

**Request for Proposal (RFP)**  
**for**  
**Healthier Wisconsin Resource Kit Pilot**

**RFP #G1608-DPH-BC**

**Issued by:**  
**STATE OF WISCONSIN**  
**DEPARTMENT OF HEALTH SERVICES**  
**Division of Public Health**  
**Bureau of Community Health Promotion**  
**Nutrition, Physical Activity and Obesity Program**

**Proposals must be submitted no later than**  
**4:00 p.m. central time on July 10, 2009**

For further information regarding this RFP contact:

Mary Pesik  
Wisconsin Department of Health Services (DHS)  
Nutrition, Physical Activity and Obesity Program  
(608) 267-3694  
[mary.pesik@wisconsin.gov](mailto:mary.pesik@wisconsin.gov)

**LATE PROPOSALS WILL BE REJECTED**

May 2009

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## **HEALTHIER WISCONSIN RESOURCE KITS PILOT 2009 REQUEST FOR PROPOSAL (RFP)**

### **1.0 INTRODUCTION AND BACKGROUND**

The Wisconsin Department of Health Services' Nutrition, Physical Activity and Obesity Program is providing funding to implement the *Wisconsin Nutrition and Physical Activity State Plan*. The funding is provided through a cooperative agreement with the Centers for Disease Control and Prevention (CDC). Wisconsin was one of 23 states awarded a 5-year grant for the period June 30, 2008 – June 29, 2013.

#### **1.1 Available Funding and Funding Period**

The CDC cooperative agreement provides annual funding to Wisconsin for the period June 30 – June 29. Approximately \$20,000 will be available for this funding opportunity. **Two** local nutrition and physical activity coalitions<sup>1</sup> will be funded to work in their community to pilot either the Active Community Environments (ACEs) Resource Kit or the Improving Fruit and Vegetable Access Resource Kit. Awards will be competitive based on the criteria outlined in this document.

NOTE: Approximately \$2,300-\$2,500 **may** be available from the University of Wisconsin - Department of Family Medicine to the coalition selected to pilot the *Improving Access to Fruits and Vegetables Resource Kit*. The purpose of this additional funding would be to assist a University of Wisconsin-Madison, Department of Family Medicine fellow (Anne Escaron, PhD) with the validation of the Fresh Fruit and Vegetable Audit Tool and the pilot testing of the Perceptions of Fruit and Vegetable Access Survey. Requirements of this funding, in addition to what is required for the NPAO funding, would include the following:

- Completing three Fresh Fruit and Vegetable Audit Tools (via three different people or raters) at baseline (July-August 2009) for the geographic area relevant to the target audience. (Three separate measurements are needed to test inter-rater reliability of the tool.)
- Administering a pre/post Perceptions of Fruit and Vegetable Access Survey to the target audience. (This needs to be completed by a person different from those who complete the Fresh Fruit and Vegetable Audit Tool.)
- Participating in follow-up interviews with University of Wisconsin-Madison, Department of Family Medicine research staff regarding the usability of the audit tool and the perceptions survey in June 2010

#### **1.2 Issuing Agency**

This RFP is issued for the State of Wisconsin by the Division of Public Health, Nutrition, Physical Activity and Obesity Program. The Division's Nutrition, Physical Activity and Obesity Program is the sole point of contact for the State of Wisconsin during the selection process.

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<sup>1</sup> A coalition is a group of individuals and/or organizations with a common interest who agree to work together toward a common goal

### 1.3 Goal and Purpose of this Request for Proposal

The overall goal of this funding is to improve healthful eating and physical activity to prevent and control obesity and other chronic diseases by building and sustaining state and local capacity for implementing population-based strategies and interventions. This funding will support the implementation of the *Wisconsin Nutrition and Physical Activity State Plan*.

