



## Creating Healthy Places 2011 Call for Proposals

### OVERVIEW

Call For Proposals Release Date: Friday, October 28, 2011

Optional LOI Due Date: Friday, November 18, 2011

- The submission of a Letter of Intent (LOI) is optional but **highly recommended**
- LOIs submitted by November 18 will be reviewed and The Health Trust will make a follow-up call the week of November 28 to provide feedback on the LOI and guidance on preparing a full proposal.
- LOIs submitted after November 18 will be reviewed and The Health Trust will provide guidance as time allows.

Full Proposals Due Date: Wednesday, December 21, 2011 by 4:00PM

Potential Grant Start Date: February 2012

Grant Amount Range: Grant size will range from \$50,000 over two years to \$200,000 over two years depending on the scope of the project and scale of impact.

As part of our ongoing grantmaking under our Healthy Living Initiative, The Health Trust seeks proposals that promote healthy places where people have access to healthy food and physical activity. Creating Healthy Places grants will support projects that focus on “places” where people live, work, socialize, learn, shop, recreate and commute and that benefit people most affected by poverty and obesity. The Health Trust seeks applicants who have the capacity or demonstrated experience to make policy and environmental changes. We are seeking projects that will engage residents of target “places” and projects that benefit all ages, with a particular focus on the older adult population.

Please refer questions to the Grants Administrator by emailing [grants@healthtrust.org](mailto:grants@healthtrust.org).

## **OVERVIEW OF THE HEALTH TRUST'S HEALTH LIVING INITIATIVE**

The Health Trust's Healthy Living Initiative aims to reduce obesity by creating changes in our environment to increase access to physical activity and healthy food opportunities for all residents. The Health Trust seeks to infuse healthy choices into our daily lives by creating environments where physical activity and nutritious food are more readily accessible, making the healthy choice, the easy choice. We do this work through two key strategies:

*Healthy Food Resources Strategy:* The goals of the Healthy Food Resource strategy are to ensure that residents have access to affordable locally grown produce within ½ mile of their neighborhood, and that residents meet the Healthy People 2020 objectives for daily fruit and vegetable consumption. We work towards these goals by making grants, leading the Silicon Valley HealthCorps, an AmeriCorps program working to increase fruit and vegetable consumption through the development of community and school based gardens and garden-based education, and by engaging in advocacy, including participation in the Santa Clara County Food System Alliance.

*Creating Healthy Places Strategy:* This strategy combines our previous strategies focused on health elements in general plans, organizational wellness, and Healthy People Healthy Places grants. To increase healthy behaviors, we make grants to strengthen policies, practices and create environmental change to increase access to healthy food and physical activity in places where people are most impacted by obesity and poverty. Additionally, we make grants to support cities, counties and planning districts to integrate health into their planning process (i.e. General Plans), as well as community-led efforts to implement and strengthen city and county policies impacting healthy food access and physical activity.

Through these two strategies, The Health Trust seeks to reduce the prevalence of obesity in Santa Clara and Northern San Benito Counties and change the social norms so that healthy eating and physical activity are part of every day life.

## **CREATING HEALTH PLACES STRATEGY - CALL FOR PROPOSALS**

The Health Trust seeks proposals that are aligned with the Creating Healthy Places Theory of Change<sup>1</sup> (see Appendix A, B). The Theory of Change is based on the following assumptions:

- That 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 policy and environmental changes.

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<sup>1</sup> The Creating Healthy Places Theory of Change was adapted from a variety of best practice frameworks that are noted on our website.

### Goals of a Creating Healthy Places Grant<sup>2</sup>:

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

### Target Places of a Creating Healthy Places Grant:

Projects can be focused within a variety of places including cities, neighborhoods, parks and recreation facilities, food retail and restaurants, child care centers and schools, worksites, and other institutions such as faith-based communities, healthcare centers, housing developments, and senior or community centers.

