

Healthy Jacksonville Childhood Obesity Prevention Coalition
Healthy Kids, Healthy Jacksonville
Community Grants Request for Proposals (RFP)

Overview

Driven by the knowledge that where you live determines how you live, a new movement is building. It is spearheaded by local leaders and anchored by the belief that a broad array of communities and interests must be engaged. Advocating for equitable policies and practices to establish healthy communities, this movement draws from a broad framework, incorporating a community's physical, social, economic, and service environments. Traditional single-issue boundaries are being broken, forging new connections and alliances across diverse sectors. Efforts are underway to influence and change environmental factors so communities can thrive.

Over the past quarter century, the combination of sedentary lifestyles and poor nutrition has emerged as the nation's second-leading preventable cause of death, after smoking. Being overweight or obese significantly increases the risk of developing many of the leading causes of death in the United States, including heart disease, stroke, diabetes, and some forms of cancer. Symptoms of these conditions are now being seen in our children.

In Florida:

- Florida ranks 17th highest in type 2 diabetes, with 8.7% of the population affected, and it ranks 8th highest for the share of the population with heart disease.
- Florida ranks 17th in the prevalence of obese and overweight children between the ages of 10 to 17 years

- The prevalence of obesity among adults has increased 118% between 1990 and 2005.

- The social and economic consequences of the obesity epidemic threaten to overwhelm our health system unless we develop and implement comprehensive prevention strategies today.

Since complex systemic and environmental factors influence the choices people make about eating and exercise, education alone is insufficient to reduce obesity prevalence. Rather, research has shown that people living in neighborhoods where healthy food is available, walking and biking is safe, and parks and other community resources are easily accessed are much more likely to maintain healthy weight.

Healthy people require healthy places. The growing movement for healthy communities—with its push for an array of changes in the physical, economic, social, and service environments—holds great promise. Engagement, leadership, and a commitment to change will improve communities and allow people to live healthier lives.

The Blue Foundation for a Healthy Florida (TBF) launched the Embrace a Healthy Florida Initiative in 2008 to address the causes of childhood obesity, and seeks to partner with communities to advance their efforts to improve opportunities for healthy nutrition and regular physical activity. Through this effort TBF has provided funding to community grantees in five Florida communities to address childhood obesity.

Community Planning/Building

The Blue Foundation for a Healthy Florida, through their Embrace A Healthy Florida initiative, The Health Planning Council of Northeast Florida, the Duval County Health Department, and the Mayor's Council on Fitness and Well-Being all joined to support the Healthy Jacksonville Childhood Obesity Prevention Coalition as a lead entity to coordinate the development of *Healthy*

Kids, Healthy Jacksonville Call to Action to Reduce Childhood Obesity 2009. The Healthy Jacksonville Childhood Obesity Prevention Coalition coordinated, facilitated, and partnered with a wide array of community members and leaders. A community plan was crafted, linking current obesity efforts underway to augment synergy among various sectors, neighborhoods, languages, cultures, approaches, and disciplines. Over the past year, community grantees have implemented programs in Jacksonville to improve opportunities for healthy nutrition and regular physical activity with funding awarded by the **Blue Foundation** through their **Embrace a Healthy Florida** initiative to support community-based efforts and alliances that emerged from the planning process. The community guided the work, set priorities, and designed the strategies.

Purpose of the Community Grants Process

- To support local organizations, community coalitions, or faith-based organizations that provide community education and outreach on the importance of good nutrition, physical activity, and healthy weight for children and their families.
- To increase community access to physical activity opportunities (built environment) and activities.
- To increase access to healthy food and nutrition.
- To increase the consumption of healthy foods and the amount of physical activity children receive.
- To develop or strengthen collaborative efforts to implement local public policies that promotes physical activity and healthy eating.
- Grantees will be expected to continue their involvement with the Healthy Jacksonville Childhood Obesity Prevention Coalition.

Comprehensive Community Grants Approach and Strategy

This Request for Proposals (RFP) welcomes proposals that will advance the implementation of ***Healthy Kids, Healthy Jacksonville Community Call to Action to Reduce Childhood Obesity 2009***, to reduce and prevent childhood overweight and obesity by engaging the following stakeholders:

- Schools and after-school programs
- Early childhood advocates and providers
- Community, faith and youth organizations
- City of Jacksonville
- Healthcare systems and providers
- Media and marketing community
- Jacksonville employers

Applicants are encouraged to refer to ***Healthy Kids, Healthy Jacksonville Community Call to Action to Reduce Childhood Obesity 2009*** to review specific strategies and recommendations outlined under these seven areas. Proposals for these funds will identify specific recommendations outlined in the Call to Action. The Call to Action can also be found on the Duval County Health Department website.¹

