

Request for Proposal (RFP)

for

**Local Implementation of the *Wisconsin Nutrition and
Physical Activity State Plan***

RFP#002

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 9, 2010**

For further information regarding this RFP contact:

Mary Pesik
Wisconsin Department of Health Services (DHS)
Nutrition, Physical Activity and Obesity Program
(608) 267-3694
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LATE PROPOSALS WILL BE REJECTED

May 2010

Request for Proposal RFPG#002

Table of Contents

1.0	Introduction and Background.....	1
1.1	Available Funding and Funding Period	1
1.2	Issuing Agency.....	1
1.3	Goal and Purpose of this Request for Proposal.....	1
1.4	Proposal Timeline	2
1.5	Definitions	2
1.6	Eligible Applicants	3
1.7	Additional Resources and Tools	3
1.8	Informational Call.....	3
2.0	Proposal Requirements.....	3
2.1	Structure of Project and Suggested Funding Request.....	3
2.2	Deliverables.....	8
3.0	Notice of Intent to Apply.....	9
3.1	Questions and Clarifications.....	9
4.0	Requirements.....	9
4.1	Program Requirements	10
4.2	Allowable Costs and Non-Allowable Costs and Activities	10
4.3	Project Monitoring/Evaluation	11
4.4	Termination of Agreement	11
4.5	Incurring Costs	11
4.6	Waiver of Technicalities	12
4.7	Affirmative Action	12
4.8	Reasonable Accommodations	12
4.9	Non-Discrimination Against Employees or Applicants for Employment	12
5.0	Submittal of the Proposal.....	12
5.1	Submitting the Proposal	12
5.2	Application Checklist.....	12
5.3	Supplemental Information.....	13
5.4	Proposer Responses.....	13
5.5	Withdrawal of Applications	13
6.0	Narrative and Evaluation Criteria	13
7.0	Award Procedures.....	18
7.1	Notice of Intent to Award.....	18
7.2	Public Information.....	18
8.0	Proposal Templates and Forms.....	19
8.1	Notice of Intent.....	19
8.2	Applicant Information	20
8.3	Narrative.....	23
8.3.1	Proposal Summary.....	23
8.3.2	Community Description, Needs and Resources.....	23
8.3.3	Partnerships and Collaboration	23
8.3.4	Proposed Approach.....	24
8.3.5	Sustainability	25
8.4	Budget and Budget Justification.....	25
8.5	Work Plan.....	25
8.6	Letters of Commitment	25
8.7	Supporting Materials (optional)	25
	Appendix A – Glossary of Terms	26
	Appendix B – Priority Strategy Areas, Key Strategy Examples, and Resources.....	30
	Appendix C – Sample Strategic Plan and Intervention Action Plan.....	32
	Appendix D – Budget and Budget Justification Template	33
	Appendix E – Work Plan Template.....	35

**LOCAL IMPLEMENTATION OF THE WISCONSIN NUTRITION AND
PHYSICAL ACTIVITY STATE PLAN**

2010 REQUEST FOR PROPOSAL (RFP)

1.0 INTRODUCTION AND BACKGROUND

The Wisconsin Department of Health Services' Nutrition, Physical Activity and Obesity (NPAO) 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 25 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 \$210,000 will be available for this funding opportunity. The number of grants awarded will be determined based on the proposals and budget requests received. Awards will be competitive based on the criteria outlined in this document.

This RFP will identify proposals to be funded for the following budget periods:

Budget Period 1 = August 2, 2010 – June 29, 2011

Budget Period 2 = June 30, 2011 – December 31, 2011

Funding for budget period 2 will be provided based on the following:

- Availability of funds from the CDC Cooperative Agreement
- Successful and timely completion of the activities and deliverables for budget period 1

1.2 Issuing Agency

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

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, and implementing population-based strategies and interventions. This funding will support the implementation of the *Wisconsin Nutrition and Physical Activity State Plan*.

The Wisconsin NPAO 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.