### Potential Applicants and Collaborators:

Proposals are sought from nonprofits and public entities from multiple sectors and representing diverse populations such as neighborhood associations, civic and faith-based groups, school districts or network of schools, community clinics, advocacy organizations from housing, transportation, labor, community economic development, environmental, food and agricultural sectors. A partnership or collaboration of multi-field stakeholders is being prioritized.

### **EXAMPLES OF POTENTIAL APPLICANTS AND PROJECTS: (ALSO SEE THEORY OF CHANGE)**

Senior Service Agency: Identification of unsafe pedestrian crossing areas near senior centers and developing guidelines for signage and safety protocols that could be adopted by a City.

Faith-based groups: Engage faith-based congregations and healthy food retailers in establishing healthy eating guidelines and procurement policies for congregations.

A network of afterschool programs: Development of comprehensive wellness policies that integrate establishing of food and beverage guidelines with training of afterschool providers on best practice physical activity programming.

Planning Departments or Parks and Recreation Departments: Working with neighborhood groups to revise policies that incentivize and prioritize placement of new parks in communities with the least access to park space.

Neighborhood associations: working in partnership with a local university and the city have engaged local residents to develop a neighborhood vision and advocate for this vision to be included in the city general plan, transportation plans and active transit efforts (safe routes to school and rail to trail conversion).

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### <sup>2</sup> **Definitions:**

Environmental and policy change approaches: Environmental and policy change approaches target places and systems rather than individual behavior modifications.

The built environment refers to places and spaces designed and constructed by people, including but not limited to buildings, parks, and transportation systems.

Food access refers to the availability of healthy food, including fresh fruits and vegetables, within communities. Food access interventions aim to ensure equitable access to affordable healthy foods and also restrict access to unhealthy foods.

Multi-field collaboration refers to collaboration that has two or more organizations from different disciplines.

## **ELIGIBILITY**

- Applicant organizations must be a nonprofit (501c3) or public entity.
- Projects must benefit residents in Santa Clara County and Northern San Benito County.
- Projects must focus on equitable policy and/or environmental change to promote active living and healthy eating.

## **SELECTION CRITERIA**

Proposals will be prioritized and selected based on the following:

- Projects have health and equity as key long-term outcomes
- Project plans demonstrate innovative strategies and approaches for achieving health and equity outcomes through policy and environmental changes.
- Projects target “places” and/or “populations” which demonstrates high need (poverty rates of 30% and obesity rates at or above the county-wide rate) and lack of access to opportunities for active living and healthy eating.
- Have the potential to impact residents across the life-span, including older-adults
- Project plans that include substantive community involvement and engagement activities from target community or population
- Projects undertaken by a multi-field collaborative. (i.e. two or more organizations of different disciplines or sectors)

There is no total grant allocation for this Call for Proposal. Grant proposals will be evaluated on their alignment with the criteria.

## **APPLICATION INSTRUCTIONS (please use correct forms found at the links below)**

Applicants should submit an LOI. This can be found at:

<http://www.healthtrust.org/grants/creatinghealthyplaces.php>

Applicants submitting a full proposal must complete the following four forms. These can be found at: <http://www.healthtrust.org/grants/creatinghealthyplaces.php>

- Coversheet
- Proposal narrative (not to exceed six (6) pages in length, using 12-point type).
- Evaluation Matrix (use the Theory of Change to complete)
- Budget

Submit these four forms in the original format (i.e. Word, Excel) by Wednesday, December 21, 2011 via e-mail at [grants@healthtrust.org](mailto:grants@healthtrust.org). Required attachments may be submitted in PDF format.