The Wisconsin Nutrition, Physical Activity and Obesity Program and the Wisconsin Partnership for Activity and Nutrition (WI PAN) developed the *Wisconsin Nutrition and Physical Activity State Plan*. The State Plan provides a framework to help create and support environments that make it easier for all Wisconsin residents to make healthy food choices, be physically active and achieve and maintain a healthy weight. The State Plan emphasizes policy and environmental changes to support individuals in adopting and sustaining healthy lifestyles.

The purpose of this project is to increase fruit and vegetable consumption and increase physical activity in the community setting by improving opportunities for physical activity and access to fruits and vegetables. The sites selected will pilot either the *Improving Access to Fruits and Vegetables Resource Kit* or the *Active Community Environments Resource Kit* and provide feedback to the Nutrition, Physical Activity and Obesity Prevention (NPAO) Program. Pilot testing will also include the use of assessment and planning tools in the respective kits and formation of a key partner workgroup that will follow-up on any recommendations that result from the intervention action planning phase.

### 1.4 Proposal Timeline

Timeline	Date
Release Request for Proposal	June 8, 2009
Proposals Due	July 10, 2009
Proposal Review Complete	July 17, 2009
Notification of Award	Week of July 20, 2009
Estimated Project Start Date	Week of July 27, 2009
Progress Report Due	December 30, 2009
End of Project	June 29, 2010
Deliverables Due	July 31, 2010

### 1.5 Definitions

The following definitions are used through the RFP.

**Division** means the Division of Public Health

**Proposer** means an organization submitting a proposal in response to this RFP

**State** means State of Wisconsin

**Grant Recipient** means proposer awarded funds for direct benefit of the community

**Proposal** means response to RFP

### 1.6 Eligible Applicants

The Nutrition, Physical Activity and Obesity Program intends to establish contracts with organizations that are well-positioned to address nutrition, physical activity and obesity primarily through policy, systems and environmental changes and are able to achieve the project activities and deliverables. Eligible organizations may include a variety of coalitions, groups, networks or

partnerships. The term coalition is being used generically throughout this document for simplicity. Coalition is defined as a group of diverse stakeholders and/or organizations with a common interest who are working together toward a common goal. However, task forces, partnerships, networks, groups and other organizations also fit within this definition.

- The project must involve working towards to improving the environment (via improved access) for either physical activity or fruits and vegetables.
- The 16 grantees previously funded through the Local Implementation of the Wisconsin Nutrition and Physical Activity State Plan Grants for the period January 2, 2009 - June 29, 2010 **are not** eligible to apply for this funding.
- The three Healthy Lifestyle Coalition pilot projects **are not** eligible to apply for this funding.
- Preference will be given to applicants that already have some experience in working towards improving the physical activity or nutrition environments in their community.

### **1.7 Availability of Resource Kits to be Pilot Tested**

The Nutrition, Physical Activity and Obesity Program has posted a draft of the *Active Community Environments Resource Kit and the Improving Access to Fruits and Vegetables Resource Kit* outline. Go to: <http://dhs.wi.gov/health/physicalactivity>.

## **2.0 PROPOSAL REQUIREMENTS**

### **2.1 Expectations**

- Funded projects must utilize either the **Active Community Environments Resource Kit** or the **Improving Access to Fruits and Vegetables Resource Kit** as part of their grant-funded activities.
- Depending on their grant focus, the funded projects will also be expected to complete and submit the completed assessment form: either the Active Community Environments Assessment Checklist or the Fresh Fruit & Vegetable Audit Tool from the Fruit and Vegetable Resource Kit. Note: The Fresh Fruit & Vegetable Audit Tool must be collected during peak growing season (July or August 2009). Thus, it is suggested that you identify coalition members in advance that could, if selected, could work on this immediately.
- Those funded to pilot the *Improving Access to Fruits and Vegetables Resource Kit* will also be expected to pilot a Perceptions of Fruit and Vegetable Access Survey in their community.
- For those funded to pilot the *Improving Access to Fruits and Vegetables Resource Kit*, it is expected that the coalition will apply for at least one of the following (or an equivalent grant opportunity) in 2010:
  - Specialty Crop Block Grant Funding (from the Wisconsin Department of Agriculture, Trade, and Consumer Protection)
  - USDA Farmers' Market Promotion Program
  - Buy Local, Buy Wisconsin Program Funding
  - USDA Community Food Projects Competitive Grants Program
- Funded projects will engage partners consistent with the goals of their project and the chosen focus area and get their feedback as well. A list of partners needs to be included in the 6 month progress report.