In addition to implementing the Wisconsin Nutrition and Physical Activity State Plan, this funding opportunity seeks to address the following:

- Build capacity within communities to address obesity and chronic disease;

- Increase skills within communities to plan, implement and evaluate evidence-based interventions using a social marketing planning approach and the Social Ecological Model, with a focus on policy and environmental changes;
- Begin to identify and plan for possible local policy change(s);
- Begin to build skills and capacity for policy tactics (e.g. grassroots organizing, media advocacy, policymaker education)
- Address one of the following strategy areas:
 - Strategic planning, coalition building, and intervention action plan development (Planning Level Only)
 - Active community environments
 - Breastfeeding support
 - Food environments
 - School wellness
 - Worksite wellness
 - Other strategy area(s): applicant must show sufficient evidence of need and a well-developed plan to address any strategy area other than those above.
- Address one or more of CDC’s six target behaviors for obesity prevention, as they relate to the strategy area(s) selected from the list above:
 - Increase physical activity
 - Increase the consumption of fruits and vegetables
 - Decrease the consumption of sweetened beverages
 - Increase breastfeeding initiation, duration and exclusivity
 - Reduce the consumption of high energy dense foods
 - Decrease television viewing
- Address health disparities and health inequities;
- Build sustainability for local and state programs to address obesity; and
- Leverage other funding and resources.

1.4 Proposal Timeline

Timeline	Date
Release Request for Proposal	May 20, 2010
Informational Call	June 1, 2010
Letter of Intent to Apply Due	June 11, 2010
Proposals Due	July 9, 2010
Proposal Review Complete	July 23, 2010
Notification of Award	July 26, 2010
Estimated Project Start Date	August 2, 2010
Mid-Year Deliverables Due	January 15, 2011
12-month Deliverables Due	June 29, 2011
End of Project Deliverables Due	December 31, 2011

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

See appendix A for program specific terms and definitions that are used throughout this RFP.

1.6 Eligible Applicants

The NPAO 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 fit within this definition.

1.7 Additional Resources and Tools

The NPAO Program has posted additional materials and resources on the DHS website that may be helpful in completing this RFP as well as the expected activities. Go to:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/General/Index.htm>

1.8 Informational Call

[An informational call will be held on Tuesday, June 1, 2010 from 3:00-4:00 to provide an overview of funding opportunities available and answer questions related to this RFP. To participate call:](#)

(877) 848-7030; passcode 3969465#

2.0 PROPOSAL REQUIREMENTS

2.1 Structure of Project, Priority Areas, and Suggested Funding Request

The NPAO Program recognizes that communities and coalitions are at various levels of readiness to address obesity. To achieve the overall goal and desired outcomes listed under the project purpose, a tiered funding structure will be used. Each applicant should select **one** level (Planning or Implementation) that best fits the coalition's skills, capacity, available resources and experience. It is **expected** that the indicated activities will be undertaken to achieve the outcomes and deliverables (see pages 6-7) for each proposal type. However, based on your coalition's current capacity, some of these activities may already be completed, may occur in a different timeframe or may not be applicable. This should be clearly reflected in the narrative and/or work plan.

Given the complex nature of obesity prevention efforts, it is likely (and recommended) that interventions planned and implemented as part of this funding opportunity will not be completed during the 17-month period. Future funding opportunities may be available to support implementation of intervention action plans developed through the planning grants or those interventions begun during this funding period through implementation grants.

As the evidence base for obesity prevention strategies continues to grow, it will inform the structure and priorities of the NPAO Program. The Program makes every effort to identify and promote those strategies which have been shown to be effective in specific settings as well as those showing significant promise but which need additional evidence.

For the 2010-2011 funding cycle, the NPAO Program has identified the following strategy areas as **priority areas for funding of local coalitions** and has developed resources to support the planning, implementation, and evaluation of interventions for each strategy area:

Planning Level:

- **Strategic Planning, Coalition Building, and Intervention Development**

Intervention Level:

- **Active Community Environments** (promoting and supporting physical activity through changes to the built environment) – examples include: improving safety for bicyclists and pedestrians; promoting active transportation and transit use; Safe Routes to School; and increasing access to recreation facilities and open spaces including parks and community gardens.
- **Breastfeeding Support** – examples include encouraging breastfeeding support in the workplace with private rooms and flexible scheduling for breast milk pumping and storage; policy and environmental changes for breastfeeding-friendly childcare facilities; and maternity care practices that support breastfeeding exclusivity and duration.
- **Food Environment**– examples include: farm to school or institution; competitive pricing strategies; farmers market/farm stands; gardening; point-of-decision labeling for healthy eating; and encouraging convenience stores to offer more fruits and vegetables, and increasing access to community supported agriculture.
- **School Wellness** - examples include Active Schools strategies (active classrooms, active recess, joint use agreements, Safe Routes to School); staff wellness; Governor’s School Health Award; policies to regulate competitive foods; Farm to School; and the Got Dirt? Garden Initiative
- **Worksite Wellness** – examples include: comprehensive wellness programs and preventive benefits; promoting physical activity by providing breaks and access to facilities that promote physical activity, and promoting alternative transportation; providing healthy food options in vending, cafeterias, and meetings; point-of-decision prompts for healthy eating and physical activity.
- **Other:** If your coalition wishes to implement strategies in an area other than those listed, provide evidence of need and a well-developed plan in order to be considered for funding.

For any strategy area chosen, applicants should, to the extent possible, identify and describe specific setting(s) and population(s) in which an intervention plan and related activities will be implemented.

Planning Level applicants are not required to choose a strategy area, as their proposals should be focused on coalition development and identifying resources and areas of need in the community. However, the recommendations and resources provided for Intervention Level applicants may be helpful in identifying priority areas and target populations for future interventions.

See **Appendix B** for specific recommended strategies in each strategy area, along with available resources for planning, implementation, and evaluation of interventions.

PLANNING LEVEL

A planning level proposal is best suited for coalitions who have recently formed, are re-grouping, or are ready to develop a strategic plan and/or an intervention action plan. Coalitions should have some evidence of existing capacity (see appendix A). At the time of the application, it is not necessary to have a mission/vision statement or a strategic plan to apply for this level as these will be developed as part of the planning process.

Expected Activities

Budget Period 1 (August 2, 2010 – June 29, 2011):

- Assess the capacity of the coalition to identify strengths, weaknesses and gaps
- Address the areas that need improvement as identified in the assessment to strengthen the capacity of the coalition to implement evidence-based interventions that address obesity. This may include attending additional training, training coalition members, recruiting key members, communication, or formalizing coalition structure.
- Develop a mission and vision statement to gain a shared understanding of the coalition’s purpose and goals

- Utilize asset mapping to identify what is currently happening in your community (an explanation and a sample asset mapping tool can be found at: <http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/RFP/AssetMapping.pdf>)
- Participate in continuing education opportunities that will help build and strengthen the coalition's capacity and expertise. It is strongly recommended that coalitions prepare and submit an application to the Healthy Wisconsin Leadership Institute, Community Teams Program, if appropriate. For more information go to: <http://hwli.org/communityTeams.asp>.
- Gather information (formative assessment), using at least 3 different methods (one of which is asset mapping), about your community to be used to write the strategic plan goals and objectives
- Engage in media advocacy strategies to highlight coalition activities and accomplishments
- Develop a strategic plan for the coalition
- Complete and submit a Mid-year and 12-month Progress Report to the NPAO Program

Budget Period 2 (June 30 – December 31, 2011):

- Use a social marketing planning approach to develop an intervention action plan based on the strategic plan and consistent with the purpose of this funding opportunity. At a minimum, the social marketing planning approach must include the following activities, some of which may occur in Budget Period 1:
 - Select a health outcome and health behavior(s)
 - Gather additional formative assessment information about your target audience as needed to develop the intervention action plan
 - Select target audience segments
 - Develop appropriate goals, and objectives
 - Select intervention strategies appropriate for the target audience
- Utilize the Social Ecological Model, with a focus on policy and environmental changes, as part of the intervention action planning process
- Include evaluation indicators and methods as part of the intervention action plan
- Share the strategic plan and intervention action plan with key local and state leaders and other stakeholders, and with NPAO Program
- Engage in media advocacy strategies to highlight coalition activities and accomplishments
- Evaluate how the coalition is functioning and address identified needs, as appropriate
- Complete and submit a final report to the NPAO Program

NOTE: it is not expected that the intervention action plan will be implemented with this funding.

Training and Technical Assistance Requirements

All Planning Level coalitions will be required to complete, at a minimum, the following requirements as grant deliverables during the funding cycle:

- Participate in two trainings on coalition building and strategic planning - one in 2010 and one in 2011 (3-5 coalition members)
- Participate in one training on the Social Ecological Model (5 or more coalition members)
- Participate in at least two additional trainings from a list of optional training topics
- Participate in a monthly teleconference with State staff (at least one coalition member - minimum 75% attendance required)
- Participate in one site visit with NPAO staff

Trainings will be offered in a variety of formats including in-person, teleconference, and web-based. Details of requirements and training content will be made available to grant recipients.