**Appendix A**  
**PHYSICAL ACTIVITY THEORY OF CHANGE**

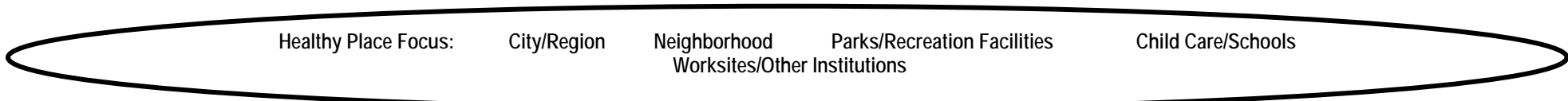
Goal	Policy and Environmental Change Strategies	Outcomes
<b>Built Environment</b>	<ul style="list-style-type: none"> <li>• Establish signage for improved access to public transportation, bike lanes, etc.</li> <li>• Advocate and/or implement city planning, zoning and transportation polices to enhance infrastructure and support walkability, bicycling, parks, and mixed use</li> <li>• Create incentives for active transit</li> <li>• Advocate for and/or conduct Health Impact Assessments to study and promote health impacts of planning and infrastructure projects</li> <li>• Implement a plan to connect roadways to complementary systems of trails and bike paths that provide safe places to walk and bike for children, older adults, and general public</li> </ul>	<ul style="list-style-type: none"> <li>• Built environment supports active living</li> </ul>
<b>Availability</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Create safe, attractive and accessible places for physical activity</li> <li>• Promote and implement active living environments</li> <li>• Improve access to outdoor public recreational facilities</li> <li>• Implement safe routes to school programs</li> <li>• Develop policies for existing and new housing developments to incorporate recreation and open space for physical activity</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in availability and affordability of physical activity opportunities</li> </ul>
<b>Affordability</b>	<ul style="list-style-type: none"> <li>• Develop joint use agreements to utilize public or private space available at no/low cost to non-profit physical activity providers.</li> </ul>	<ul style="list-style-type: none"> <li>• Pricing policies make physical activity affordable</li> </ul>
<b>Utilization</b>	<ul style="list-style-type: none"> <li>• Conduct social marketing campaigns to promote physical activity that is linked to a new or enhanced infrastructure (park, playground, rec center)</li> <li>• Promote active transportation (biking and walking) for commuting and leisure activities</li> <li>• Enhance traffic safety in areas where persons are or could be physically active</li> </ul>	<ul style="list-style-type: none"> <li>• Active living is a part of the community's social norms</li> <li>• Increase in physical activity among children and adults</li> </ul>



Physical activity 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.**

**Appendix B**  
**HEALTHY EATING THEORY OF CHANGE**

Goal	Policy and Environmental Change Strategies	Outcomes
<b>Availability</b>	<ul style="list-style-type: none"> <li>• Establish procurement policies to increase purchasing of healthy food.</li> <li>• Create incentives to food retailers to locate/offer healthier food and beverage choices in underserved areas</li> <li>• Reduce density of fast food establishments</li> <li>• Eliminate transfat and reduce sodium through purchasing actions, labeling and restaurant standards</li> <li>• Create policies and environmental changes within organizations to increase availability of healthier food and beverages</li> <li>• Implement farm to school and institution programs</li> <li>• Create new policies for Healthy School Fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in availability of unhealthy food and beverages</li> <li>• Increase in availability of healthy food and beverages</li> </ul>
<b>Affordability</b>	<ul style="list-style-type: none"> <li>• Change relative prices of healthy vs. unhealthy food items</li> <li>• Increase WIC, Senior Nutrition, and Food Stamp use at farmers markets</li> </ul>	<ul style="list-style-type: none"> <li>• Decrease in food insecurity</li> </ul>
<b>Consumption</b>	<ul style="list-style-type: none"> <li>• Create point of purchase signage for healthy vs. less healthy food items</li> <li>• Create product placement that favors attractiveness of healthy food items vs. less healthy food</li> <li>• Require and enforce menu labeling</li> <li>• Conduct social marketing campaigns to promote healthy food and beverage choices</li> <li>• Limit advertising of less healthy foods and beverages consistent with federal law</li> <li>• Conduct counter-advertising for unhealthy food choices</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in consumption of unhealthy food/ beverages/ fast food</li> <li>• Increase consumption of fruits and vegetables and other healthy food</li> </ul>



**Healthy eating is a part of every day life**



**Overweight and obesity prevalence reduced**

Healthy Place Focus: City/Region    Neighborhood    Retail    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.**