- Projects will complete a short, separate report detailing the use of the resource kit and feedback on its content and ease of use.
- Projects will develop an intervention action plan to address either fruit and vegetable access or the active community environment and complete at least one objective by the end of the grant period.

## **2.2 Deliverables**

- After using the resource kit for assessment and intervention action planning, complete a short, on-line survey.
- Participate in one follow-up phone call with the NPAO program to discuss the specific resource kit that was used.
- Make recommendations on how to improve the resource kit that was used.
- Develop an intervention action plan for improving the community's environment related to either improving physical activity opportunities or access to fruits and vegetables.
- Complete at least one objective from the developed intervention action plan.

## **3.0 Questions and Clarifications**

Any questions, clarifications, concerns or requests for additional information regarding this RFP and supporting documentation should be sent in writing, preferably via email, through July 10, 2009 to:

Mary Pesik  
Nutrition, Physical Activity and Obesity Program  
1 West Wilson Street  
PO Box 2659  
Madison, WI 53701-2659  
Email: [mary.pesik@wisconsin.gov](mailto:mary.pesik@wisconsin.gov)  
Fax: (608)266-3125

To the extent possible, the questions and responses will be compiled on a regular basis and be made available. Additional clarifying data or information, any necessary revisions/amendments and/or supplements to this RFP will then be posted to the DHS web site, <http://dhs.wisconsin.gov/health/physicalactivity/index.htm> and emailed to all proposers who request the information.

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP DOCUMENT at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should notify, immediately, the above named individual of such error and request modification or clarification.

Any contact with State employees concerning this RFP is prohibited, except as authorized by the RFP manager during the period from date of release of the RFP until the notice of intent to award is released.

## 4.0 REQUIREMENTS

The following items are required to assure the continuation of funding, if awarded. These requirements will form part of the contract. Failure to comply with these requirements can result in disallowances and/or termination of the agreement for funds.

### 4.1 Program Requirements

- Only one application per agency will be accepted.
- This funding may not replace or supplant existing funding available for the proposed project.
- Cost share or match is encouraged, but not required. Cost share may include, but are not limited to, staff time, cash, in-kind partner time or resources used to further or complement the project. Cost share must come from non-Federal sources.
- Projects must include a focus on environmental and policy change.
- Each funded project will be assigned a Nutrition, Physical Activity and Obesity Program staff person to act as a single point of contact and to provide regular technical assistance.
- The Project coordinator is required to have e-mail and internet access.
- Funded projects shall notify the Nutrition, Physical Activity and Obesity Program Coordinator, Mary Pesik, in the event it is unable to complete the activities as detailed in the proposal or any amendments. Upon such notification, the Nutrition, Physical Activity and Obesity Program Coordinator shall determine whether such inability shall require a revision or cancellation of this agreement.

### 4.2 Allowable and Non-Allowable Costs and Activities

Activities and costs considered **allowable** for this project and funding include:

- Staff time to coordinate and implement the project
- Meeting expenses related to the project
- Public health evaluation
- Travel
- Copying, printing, development or purchase of materials to be used to plan and implement the project
- Purchase of incentive items of nominal cost
- Office supplies, postage and other items related to this project
- Consultant and contract services

Activities and costs **not allowable** under this project and funding include:

- Staff time not specifically related to this project
- Any item not specifically related to this project
- Health fairs or single-events unless specifically tied to the pilot project
- Research
- Clinical care such as health screening, patient care, personal health services, medications, patient rehabilitation and other costs associated with the treatment of obesity and other diseases
- Construction
- Entertainment