This initiative invites proposals explicitly designed to create community environments and policies that support healthy lifestyles, specifically with regards to healthy food choices and opportunities for regular physical activity for children. We are looking to fund projects that:

- Implement the recommendations in ***Healthy Jacksonville Childhood Obesity Prevention Coalition's Call to Action to Reduce Childhood Obesity 2009*** on physical activity and nutrition;
- Integrate healthy food and physical activity into existing programs that serve infants through age 5;
- Increase the availability of affordable healthy food for the children of Duval County;

¹ <http://www.dchd.net>

- Increase the frequency, intensity and duration of physical activity at school and other settings that meet and surpass the state mandate of having at least 30 minutes of physical activity per day at least 5 days per week;
- Build the sustainability of these projects as well as the Healthy Jacksonville Childhood Obesity Prevention Coalition;
- Engage community members in the implementation of strategies, launching or expansion of programs, and/or
- Engagement of schools, school-linked models, and community in the implementation of existing policies that support access to healthy food choices and opportunities for physical activity
- Collaborative efforts among different organizations, especially across different sectors, to operationalize approaches in the interest of addressing childhood obesity.

Organizations Eligible for Support

Eligible recipients must have tax-exempt status as a 501(c) (3) organization with the Internal Revenue Service and be located in Florida. Grants must support activities and programs that address residents of Jacksonville or Duval County, Florida. Grants will not be awarded to: individuals; fundraising events or celebrations; political or lobbying organizations; fraternal or social organizations; religious organizations for religious purposes; Type III Supporting Organizations; private foundations; or to organizations that do not directly serve the residents of Duval County. We also take great care to assure that these funds do not directly finance health care services through insurance or other coverage mechanisms through its grants.

We are interested in working with programs that address: health disparities; disadvantaged communities; communities of color; issues of equity, and engaging parents.

Allowable Costs and Activities

The following types of activities and expenses as part of a proposed project:

- Salaries and benefits for staff
- Program supplies
- Conferences or symposia
- Equipment
- Printing, publications or media projects
- Office supplies
- Support of health professional training and workforce development
- Travel
- Indirect expenses
- Existing operating costs
- Support for community education activities that are consistent with Healthy Jacksonville Childhood Obesity Prevention Coalition's mission
- Consulting projects to help an organization improve its capabilities, capacity, efficiency and/or effectiveness

All interested parties are strongly encouraged to contact Laureen Husband to discuss their proposal. She can be reached by e-mail at Laureen_Husband@doh.state.fl.us.

Grant Amounts and Duration

The intent is to award a portfolio of grants of various sizes in the \$1,000 to \$10,000 (total award amount). Grant applications of more than the \$10,000 maximum are acceptable if the proposed project is to be implemented across multiple sites and or systems and the budget clarifies specific roles. Projects will be funded for one year. Approximately \$200,000 will be available in this current award program for Jacksonville/Duval County.

Funding decisions will be announced in February, 2011.

Proposal Instructions:

- **Four sets** of the complete application and **one set** of the Appendices (IRS tax-exempt letter, Board of Directors list, letters of support from partners, and audited financial statement) must be received no later than **5:00 p.m. on January 14, 2011**. Please send or deliver your application sets to: Laureen Husband, Director, Healthy Jacksonville Childhood Obesity Prevention Coalition, Duval County Health Department, 900 University Boulevard North, Suite 205, Jacksonville, FL 32211-9023.

A complete application is comprised of the following proposal sections presented in the following order:

A. Program Page (MS Word document below)

B. Project Narrative (4 double spaced pages maximum)

- A brief executive summary describing the purpose of the project
- Description of the project, including goals, objectives, activities, outcomes and measures of success. Please include timeframes for objectives
- Narrative should identify which stakeholders and strategies are being engaged
- Identify who will be responsible for project implementation. Include names and job titles, or job descriptions if someone will be hired into a position
- Other organizations, if any, that will be collaborating with you to achieve your goals, including the roles and responsibilities of each partner
- Itemized project budget, including anticipated expenses and revenue sources
- The proposed timeline for reaching defined benchmarks

Timeline – The project timeline must end within 18 months after the community grant award date.

C. Appendices

- Letters of commitment of support from other organizations that will be partnering in the effort
- List of Board of Directors
- IRS tax-exempt letter
- Audited financial statements or other statement of financial activities

Successful proposals will be notified in February 2011 by telephone call. Declined proposals will receive a letter by March 30 2011

Childhood Obesity Community Engagement Grants – Duval County 2010

Applicants must provide the following information to be considered for funding.

Program Page

Organization Name:

Mailing Address:

Fax Number: _____

Contact person (name, title) (someone with knowledge of the initiative to be funded and responsibility for funds requested; this person will receive all correspondence related to this proposal)

Telephone:

Email address:

Web site:

Employer Identification Number

Title of the program or project to be funded:

Description of the program or project to be funded: