



HEALTHTrust

Healthy People Healthy Places

RFP Information Session

Three Initiatives:

- Healthy Aging
- Healthy Communities
- Healthy Living

Four methods for advancing initiatives:

- Collaborations/partnerships
- Advocacy/policy
- THT run programs
- Grants

Healthy Living Initiative



- ❏ Expanding and enhancing community, school, and home gardens that increase availability and affordability of fruit and vegetables
- ❏ Advocating for and supporting health policies in city general plans that increase access to healthy food and physical activity
- ❏ Promoting organization and place-based policies and environmental changes for increased access to healthy food and physical activity

RFP Background



- ❑ Matching grant from Convergence Partnership Fund of Tides Foundation leverages Healthy Living grant funds
- ❑ Land Use/Built Environment and/or Food Access strategies
- ❑ Neighborhood/Community focus
- ❑ Grants up to \$200,000 and 16 months, appropriate to size and scope of project

Key Dates



 Intent to Apply: Friday, May 14, 2010

 Proposal Deadline: Friday, May 28, 2010

 Grant Decision: Friday, June 18, 2010

 Grant Period: July 1, 2010 through
October 31, 2011

Grant Goals:

- 🔄 Engage and mobilize neighborhoods/communities in policy and environmental change efforts to increase physical activity and healthy eating opportunities within a health equity framework
- 🔄 Implement policy and environmental change strategies that hold long-term promise to create healthy places and healthy people

Long-Term Outcomes:

- 🔄 Healthy eating is a part of every day life
- 🔄 Physical activity is a part of every day life
- 🔄 Overweight and obesity prevalence reduced

Short and Intermediate-Term Outcomes:

- 🔄 Determined by proposed project and theory of change

Eligibility Criteria



- ❏ A new policy or environmental change project
- ❏ An innovative strategy and/or approach
- ❏ A focus on a defined community or neighborhood which meets poverty, obesity and community capacity criteria
- ❏ Multi-field collaborative
- ❏ Community action plan component
- ❏ Health and equity outcomes
- ❏ Clear policy and environmental change targets
- ❏ Applicant and partners with an understanding of how community design, physical activity and healthy food access impact health and equity

Application Instructions



 RFP Cover Sheet

 Narrative (not to exceed 10 pages)

- Description of the applicant organization and partners
- Description of the proposed project
- Description of how the project meets the RFP criteria
- Description of the **process** to complete a community action plan for achieving goals and objectives

 Evaluation matrix

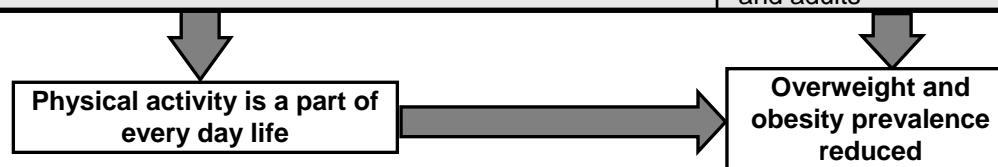
 Budget

- ❑ Goals and objectives consistent in the narrative and evaluation matrix
- ❑ Evaluation matrix complete and specific and consistent with the theory of change

Theory of Change (A)

PHYSICAL ACTIVITY THEORY OF CHANGE

Community Partners	Action Focus	Policy and Environmental Change Strategies	Outcomes
To be determined by applicants. Must include multi-field collaboration.	Built Environment	<ul style="list-style-type: none"> - Establish signage for public transportation, bike lanes, etc. - Advocate and/or implement city planning, zoning and transportation polices to enhance infrastructure and support walkability, bicycling, parks, and mixed use - Create incentives for active transit - Advocate for and/or conduct Health Impact Assessments to study and promote health impacts of planning and infrastructure projects 	-Built environment supports active living
	Availability	<ul style="list-style-type: none"> - Establish and enforce policies and practices that require daily physical education, incorporate physical activity throughout the day and restrict screen time in school, after school programs and child care settings - Create safe, attractive and accessible places for physical activity - Promote and implement active living environments - Improve access to outdoor public recreational facilities - Implement safe routes to school programs 	-Increase in availability and affordability of physical activity opportunities
	Affordability	<ul style="list-style-type: none"> - Reduce prices for park and facility use to improve affordability and access - Subsidize memberships to recreational facilities 	-Pricing policies make physical activity affordable
	Utilization	<ul style="list-style-type: none"> - Conduct social marketing campaigns to promote physical activity - Promote active transportation (biking and walking) for commuting and leisure activities - Conduct counter-advertising for screen time - Enhance traffic safety in areas where persons are or could be physically active 	<ul style="list-style-type: none"> -Active living is a part of the community's social norms -Increase in physical activity among children and adults