- Lobbying
- Capital expenditures and capital equipment. Capital equipment costs are defined as all costs associated with the acquisition of assets having a value in excess of \$5,000, and a useful life in excess of one year.
- Projects outside of Wisconsin

Grant recipients will be required to comply with the Department of Health Services Allowable Cost Policy Manual, <http://dhs.wisconsin.gov/Grants/Administration/ACPM.HTM>

#### **4.3 Project Monitoring/Evaluation**

Reports of both programmatic and fiscal activity will be required for the purpose of documenting the satisfactory meeting of project objectives, in accordance with the application. Reporting requirements will be specified in the agreement between the successful proposer and the Division. Failure of the successful proposer to accept these obligations may result in cancellation of the award.

All projects that are awarded grant funds will be expected to submit the following:

- Progress report by December 30, 2009
- Final report by July 31, 2010
- Fiscal reports

Additional information on the content and format of these reports will be provided to those awarded grants.

#### **4.4 Termination of Agreement**

The Division may terminate this agreement at any time at its sole discretion by delivering thirty (30) days written notice to the grant recipient. Upon termination, the Division's liability will be limited to the pro rata cost of the services performed as of the date of termination plus expenses incurred within the prior written approval of the Division. In the event that the grant recipient terminates this agreement, for any reason whatsoever, it will refund to the Division within fourteen (14) days of said termination, all payment made hereunder by the Division to the grant recipient for activities not completed. Such termination will require written notice to that effect to be delivered by the grant recipient to the Division not less than thirty (30) days prior to said termination.

#### **4.5 Incurring Costs**

The State is not liable for any cost incurred by proposers in replying to this RFP.

#### **4.6 Waiver of Technicalities**

The RFP Evaluation Committee reserves the right to accept or reject any or all responses to the RFP and waive minor technicalities. The determination of whether an RFP condition is substantive or a mere technicality shall reside solely with the RFP Evaluation Committee.

#### **4.7 Reasonable Accommodations**

The Department will provide reasonable accommodations, including the provision of informational material in alternative format, for qualified individuals with disabilities. For special needs contact: Mary Pesik, 608-267-3694.

#### **4.8 Non-Discrimination against Employees or Applicants for Employment**

In connection with the performance of work under this contract, the grant recipient agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, marital status, physical condition, arrest or conviction record, developmental disability as defined in s. 51.01 (5), sexual orientation or national origin.

This provision shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Except with respect to sexual orientation, the grant recipient further agrees to take affirmative action to ensure equal employment opportunities.

The grant recipient agrees to post in conspicuous places, available for employees and applicants for employment, notice to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.

#### **5.0 SUBMITTAL OF THE PROPOSAL**

##### **5.1 Submitting the Proposal**

All applications must not exceed 5 pages, single-spaced, 1-inch margins, and 12 point font.

The proposer must submit one original and 3 copies of the application. All copies shall be bound with a removable binder clip.

The closing date for the receipt of all applications under this solicitation will be **4:00 p.m., July 10, 2009**. Applications may be mailed or hand delivered. An application will be accepted and considered received on time if:

The application is received in the mail room by **4:00 p.m., July 10, 2009**

Mary Pesik, Nutrition, Physical Activity and Obesity Program Coordinator  
Nutrition, Physical Activity and Obesity Program  
1 West Wilson Street  
PO Box 2659  
Madison, WI 53701-2659

Proposals may be hand-delivered to the address listed below. Proposals must be received by **4:00 p.m., July 10, 2009**:

Mary Pesik  
Nutrition, Physical Activity and Obesity Program  
1 West Wilson Street

Room 243  
Madison, WI 53703

## **NO FAX OR EMAIL APPLICATIONS WILL BE ACCEPTED**

Proposers are cautioned to allow sufficient time for delivery by the U.S. Post Office, because it can sometimes take several days to receive mail from outlying areas.