Suggested 17-month funding request of **\$6,000-\$9,000**.

IMPLEMENTATION LEVEL

An implementation level proposal is best suited for established coalitions that have a mission/vision statement and a strategic plan in place. Implementation level coalitions should have diverse partners and at least some experience planning, implementing and evaluating interventions. Coalitions at this level are either ready to develop, implement and evaluate an intervention focused on environmental and policy change in **at least one setting or at least one target behavior** or have an intervention action plan already developed and are ready to begin implementation. Recommended strategy areas include: Active Community Environments; Breastfeeding Support; Food Environment - Fruit & Vegetable Access; School Wellness; and Worksite Wellness. See Appendix B for examples of target behaviors and specific guidance on suggested strategies.

****Special note on policy change strategies**** The NPAO Program is encouraging coalitions to incorporate policy change activities into their intervention action plans and internal work plans. By the end of the grant period, coalitions will be expected to identify at least one possible local policy change for their community that relates to their intervention action plan. There is not an expectation that this local policy change occur during the grant period; rather, planning for future work on such a policy should be underway by December 2011. To gain further experience in working on policy, it is recommended that coalitions engage in policy-related activities including media advocacy, grassroots organizing, and policymaker education. The NPAO Program and its partners will provide coalitions with the necessary training, resources, and technical assistance to plan, implement, and evaluate these activities.

Expected Activities

Budget Period 1 (August 2, 2010 – June 29, 2011):

- Assess how the coalition is functioning to continue to build capacity and sustainability
- Address the areas that need improvement as identified in the coalition assessment
- Intervention action planning activities:
 - Use a social marketing planning approach to develop at least one intervention based on the strategic plan and consistent with the purpose of this funding opportunity. At a minimum, the social marketing planning approach must include the following:
 - Select a health outcome and health behavior(s)
 - Conduct formative assessment, using at least 3 different methods to gather information about your target audience
 - Select target audience segments
 - Develop appropriate goals and objectives
 - Select intervention strategies appropriate for the target audience
 - Utilize the Social Ecological Model, with a focus on policy and environmental changes, as part of the intervention action planning process
 - Include evaluation indicators and methods as part of the intervention design and plan
- Begin implementation of the intervention action plan involving **at least one setting and at least one target behavior**. Some components of the intervention action plan should be implemented by **January 1, 2011**.
- Engage in media advocacy strategies to: highlight coalition activities and accomplishments; build relationships with local media; call attention to issues related to nutrition, physical activity and obesity; counter inaccurate or misleading information in local or other media; and/or other activities as identified by the coalition or NPAO Program.
- Begin developing strategies to educate local and state policymakers about coalition activities and accomplishments, and begin to identify potential local policy change related to the intervention action plan
- Complete and submit a Mid-Year and 12-month Progress Report to the NPAO Program

NOTE: if your coalition has an intervention action plan already developed you must provide evidence of having completed the above intervention action planning activities as part of the development process. If the planning activities haven't been completed, they should be incorporated into your proposal and work plan.

Budget Period 2 (June 30 – December 31, 2011):

- Continue implementation of the intervention action plan involving at least **one setting and at least one target behavior**
- Evaluate the intervention as applicable based on the activities and timeline in the intervention action plan.
- Share results of the intervention, including relevant outcome data, and materials developed with key local and state leaders and other stakeholders, and with the NPAO Program
- Engage in media advocacy strategies to: highlight coalition activities and accomplishments; build relationships with local media; call attention to issues related to nutrition, physical activity and obesity; counter inaccurate or misleading information in local or other media; or other activities as identified by coalition or NPAO Program.
- Identify how the intervention will be sustained beyond the funding period, in part through application(s) for additional external funding sources such as ACHIEVE, Wisconsin Partnership Program, United Way, USDA Fruit & Vegetable Snack Program, or Safe Routes to School
- Identify at least one local policy change related to the intervention action plan
NOTE: It is permissible, but **not** expected, that a local policy change plan will be implemented during this funding cycle.
- Evaluate how the coalition is functioning and address identified needs, as appropriate
- Complete and submit a final report to the NPAO Program

Training and Technical Assistance Requirements

All Implementation Level coalitions will be required to complete, at a minimum, the following requirements as grant deliverables during the funding cycle.