Healthy Place Focus: City/Region Neighborhood Parks/Recreation Facilities Child Care/Schools Worksites/Other Institutions

Assumptions: Environments are a critical influence on health behavior. There are nutrition and physical activity environmental inequities for low income communities. There are engaged community partners that are ready to promote these changes.

Theory of Change (B)

HEALTHY EATING THEORY OF CHANGE

Community Partners	Action Focus	Policy and Environmental Change Strategies	Outcomes
To be determined by applicants. Must include multi-field collaboration.	Production	<ul style="list-style-type: none"> -Create incentives for the production, distribution, and procurement of foods from local farms, etc. -Create community, school and backyard gardens that provide access to locally grown produce 	-Food production healthfulness
	Availability	<ul style="list-style-type: none"> -Establish mechanisms for purchasing food from farms/ gardens -Create incentives to food retailers to locate/offer healthier food and beverage choices in underserved areas -Reduce density of fast food establishments -Eliminate transfat and reduce sodium through purchasing actions, labeling and restaurant standards -Create policies and environmental changes within organizations to increase availability of healthier food and beverages -Implement farm to school and institution programs 	<ul style="list-style-type: none"> -Reduction in availability of unhealthy food and beverages -Increase in availability of healthy food and beverages
	Affordability	<ul style="list-style-type: none"> -Change relative prices of healthy vs. unhealthy food items -Increase WIC, Senior Nutrition, and Food Stamp use at farmers markets 	- Decrease in food insecurity
	Consumption	<ul style="list-style-type: none"> -Create point of purchase signage for healthy vs. less healthy food items -Create product placement that favors attractiveness of healthy food items vs. less healthy food -Require and enforce menu labeling -Conduct social marketing campaigns to promote healthy food and beverage choices -Limit advertising of less healthy foods and beverages consistent with federal law -Conduct counter-advertising for unhealthy food choices 	<ul style="list-style-type: none"> -Reduction in consumption of unhealthy food/ beverages/ fast food -Increase consumption of fruits and vegetables and other healthy food



Healthy eating is a part of every day life



Overweight and obesity prevalence reduced



Assumptions: Environments are a critical influence on health behavior. There are nutrition and physical activity environmental inequities for low income communities. There are engaged community partners that are ready to promote these changes.

Evaluation Matrix

Environmental Change / Policy Goal <i>Reflect theory of change action focus</i>	Objectives <i>Reflect Active Living and Healthy Nutrition theory of change policy and environmental change strategies</i>	Outputs	Short-Term Outcomes <i>16 month grant period</i>	Short-Term Outcome Indicators and Measures	Evaluation Methods and Tools
Reduce the availability of unhealthy food in the neighborhood.	<ul style="list-style-type: none"> - By December 2010, increase community awareness about the density of fast food restaurants in the neighborhood. - By June 2011, increase knowledge among elected officials about the density and impact of fast foods in the neighborhood. 	<ul style="list-style-type: none"> - 700 community residents attend 3 community mobilizing events - City council members participate in two community forums 	<ul style="list-style-type: none"> - Community demand for a reduction in unhealthy food in the neighborhood. - Progress toward a City ordinance to place a moratorium on fast food restaurants 	<ul style="list-style-type: none"> - At least 80% of the 700 community residents report a desire to reduce the availability of unhealthy food. - Residents and key partners agree to key concepts and policy actions - Elected officials participate in policy solutions for addressing density of fast food restaurants. 	<ul style="list-style-type: none"> - Survey of community knowledge and attitudes about fast food restaurants in the neighborhood - Documentation of project participation and activity

Intermediate Outcomes (2-3 years):

Identify outcomes and describe how you will monitor progress toward the outcome. Outcomes should reflect one or more theory of change outcomes.