Respondents/Applicants are cautioned that receipt of the RFP by the U.S. Post Office, the State of Wisconsin mail system or a commercial courier does not constitute receipt of a RFP by the Nutrition, Physical Activity and Obesity Program for the purposes of this RFP. All responses to this solicitation which are received after the closing date/time will not be reviewed. **No exceptions will be allowed.**

### **5.2 Application Checklist**

The grant proposal should include the following parts. Grant proposal specifications are in Section 8.0.

- Part 1 – Applicant Information
- Part 2 – Narrative (no more than 5 pages, single spaced, 1-inch margins, 12 point font)
  - Coalition Description, Needs and Resources
  - Partnerships and Collaboration
  - Proposed Approach
- Part 3 – Budget and Budget Justification (not included in page limit)
- Part 4 – Work Plan (not included in page limit)
- Letters of Commitment (not included in page limit)
- Supporting materials (optional) (not included in page limit)

### **5.3 Supplemental Information**

Unless requested by the Nutrition, Physical Activity and Obesity Program, no additional information will be accepted from a proposer after the deadline for submittal of the proposals. Supporting materials will be accepted along with the proposal, however, reviewers are not obligated to use the information in determining proposal score.

### **5.4 Proposer Responses**

Proposals submitted in response to this RFP shall respond to the specifications stated herein. Failure to respond to the specifications may be the basis for a proposal being eliminated from consideration during the selection process. The Nutrition, Physical Activity and Obesity Program reserves the right to reject any or all proposals.

The Nutrition, Physical Activity and Obesity Program reserves the right to negotiate goals, activities and budget items with the selected proposer prior to entering into a contract.

Modifications may be made in the grant agreement only through prior consultation with and written approval from the Nutrition, Physical Activity and Obesity Program Coordinator. Failure of the successful proposer to accept the obligations may result in cancellation of the contract(s).

### **5.5 Withdrawal of Proposals**

Proposals may be withdrawn by written notice to the Nutrition, Physical Activity and Obesity Program Coordinator at any time.

## **6.0 NARRATIVE AND EVALUATION CRITERIA**

The application narrative should include the following for each section. The evaluation or review criteria are included to help further clarify the grant review process. All applications received will be reviewed by an evaluation committee and ranked accordingly. The evaluation committee will evaluate all proposals against the stated criteria. The total number of points available is 100.

The narrative should be no more than 5 pages, single-spaced with 1-inch margins and a 12 point font.

### **Coalition Description, Needs and Resources**

- Describe your coalition’s history, organizational structure, leadership, and current members.
- Describe your coalition’s strategic plan and how this project supports its implementation. (A copy of the strategic plan may be included as an appendix item and not counted in the page limit).
- Describe the coalition’s experience planning, implementing and evaluating programs or interventions, especially policy or environmental changes, if applicable.
- Tell us why your coalition is applying to pilot either the Improving Fruit and Vegetable Access Resource Kit or the Active Community Environments Resource Kit. Include why is your community or coalition ready to address the issue of access to fruits and vegetables OR active community environments? Include any relevant community needs data (e.g., number of possible outlets for fruits and vegetables, including number of grocery stores, food pantries, existing trails, etc.), if known and applicable.
- Describe your coalition’s major strengths and assets that might contribute to the success of this proposal.

### **Evaluation Criteria ..... 30 points**

- The applicant clearly describes why the coalition is applying for this funding opportunity and has included any relevant community needs data.
- The coalition’s history, structure, leadership and current members are adequately described. The leadership and/or members have expertise and are qualified to address access to fruits and vegetables or active community environments.
- The applicant provides a clear description of the coalition’s capacity, including strengths and assets, to carry out the proposed work and to meet the deliverables in this funding proposal.
- The applicant provides a clear description of the coalition’s level of relevant experience in planning, implementing and evaluating interventions related to nutrition, physical activity and/or obesity prevention. Includes examples of policy and/or environmental changes.

### **Partnerships and Collaboration**

- Describe the existing relationships and/or partnerships that you will draw upon for this pilot project.

- List any new relationships or partnerships that you plan on developing for this pilot project and what their anticipated role might be.