- Participate in two trainings on selected content area for intervention plan – one in 2010 and one in 2011 (2-5 coalition members)
- Participate in at least three trainings from a list of optional training topics
- Participate in a monthly teleconference with State staff (at least one coalition member - minimum 75% attendance required)
- Participate in one site visit with NPAO staff

Trainings will be offered in a variety of formats including in-person, teleconference, and web-based. Details of requirements and training content will be made available to grant recipients.

Suggested 17-month funding request of **\$20,000-\$30,000**.

* Proposals addressing multiple strategies, settings, and/or behaviors will be considered for higher levels of funding (at or near \$30,000), while those addressing a single strategy, setting, and/or behavior should apply for a lower level (at or near \$20,000)

2.2 Deliverables

Proposal Type	Budget Period 1 Deliverables Due June 29, 2011	Budget Period 2 Deliverables Due December 31, 2011
<p style="text-align: center;">Planning</p>	<ul style="list-style-type: none"> • Evidence that a coalition assessment was completed and needs identified • List of coalition partners and description of their roles • Evidence that formative assessment of the community is underway • Evidence that an asset map of the community has been completed. (Note: the asset map can count as one formative assessment technique.) • Evidence of continuing education attended and/or planned or a copy of the application to the Healthy Wisconsin Leadership Institute, Community Teams Program • Mission/Vision statement for the coalition • Evidence that coalition has begun engaging in media advocacy strategies • Evidence of attendance at required trainings • Fiscal reports • Completed strategic plan including: <ul style="list-style-type: none"> * Evidence that at least 3 different formative assessment techniques were used to gather information for the strategic plan * Evidence that the formative assessment findings were used in the development of the strategic plan 	<ul style="list-style-type: none"> • Evidence that the identified coalition needs were addressed and/or how they will be addressed and/or how they are being addressed • List of coalition partners and description of their roles • Completed intervention action plan including: <ul style="list-style-type: none"> * Evidence that the social marketing planning approach was used in the design of the intervention action plan. At a minimum, this includes additional formative assessment, audience segmentation, defining the health outcome and health behavior(s), developing goals and objectives and selecting strategies appropriate to the target audience * Evidence that the Social Ecological Model was utilized to ensure that the invention include environmental and policy components • Evidence that the coalition has implemented at least two media advocacy strategies • Evidence of attendance at required trainings • Evidence that the coalition has submitted an application for additional external funding • Fiscal Reports
<p style="text-align: center;">Implementation Level</p>	<ul style="list-style-type: none"> • Evidence that a coalition assessment was completed and needs identified • List of coalition partners and description of their roles • Completed intervention action plan including: <ul style="list-style-type: none"> * Evidence that the social marketing planning approach was used in the design of the intervention action plan. At a minimum, this includes additional formative assessment, audience segmentation, defining the health outcome and health behavior(s), developing goals and objectives and selecting strategies appropriate to the target audience * Evidence that the Social Ecological Model was utilized to ensure that the invention includes environmental and policy components • Evidence that intervention has been initiated per the intervention action plan, and that some components of the plan were implemented before January 1, 2011 • Evidence that the coalition has begun engaging in media advocacy strategies • Evidence that the coalition has begun developing strategies to educate local policymakers on coalition activities and accomplishments • Evidence of attendance at required trainings • Fiscal reports 	<ul style="list-style-type: none"> • Evidence that the identified coalition needs were addressed and/or how they will be addressed and/or how they are being addressed • List of coalition partners and description of their roles • Evidence that the intervention is being implemented per the intervention action plan • Available intervention results per the evaluation indicators in the intervention action plan. Also, include any unanticipated outcomes, things that didn't work as intended and lessons learned. • Evidence that the coalition has implemented at least two media advocacy strategies • Evidence that at least one local policy change opportunity related to the intervention action plan has been identified • Evidence of attendance at required trainings • Evidence that the coalition has submitted an application for additional external funding • Fiscal reports

3.0 NOTICE OF INTENT TO APPLY

Prospective applicants are required to submit a Notice of Intent to Apply by **4:00 pm on June 11, 2010**. Submittal of the Notice of Intent to Apply does not commit an organization to submitting an application. The information in the notice of intent will be used by the Nutrition, Physical Activity and Obesity Program to identify the review panel. A template is provided for the notice of intent (section 8.1, page 19).

