

06/13/11

Building a Healthy Community - Childhood Obesity Prevention Project (Opa-Locka) (Part B)

Community Grants Request for Proposals (RFP)

War on Poverty-Florida, Inc.



Building a Healthy Community Childhood Obesity Prevention Project

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Overview

In communities across the State of Florida, children are becoming more overweight and obese, and families are living in environments that promote increased intake of unhealthy food and physical inactivity. Childhood obesity affects every area of a child's life, from health and well-being, to self-esteem and school performance. The health consequences of obesity can prove to be fatal. The seeds of obesity are often sown in childhood, since significant weight gained in childhood is often carried to adulthood. The possibility of an overweight child becoming an overweight adult is about 70 %, and the odds are higher if the parent is overweight too. Various formerly identified adult diseases now being reported in children and adolescents can be correlated to childhood obesity. Obesity is considered to be a serious health risk as it leads to various health issues including:

- Type 2 diabetes
- Heart disease
- Liver disease
- High blood pressure
- Early puberty
- Asthma
- Eating disorders
- sleep disorders
- Skin infections

These diseases are more common among children with an unhealthy weight (Trujillo, 2007). Most studies of obesity suggest that lack of proper diet and lack of physical activity are the major contributors of childhood obesity.

While individual behaviors need to change, the environment that children and families live in needs to change as well. Residents living in lower income households are less likely to have access to a healthy diet compared to higher income residents (Rudd Report, 2008). Numerous factors including technological, social, economic, and lifestyle changes combined with US farm and agricultural policies have profoundly influenced the diet of the individual and are partially responsible for the obesity epidemic. In addition to less physical activity and poorer diets for kids, marketing of fast foods and junk foods to children seem to have magnified the incidence of obesity among young adults and children.

Kids are bombarded with advertising to buy poor quality foods, and are not given enough education on healthy nutrition and proper exercise.

The Miami –Dade County School district has become one of the most recognized school districts in the nation for its efforts in inculcating physical activity among children (Hlaing, 2005). The various physical activities that have been implemented in several schools throughout the county have contributed to underweight kids gaining weight and overweight kids losing weight (Hlaing, 2005)

The 2009 Miami Dade County, Florida Youth Risk Behavior Survey indicated that among high school students,

- 10% were obese (students who were > 95th percentile for body mass index, by age and sex, based on reference data)
- 75% ate fruits and vegetables less than five times per day
- 84% ate vegetables less than three times per day
- More than 50% did not attend physical education classes in an average week when they were in school
- 88% did not attend PE classes daily when they were in school.

One of the solutions to decrease the incidence of obesity is to encourage parents and children to become more physically active and develop healthy eating habits (Neal, 2008). However, based on the community assessment conducted by War on Poverty- Florida in 2010, a major barrier identified by Opa-locka stakeholders that keep students from exercising is community safety.

Support for policy and environmental changes that facilitate healthy choices in nutrition and physical activity, and those that create affordable, available and easily accessible healthy food options could prove to be effective in combating obesity (Centers for Disease Control and Prevention). **The Blue Cross Blue Shield of Florida Foundation (BCBSF)** launched the Embrace a Healthy Florida Initiative in 2008 to address the causes of childhood obesity. After extensive research, Embrace a Healthy Florida was launched to address childhood obesity through engaging a wide range of community stakeholders to address community-wide issues. Since the start of the statewide initiative, BCBSF has established efforts in Jacksonville, Orlando, Tampa, Tallahassee, Hialeah, and Opa-locka, working to advance community-based programs to improve opportunities for healthy nutrition and regular physical activity. These efforts are being coordinated by lead agencies in each community. Through this endeavor The Blue Cross Blue Shield Foundation of Florida will provide funding for community grants in selected communities to address childhood obesity.

In Opa-Locka the Lead Agency for this effort is the War on Poverty-Florida (WPF), which has developed a partnership with Florida Memorial University (FMU). An Advisory Council was formed to guide and inform the efforts to reduce the risks of childhood obesity by addressing the issue of food access, increasing community awareness, engaging the community, and developing enduring solutions to Building a Healthy Community. The Advisory Council with input from the Opa-Locka community,

developed the Building a Healthy Community Childhood Obesity Prevention Call to Action to address childhood obesity in Opa-locka, Florida. A community action plan was crafted and approved by the community, and can be viewed on the War on Poverty website at www.waronpoverty.org. The community grants will provide resources to support the efforts of community and faith-based organizations to address these recommendations.