**Evaluation Criteria ..... 25 points**

- The applicant describes existing partnerships and the extent to which these partnerships will be involved in the pilot project
- The applicant describes plans to engage a diverse set of stakeholder or partners and their potential roles
- The existing or proposed partners described are those likely to contribute to the success of the pilot project

**Proposed Approach**

- Describe how the coalition will accomplish the expectations and deliverables as outlined in section 2.
- Describe how the coalition anticipates it will utilize either the *Improving Fruit and Vegetable Access Resource Kit* or the *Active Community Environments Resource Kit* to develop an intervention action plan. Describe how your coalition will use its strategic plan in the development of the intervention action plan. Include any available information on potential health outcomes, potential health behaviors, potential target audience(s) and how they will be chosen, formative assessment methods (in addition to the assessment tools) that might be used, and how the target audience(s) might be involved in the planning.
- Describe how the coalition will share relevant information learned from piloting the resource kit with the NPAO Program and local community members.

**Evaluation Criteria ..... 20 points**

- The applicant clearly describes how the expected activities and deliverables outlined in section 2 will be completed.
- The applicant describes how the proposed project fits with the coalition’s strategic plan.
- The proposed approach is clearly written with sufficient detail to determine the extent to which the expected activities and deliverables will be achieved and are consistent with the intent of this funding.
- The applicant demonstrates a general understanding of the intervention action planning process.
- The applicant describes how information regarding the pilot project will be shared.

**Budget and Budget Justification** (not included in page limit)

Use the budget template for the budget, additional categories may be added as necessary. For the budget justification please include a brief summary of the expenses in each category. If you are unsure if an expense is covered by the grant, contact Mary Pesik, Nutrition, Physical Activity and Obesity Program Coordinator.

Note: Cost sharing or in-kind resources are not required but please include, if available.

**Evaluation Criteria ..... 5 points**

- The proposed budget includes sufficient detail to reflect where the funding will be spent
- The proposed budget items are allowable

- The proposed budget reasonably reflects the amount of work to be done

**Work Plan** (not included in page limit)

Provide a comprehensive work plan for the duration of this funding, using the template in appendix B that demonstrates how the expected activities and deliverables will be addressed.

**Evaluation Criteria** ..... **15 points**

- The work plan reflects the expected activities and deliverables as outlined in Section 2 of this RFP
- The work plan is consistent with the proposed approach described in the narrative

**Letters of Commitment** (not included in page limit)

Include letters of commitment that will provide evidence of collaboration, with specific details on how the collaborating organization will be involved in the proposed project.

**Evaluation Criteria** ..... **5 points**

- The applicant provided letters of commitment
- The letters provide specific information about how the partners will be involved
- The letters are from partners who will contribute staff time or other resources to the proposed project

**Supporting Materials** (not included in page limit; not scored)

You may include documents that help support the proposal such as organizational charts, logic models, strategic plan, intervention action plans for other projects, community needs assessments, etc. These materials are not required and will not be scored. It is important to include the key points you wish to make in the narrative as reviewers are not obligated to include the supporting materials in their review. Items included as supporting materials should be clearly referenced in the narrative.

**7.0 AWARD PROCEDURES**

All applications received will be reviewed by an evaluation committee. The evaluation committee will evaluate all proposals against stated criteria. The evaluation committee's scoring will be tabulated and applicants ranked according to the numerical score received.

The Nutrition, Physical Activity and Obesity Program reserves the right to negotiate the award amount, authorized budget items, and specific goals with the selected propose prior to entering into grant agreement. All awards will be made via a contract with the Division of Public Health.

**7.1 Notice of Intent to Award**

The evaluation committee will make the selection of the proposals to be funded and issue an Intent to Award notice as soon as possible following the review of the proposals.

After the Intent to Award Notices are made, and under the supervision of the Nutrition, Physical Activity and Obesity Program staff, copies of all proposals will be available for public inspection during normal workdays at 1 West Wilson Street, Room 243, Madison, WI.