Submit to Mary Pesik by one of the following methods:

- E-mail to mary.pesik@wisconsin.gov
- Fax to 608-266-3125
- Mail to the address listed below

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

3.1 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, on or before **July 2, 2010** 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
Fax to (608)266-3125

To the extent possible, the questions and responses will be compiled on a weekly basis and 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.wi.gov/health/physicalactivity/Sites/Community/Grant.htm>, and emailed to all proposers who respond with a Notice of Intent to Apply.

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 contract 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. It may be used to expand or enhance the proposed project.
- Cost share or match is encouraged, but not required. Cost share may include, but is 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 address at least one of the priority strategy areas listed on Pages 3-4, or provide sufficient justification for addressing other strategy area(s).
- Projects must include a focus on environmental and policy change.
- Projects should utilize a social marketing planning approach throughout the planning and implementation of the project.
- Each funded project will be assigned a NPAO Program staff person to act as a single point of contact and to provide regular technical assistance.
- Regular conference calls for funded projects will be facilitated by NPAO Program Staff. The purpose of the calls will be to answer questions, network, share information and materials and troubleshoot any barriers that may be encountered. At least one coalition member is expected to participate in at least 75% of the monthly conference calls.
- Coalition members are expected to participate in required trainings and a selection of optional trainings as indicated in section 2.1.
- It is recommended that applicants include travel and registration fees in the budget (may be in-kind) for at least two face-to-face trainings. Coalitions should plan to send a minimum of two members to each face-to-face training. As a guide use a registration fee of \$50/person, plus reasonable travel expenses.
- The Project coordinator is required to have e-mail and internet access.
- Funded projects shall notify the NPAO 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 NPAO 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 planning process or intervention
- 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/AllowableCost/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 January 15, 2011
- Progress report by June 29, 2011
- Final report by December 31, 2011
- 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 of Wisconsin 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 Affirmative Action

Successful proposers who are awarded contracts of twenty five thousand dollars (\$25,000) or more shall have included in their contracts the following clause:

"A written affirmative action plan is required as a condition for the successful performance of the contract. Excluded from this requirement are grant recipients whose annual work force amount to

less than twenty five employees. The affirmative action plan shall be submitted to the state agency within fifteen (15) working days after the award of the contract."

4.8 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.

4.9 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

1. All proposals shall follow the instructions listed in this RFP.
2. One original and 6 copies of the proposal are required. All copies shall be bound with a removable binder clip.
3. The closing time and date for the receipt of all proposals under this solicitation will be **4:00 p.m., July 9, 2010**. Late, fax or email proposals will not be accepted.
4. Submit proposals to Mary Pesik, NPAO Program Coordinator.
5. Proposals may be mailed to the address listed below. Proposals must be postmarked on or before July 9, 2010.

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 9, 2010:

Nutrition, Physical Activity and Obesity Program
1 West Wilson Street
Room 243
Madison, WI 53703

5.2 Application Checklist

The grant proposal should include:

- Part 1 – Applicant Information

- Part 2 – Narrative (no more that 6 pages for planning and 8 pages for implementation, single spaced, 1-inch margins, 12 point font)
 - Proposal Summary (<1/2 page, not included in page limit, not scored)
 - Community Description, Needs and Resources
 - Partnerships and Collaboration
 - Proposed Approach
 - Sustainability
- 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 NPAO 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 NPAO Program reserves the right to reject any or all proposals.

The NPAO 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 NPAO 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 NPAO 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 page limit for the narrative portion of a Planning Level proposal is 6 pages. The page limit for the narrative portion of an Implementation Level is 8 pages. The narrative should be single-spaced, with 1-inch margins and a 12 point font.

Coalition Description, Needs and Resources

- Tell us why your coalition is applying for this funding opportunity. Why is your community or coalition ready to address the issues of poor nutrition, physical inactivity and obesity? Include any relevant community needs data, if applicable.
- Describe your coalition’s history, organizational structure, leadership, and current members.
- Describe your coalition’s current capacity to address the issues of poor nutrition, physical inactivity and obesity.