Purpose of the Community Grants Process:

1. To support local community and faith-based organizations to provide community education and outreach on the importance of good nutrition, physical activity, and healthy weight for children and their families.
2. To increase access to healthy foods and nutrition, nutrition education focusing on healthy eating through preparation and demonstrations, that includes personal budgeting activities.
3. Increase the number of youth and adults who engage in community gardening and urban agriculture.
4. To support Opa-Locka children in increasing physical activities through programs and activities.
5. Promote the active engagement of children, youth, and families in the design, development, implementation and evaluation of community health initiatives addressing childhood obesity, including education.
6. Develop civic leadership programs for youth to build youth-led community organizing, community engagement and advocacy.
7. Continue involvement in the Building a Healthy Community Advisory Council and support results-based accountability practices and approach to achieving outcomes and impact.

Along with the release of the Building a Healthy Community Childhood Obesity Prevention Call to Action for Opa-locka, this Request for Proposals (RFP) welcomes proposals to reduce and prevent childhood overweight and obesity by engaging the following stakeholders:

- City of Opa-locka
- Early learning and childcare providers
- Schools and after-school programs
- Community and faith-based organizations
- Youth-based organizations and programs
- Media and marketing outlets
- Health and social service providers

Applicants are advised to refer to the Building a Healthy Community Childhood Obesity Prevention Call to Action for Opa-locka when responding to this RFP. Proposals for these funds should identify specific recommendations outlined in the Call to Action. The Call to Action document can also be found on the War on Poverty-Florida website, www.waronpoverty.org

Organizations Eligible for Support

This initiative invites proposals from non-profit organizations 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 in Opa-Locka. We are looking to fund projects that:

- Implement the recommendations of the BHC Call to Action (refer to page 2 of the Call to Action Executive Summary document)
- Build sustainability of the project and the Advisory Council
- Engage community members in the implementation of strategies, launching or expansion of programs, and/or;
- Engage parents in education and activities to address childhood obesity.
- Collaborative effort among different organizations, especially across different sectors, to operationalize approaches in the interest of addressing childhood obesity.

Eligible recipients must have tax-exempt status as a 501(c) (3) as defined by the Internal Revenue Service and not be classified as a Type III Supporting Organization or a private foundation. The organization that is applying must be located within Miami-Dade County, and operate the program for which it is applying for, to directly serve the residents of Opa-locka.

Public or government entities are eligible to apply, and must provide verification of government entity status from the IRS. A public entity may serve as a fiscal agent for a charitable organization or be part of a coalition or consortium applying for funding.

We are interested in working with programs that address: health disparities; disadvantaged communities; communities of color; ethnic diversity; issues of equity.

We will conduct interviews of organizations applying for funding under this RFP. Eligible applicants will be contacted between July 8 and July 13, 2011 for interview scheduling.

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 Opa-locka. **Priority for this award will be to organizations that serve diversified/bilingual ethnic groups in Opa-Locka.** 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.

The following types of activities and expenses are acceptable 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 Building a Healthy Community Childhood Obesity Prevention Project Advisory Council's mission
- Consulting projects to help an organization improve its capabilities, capacity, efficiency and/or effectiveness

Grant Amounts and Duration

The intent is to award a portfolio of grants of various sizes in the \$1,000 to \$10,000 (maximum award amount). The projects under this RFP will be funded for one year. Funding decisions will be announced by August 31, 2011. Grant funds will come from Blue Cross Blue Shield Foundation of Florida through the Embrace a Healthy Florida initiative.

Proposal Instructions:

Each applicant must submit **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 an Audited Financial Statement. This must be received no later than **5:00 p.m. on Friday, July 8, 2011**. Please send or deliver your application sets to:

Karen Landry

War on Poverty-Florida

5196-A Norwood Avenue

Jacksonville, Florida 32208.

A complete application is comprised of the 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 that are being engaged.
- Identify which strategy or recommendation from the Call to Action that the organization is addressing with this proposal
- Identify who will be responsible for project implementation. Include names and job titles, or job descriptions if someone will be hired into a position; and clarify contact information for program/project manager for the proposed activity.
- 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 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

Interviews will be held July 25-27, 2011 for proposals being considered for funding.

Unless otherwise indicated, successful proposals will be notified by August 30, 2011.

Additional enquiries can be directed to bolayinka@waronpoverty.org, or by telephone (954) 612-9229 or (904) 766 -7275.

References

Centers for Disease Control and Prevention

Rudd (2008)

Trujillo (2007)

M. Hlaing, W. (2005)



Program Cover Page

Building a Healthy Community Childhood Obesity Community Grants Part B – Opa-locka 2011

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

Organization Name _____

Mailing Address _____

Contact Person _____

(Name, Title) (Someone with knowledge of the initiative to be funded and responsible for funds requested; this person will receive all correspondence related to this proposal)

Telephone _____

Fax (If applicable) _____

Email address _____

Web site (If applicable) _____

Employer Identification Number _____

Title of the program or project to be funded: _____

Call to Action item (s) to addressed _____

Description of the program or project to be funded (250 words or less):