## **7.2 Public Information**

It is the intention of the State to maintain an open and public process in the submission, review and approval of awards. All material submitted by proposers will be made available for public inspection after notice of intent to award or not to award a contract based on the evaluation of the application which was submitted. This information will be available for public inspection, under supervision, during the hours of 8:30 a.m. to 4:00 p.m., Monday through Friday (except holidays) until **August 1, 2009** at 1 West Wilson Street, Room 243, Madison, WI 53703. No entire proposal submitted to the State may be marked as confidential, and any materials so marked, by being included in the application, will be considered public information.

Evaluation tabulation and scoring by individual evaluators will also be open for public inspection, but these scores will not identify individual evaluators.

**LOCAL IMPLEMENTATION OF THE WISCONSIN NUTRITION AND  
PHYSICAL ACTIVITY STATE PLAN  
RFP #G1608-DPH-BC**

**8.0 GRANT PROPOSAL SPECIFICATIONS**

**8.1 PART 1 – APPLICANT INFORMATION**

**1. NAME OF PROPOSAL** \_\_\_\_\_

**2. PRIMARY CONTACT**

**APPLICANT INFORMATION**

ORGANIZATION/COALITION: \_\_\_\_\_

PRIMARY CONTACT PERSON: \_\_\_\_\_

ORGANIZATION AFFILIATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: WI ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

DIVISION OF PUBLIC HEALTH REGION:

**FISCAL AGENT (if different from above)**

ORGANIZATION/COALITION: \_\_\_\_\_

PRIMARY CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: WI ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

EMPLOYER IDENTIFICATION NUMBER: \_\_\_\_\_

TYPE OF AGENCY (check one):

- State Agency                       Private, Non-Profit Agency                       Proprietary  
 Unit of Local Government (specify) \_\_\_\_\_                       Tribal Reservation  
 Other (specify): \_\_\_\_\_

**NOTE: The above questions are not scored.**

## **8.2 PART 2 – NARRATIVE**

All proposals must respond to all of the following sections. It is suggested that proposals adhere to the following format in the following order. Use of this format will make it easier for the evaluation committee to locate the requested information and evaluate the proposal.

The page limit for a Planning proposal is 6 pages. The page limit for an Implementation Level 1 or Level 2 is 8 pages, not including the proposal summary, budget worksheet, work plan, letters of commitment or supporting materials. The narrative should be single-spaced, with 1-inch margins and a 12 point font. The work plan can be a smaller font and margins as long as easily readable (not less than 10 font).

### **8.2.1 Coalition Description, Needs and Resources**

- Describe your coalition’s history, organizational structure, leadership, and current members.
- Describe your coalition’s strategic plan and how this project supports its implementation. (A copy of the strategic plan may be included as an appendix item and not counted in the page limit).
- Describe the coalition’s experience planning, implementing and evaluating programs or interventions, especially policy or environmental changes, if applicable.
- Tell us why your coalition is applying to pilot either the Improving Fruit and Vegetable Access Resource Kit or the Active Community Environments Resource Kit. Include why is your community or coalition ready to address the issue of access to fruits and vegetables OR active community environments? Include any relevant community needs data (e.g., number of possible outlets for fruits and vegetables, including number of grocery stores, food pantries, existing trails, etc.), if known and applicable.
- Describe your coalition’s major strengths and assets that might contribute to the success of this proposal.

### **8.2.2 Partnerships and Collaboration**

- Describe the existing relationships and/or partnerships that you will draw upon for this pilot project.
- List any new relationships or partnerships that you plan on developing for this pilot project and what their anticipated role might be.

### **8.2.3 Proposed Approach**

- Describe how the coalition will accomplish the expectations and deliverables as outlined in section 2.
- Describe how the coalition anticipates it will utilize either the *Improving Fruit and Vegetable Access Resource Kit* or the *Active Community Environments Resource Kit* to develop an intervention action plan. Describe how your coalition will use its strategic plan in the development of the intervention action plan. Include any available information on potential health outcomes, potential health behaviors, potential target audience(s) and how they will be chosen, formative assessment methods (in addition to the assessment tools) that might be used, and how the target audience(s) might be involved in the planning.
- Describe how the coalition will share relevant information learned from piloting the resource kit with the NPAO Program and local community members.