- Describe the coalition’s experience planning, implementing and evaluating programs or interventions, especially policy or environmental changes, if applicable.
- Describe your coalition’s major strengths and assets that might contribute to the success of this proposal.
- If you are a newly formed coalition, please describe your commitment, motivation and capacity for addressing the issues of poor nutrition, physical inactivity and obesity.

Evaluation Criteria..... 20 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 nutrition, physical activity and/or obesity prevention.
- 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. **OR**
- If no experience, the applicant adequately describes the coalition’s commitment and motivation to intervene in their community.

► **Partnerships and Collaboration**

- Describe the existing relationships and/or partnerships that you will draw upon for this proposal.
- List any new relationships or partnerships that you plan on developing for this project and what their anticipated role might be.
- Describe how your coalition is connected to and partnering or plans to partner with other existing health-related coalitions in your community, if applicable. This may include: breastfeeding coalitions, tobacco coalitions, food security/hunger coalitions, nutrition and physical activity coalitions and overarching “Healthy People” groups.

Evaluation Criteria..... 20 points

- The applicant describes existing partnerships and the extent to which these partnerships will be involved in the proposed 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 proposed project
- The applicant clearly describes how it has or will collaborate with other existing health-related coalitions for the proposed project, if applicable.

► **Proposed Approach**

Planning Level

- Describe the process you will use or did use to develop a mission/vision statement for your coalition.
- Describe the process you will use or did use to develop a strategic plan for your coalition.
- Describe how you will or did assess the capacity of the coalition to identify strengths, weaknesses and gaps.
- Describe how you will or did identify what is currently happening in your community to address the issue of poor nutrition, physical inactivity and obesity (e.g. asset mapping)

- Describe how you will utilize media advocacy strategies to highlight coalition activities and accomplishments
- Describe what success looks like for your coalition, as a result of participating in this funding opportunity.

Implementation Level

- Describe how you will/or did assess the capacity of the coalition to identify strengths, weaknesses and gaps.
- If you have an intervention action plan developed, describe the goals and SMART objectives, major activities and timeline.
 - Describe the process that was used to develop the proposed intervention. Describe how your coalition used the strategic plan in the development of the intervention action plan. Include information on the selected health outcome, selected health behaviors, the target audience(s) and how they were chosen, the formative assessment (e.g., focus groups, key informant interviews, literature review) that was collected and analyzed, how the target audiences were involved in the planning, and strategies identified.
 - Describe how the intervention will be evaluated including identified indicators.

OR

- If the intervention action plan has not been developed or does not utilize the required aspects of the planning process (see appendix C) describe how the coalition anticipates it will develop the intervention action plan. Describe how your coalition will use the 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 were chosen, formative assessment methods that might be used, and how the target audience(s) might be involved in the planning.
- Describe how the intervention supports the priority strategy areas of the NPAO Program, as listed on Pages 3-4. If your proposal addresses a strategy area other than the priority areas listed on Pages 3-4, describe how the intervention would address nutrition, physical activity, and obesity in your community.
- Clearly identify and describe the desired policy and/or environmental changes that will result from this project.
- Describe how you will utilize media advocacy strategies to highlight coalition activities and accomplishments, and to support intervention action plan activities.
- Describe how you will utilize policy change strategies, such as policymaker education and grassroots organizing, as well as how your coalition will identify at least one local policy change opportunity related to the intervention action plan. (It is **not** expected that the local policy plan will be implemented during this funding cycle.)
- Describe what success looks like for your coalition, as a result of participating in this funding opportunity.

Evaluation Criteria..... 30 points

Planning Level

- The applicant clearly describes how the expected activities and deliverables outlined in section 2 will be completed, including:
 - ▶ the process for developing a mission/vision statement
 - ▶ the process for developing a strategic plan
 - ▶ the process for assessing coalition capacity and addressing coalition needs
 - ▶ how a community asset map will be completed

- The applicant describes any initial ideas the coalition has, if any, related to the focus of the intervention action plan (e.g., target behaviors, target audiences, strategies, etc.)
- The applicant describes initial ideas for utilizing media advocacy strategies to highlight coalition activities and accomplishments
- The applicant indicates if they are planning to submit an application to the Healthy Wisconsin Leadership Institute Community Teams Program or how they will obtain training related to coalition building.
- The proposed approach is clearly written with sufficient detail to determine the extent to which the expected activities and deliverables are consistent with the intent of this funding.

