing plan for environment and policy change.

- LiveWellColorado www.livewellcolorado.org - A statewide initiative aimed at reducing overweight and obesity rates and related chronic disease in Colorado. LiveWell Colorado promotes equal opportunities for healthy eating and active living through policies, programs, and environmental changes throughout Colorado.

- Kansas Department of Health and Environment, Bureau of Health Promotion,

<http://www.kdheks.gov/bhp/index.html>

- Shape Up Somerville (SUS) a city-wide campaign to increase daily physical activity and healthy eating through programming, physical infrastructure improvements, and policy work. The campaign targets all segments of the community, including schools, city government, civic organizations, community groups, businesses, and other people who live, work, and play in

Somerville. <http://www.somervillema.gov/Division.cfm?orgunit=SUS>

- National Policy and Legal Analysis Network -- Provides focused legal research, model policies, fact sheets, toolkits, training and technical assistance to explain legal issues related to public health to help create strong childhood obesity policy interventions <http://www.nplanonline.org/>

- Policy Link – A national research and action institute advancing economic and social equity by Lifting Up What Works
http://www.policylink.org/site/c.lkIXLbMNJrE/b.5136633/k.F267/PolicyLink_Center_for_Health_and_Place.htm

- Convergence Partnership – A collaboration of funders who work toward the shared goal of changing policies and environments to promote healthy living. The following link connects to their 'Strategies and Tools' page.
http://www.convergencepartnership.org/site/c.fhLOK6PELmF/b.3917599/k.7472/Strategies_and_Tools.htm

- National Conference of State Legislatures- See the following link for trends in recent legislation:
http://www.leadershipforhealthycommunities.org/images/stories/promoting_healthy_communities_and_preventing_childhood_obesity1.pdf

Additional Resources Specific to Healthy Community Design

- The Community Guide – Environmental and Policy Approaches for Promoting Physical Activity <http://www.thecommunityguide.org/pa/environmental-policy/index.html>

- National Complete Streets Coalition – www.completestreets.org . The coalition seeks to transform roads and streets through planning, design and construction. Complete Street policies direct transportation planners and engineers to design with all users in mind

- Policy recommendations from the National Policy and Legal Analysis Network to Prevent Childhood Obesity (NPLAN) www.planning.org/research/streets/

Additional Resources Specific to Access to Healthy Foods

- The Leopold Center www.leopold.iastate.edu -- The Leopold Center is a research and education center with statewide programs to **develop sustainable agricultural practices** that are both profitable and conserve natural resources.

- The Philadelphia Food Trust www.thefoodtrust.org . The “Our Projects” tab lists several initiatives including The Healthy Corner Store Network, Greening Grocery, and Fresh Food Financing Initiative.

- Food Deserts: The National Academies Press, The Public Health Effects of Food Deserts (http://www.nap.edu/catalog.php?record_id=12623) Research-based experiments and policy interventions to mitigate food deserts have included working with supermarket chains to determine new store sites in underserved areas, providing incentives to small-store owners to improve offerings, and encouraging the growth of farmers' markets that can improve access to fresh produce and possibly also accommodate payment with government nutrition assistance programs from the Supplemental Nutrition Assistance Program and the Special Supplemental Nutrition Program for Women, Infants, and Children.

http://books.nap.edu/openbook.php?record_id=12623&page=1

- Food Systems and Public Health: Linkages to Achieve Healthier Diets and Healthier Communities

<http://www.informaworld.com/smpp/content~db=jour~content=a917704809>

Definitions of Healthful Foods

- Setting the Record Straight: Nutrition and Health Professionals Define Healthful Food. Refers to nutritional value as well as to how food is produced, processed and transported.

<http://www.preventioninstitute.org/sa/settingtherecordstraight.html>

- Healthier foods and beverages include but are not limited to foods and beverages with low energy density and low calorie, sugar, fat, and sodium content as defined by IOM (11) Institute of Medicine. Preventing childhood obesity: health in the balance. Washington, DC: The National Academies Press; 2005. www.iom.edu/CMS/3788/5867/22596.aspx

- Sustainable Food: Report 8 of the Council on Science and Public Health
Healthy diets are rich in fruits, vegetables, and whole grains, and low in unhealthy fats, sodium, and added sugars, but they also support environmental sustainability, economic viability, and human dignity and justice. Unhealthy food systems are not sustainable, and contribute to the very health problems the health care system is trying to solve – at extraordinary costs both economically and in terms of quality of life. It is essential that health care organizations become both models and advocates of healthy, sustainable food systems that promote wellness and that “first do no harm.” **American Medical Association Report Executive Summary**