**8.3 Budget and Budget Justification** (not included in page limit)

Use the budget template for the budget (appendix A), additional categories may be added as necessary. For the budget justification please include a brief summary of the expenses in each category. If you are unsure if an expense is covered by the grant, contact Mary Pesik, Nutrition, Physical Activity and Obesity Program Coordinator.

Note: Cost sharing or in-kind resources are not required but please include it if available.

**8.4 Work Plan** (not included in page limit)

Provide a comprehensive work plan for the duration of this funding, using the template in appendix B that demonstrates how the expected activities and deliverables will be addressed.

**8.5 Letters of Commitment** (not included in page limit)

Include letters of commitment that will provide evidence of collaboration, with specific details on how the collaborating organization will be involved in the proposed project.

**8.6 Supporting Materials** (not included in page limit) (optional)

You may include documents that help support the proposal such as organizational charts, logic models, strategic plan, intervention action plan, community needs assessments, etc. These materials are not required and will not be scored. It is important to include the key points you wish to make in the narrative as reviewers are not obligated to include the supporting materials in their review.

**APPENDIX A**  
**PART 3 – BUDGET WORKSHEET AND JUSTIFICATION**

Name: \_\_\_\_\_

BUDGET CATAGORY	PILOT COMMUNITY GRANT	COST SHARING OR MATCH
<b>Personnel</b> Salary and Wages Fringe Benefits		
<b>Contractual</b>		
<b>Travel</b>		
<b>Program Materials</b> (material development, printing, purchasing, etc.)		
<b>Supplies</b> (office supplies, postage, mailing supplies, telephone, etc.)		
<b>Meeting Expenses</b>		
<b>Other</b> (describe)		
<b>TOTAL</b>		

**BUDGET JUSTIFICATION**

**PERSONNEL** .....\$

Justification:

**CONTRACTUAL** .....\$

Justification:

**TRAVEL** .....\$

Justification:

**PROGRAM MATERIALS** .....\$

Justification:

**SUPPLIES** .....\$

Justification:

**MEETING EXPENSES**.....\$

Justification:

**OTHER** .....\$

Justification:

**TOTAL**.....\$

**APPENDIX B**  
**PART 4 – WORK PLAN TEMPLATE**

Please include the following items in your work plan. A template is provided for use. It is not required that this template be used.

**1. Overall Proposal Goal:** The overall goal that the coalition intends to achieve for the proposed project.

**2. Objectives:** What processes or outcomes are needed to achieve the overall proposal goal. What the coalition must achieve to complete the expected activities and deliverables for this funding opportunity. Objectives should be SMART-specific, measurable, achievable, relevant, and time-framed. An example of an objective is: “Between June 30, 2008, and June 30, 2009, establish 25 additional workplace wellness programs that support an environment for healthful eating and physical activity.”

**3. Table of Key Strategies and Activities:** See following page.

NOTE: Add more objective/strategy/activity fields as needed.

## WORK PLAN TEMPLATE

**PROPOSAL NAME:** \_\_\_\_\_

**TIME PERIOD:** \_\_\_\_\_

<b>PROPOSAL GOAL:</b>				
<b>Objectives</b>				
1.				
2.				
Key Strategies and Activities	Target Group	Lead Responsibility	Timeline	Evaluation Indicators
<b>1. OBJECTIVE</b> (repeat from above) <b>1.1 STRATEGY</b> (an approach, course of action, or method to achieve an objective) <ul style="list-style-type: none"> <li>• <b>ACTIVITIES</b> (specific actions that aim to advance a strategy)</li> </ul>	Who or what is the target of change?	What staff/coalition members are responsible?	Timeframe in which work will occur on the strategy?	How will you know an objective has been reached?
2.				