- Passage of city ordinance that places a moratorium on fast food establishments in the neighborhood.
- Community attitudes favor increase in availability of healthy food and reduction in availability of unhealthy food.

Long-Term Outcomes (3-5 years):

Identify outcomes and describe how you will monitor progress toward the outcome. Outcomes should reflect one or more theory of change outcomes.

- Reduce availability of unhealthy food through a reduction in the density of fast food establishments.
- Community norms support healthy eating.

Project Examples

Theory of Change	Project Name	Community Partners	Action Focus	Policy and Environmental Change Strategies	Outcomes
Healthy Eating	Kids Make a Stand	1. Shasta County & Wal-Mart	Availability & Consumption	Middle school students in a Shasta County city worked with their local Wal-Mart to help prevent obesity by implementing policies to remove unhealthy snacks at check-out counters, replacing candy and sugary items with healthier snacks	<ul style="list-style-type: none"> -Reduction in availability of unhealthy food and beverages -Increase in availability of healthy food and beverages -Reduction in consumption of unhealthy food/ beverages/ fast food -Increase consumption of fruits and vegetables and other healthy food
Physical Activity	Greenfield Walking Group	2. Bakersfield mothers, Central California Regional Obesity Prevention Program , Bakersfield Chamber of Commerce	Built Environment, Availability & Utilization	Recognizing their community parks were dirty, dangerous, and not inviting, a group of mothers who wanted to be able to use the parks banded together with local organizations to identify problems areas. The City of Bakersfield and the Chamber of Commerce took notice and raised funds and recruited volunteers to clean up and restore the parks to their former beauty.	<ul style="list-style-type: none"> -Built environment supports active living -Increase in availability and affordability of physical activity opportunities -Active living is a part of the community's social norms -Increase in physical activity among children and adults
	The Boston Schoolyard Initiative	3. Boston GreenSpace Alliance, the Urban Land Use Task Force & Boston Public Schools	Availability & Utilization	In an effort to revitalize neglected school playgrounds, and to offer children and youth more places to engage in physical activity and learning, Boston Public Schools, land use and environmental organizations, educational institutions and universities joined together to develop systems which have helped to modernize and improve more than 80 school playgrounds in and around Boston, MA.	<ul style="list-style-type: none"> -Built environment supports active living -Increase in availability and affordability of physical activity opportunities -Active living is a part of the community's social norms -Increase in physical activity among children and adults

Proposal and Project Resources

- 🔗 Convergence Partnership: www.convergencepartnership.org
- 🔗 California Department of Education: www.cde.ca.gov/ta/tg/pf/pftresults.asp
- 🔗 California Nutrition Network: www.cnngis.org
- 🔗 California Center for Public Health Advocacy: www.publichealthadvocacy.org
- 🔗 Economic Self-Sufficiency Index: www.insightcced.org/index.php?page=ca-sss
- 🔗 Healthy Development Measurement Tool, SFPHD: <http://www.thehdmtool.org/tool.php>
- 🔗 Healthy Eating Active Communities (HEAC): www.healthyeatingactivecommunities.org
 - Example HEAC Projects: www.healthyeatingactivecommunities.org/communications3_23.php
- 🔗 Prevention Institute: www.preventioninstitute.org
- 🔗 Public Health Law and Policy: www.phlpnet.org
- 🔗 Walk Score: www.walkscore.com

Requirements

- 🔄 Grants Committee reviews applications and makes recommendations to Board of Trustees
- 🔄 Applications will be evaluated on
 - applicant and project eligibility criteria
 - the organization and partners' ability to define and make progress toward implementation of a specific policy(ies) and/or environmental change strategy(ies)
- 🔄 Grantees are required to submit progress reports and participate in learning and evaluation activities offered by THT