Implementation Level

- The applicant clearly describes how the expected activities and deliverables outlined in section 2 will be completed, including:
 - ▶ the process for assessing coalition capacity and addressing coalition needs
 - ▶ how the minimum social marketing planning approach components were (or will be) completed to develop an intervention action plan
 - ▶ how the coalition will utilize media advocacy activities
 - ▶ how the coalition will utilize local policy change strategies for a future local policy strategy
- If the coalition has an intervention action plan, the applicant provides sufficient evidence that the minimum components of the social marketing planning approach were completed as part of the development. If not all components completed, the applicant describes how they will be completed before beginning implementation
- The applicant describes how the proposed project fits with the coalition’s strategic plan
- The applicant describes how the proposed project fits with the priority areas of the NPAO Program
- The desired policy and/or environmental changes that will result from the project are clearly identified
- The applicant describes how the results will be shared with key stakeholders and the NPAO Program
- The proposed approach is clearly written with sufficient detail to determine the extent to which the expected activities and deliverable are consistent with the intent of this funding
- The applicant describes how the proposed project addresses health equity and existing health disparities

▶ Sustainability

Planning Level

Describe how the coalition anticipates strengthening or expanding its capacity to support the implementation of the strategic and intervention action plans after this funding ends. This includes, but is not limited to, application for additional external funding from a source other than the NPAO Program.

Implementation Level

Describe how the coalition anticipates continuing to implement and/or expand upon the coalition’s strategic and intervention action plans after this funding ends. This includes, but is not limited to, application for additional external funding from a source other than the NPAO Program.

Evaluation Criteria..... 5 points

- Planning Level - The applicant describes reasonable approaches for implementing the strategic plan and intervention action plan. Includes initial ideas for securing supplemental resources.

- Implementation Level - The applicant adequately describes how the intervention action plan will be sustained. Includes initial ideas for securing supplemental resources.

► **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, NPAO 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 includes cost-sharing or in-kind
- The proposed budget reasonably reflects the amount of work to be done
- The proposed budget includes travel for required training

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

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

Evaluation Criteria..... 15 points

- The work plan contains the required elements: overall goal; SMART objectives; connection to one or more NPAO priority strategy area (or sufficient evidence and a well-developed plan for another strategy); key strategies and activities for intended policy and environmental changes; policy tactics as appropriate (media advocacy, grassroots organizing, policymaker education); timeline; lead responsibility for activities; and evaluation indicators
- 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
- The work plan reflects identification and planning for a future local policy change

► **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, including but not limited to 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. Items included as supporting materials should be clearly referenced in the narrative.

7.0 AWARD PROCEDURES

The evaluation committee's scoring will be tabulated and applicants ranked according to the numerical score received. Consideration may be given based on geographical location to assure statewide representation and/or need based on overweight and obesity prevalence.

The NPAO 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 NPAO 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 **October 1, 2010**, at 1 West Wilson Street, Room 243, Madison, WI 53703.

**LOCAL IMPLEMENTATION OF THE WISCONSIN NUTRITION AND
PHYSICAL ACTIVITY STATE PLAN**

RFPG#002

8.1 NOTICE OF INTENT

Please submit the NOTICE OF INTENT to submit a proposal for this grant opportunity by **4:00 pm on June 11, 2010**. You are not obligated to submit a proposal if you submit this notice of intent. The information in the notice of intent will be used by the Nutrition, Physical Activity and Obesity Program to identify the evaluation committee.

1. TYPE OF PROPOSAL (check one)

- PLANNING LEVEL
 IMPLEMENTATION LEVEL

2. NAME OF PROPOSAL _____

3. PRIMARY CONTACT

APPLICANT INFORMATION

ORGANIZATION/COALITION: _____

PRIMARY CONTACT PERSON: _____

ORGANIZATION AFFILIATION: _____

ADDRESS: _____

CITY: _____

STATE: WI

ZIP: _____

PHONE: _____

FAX: _____

E-MAIL ADDRESS: _____

WEBSITE: _____

Submit to Mary Pesik, Nutrition, Physical Activity and Obesity Program Coordinator by one of the following methods:

1. E-mail to mary.pesik@wisconsin.gov
2. Fax to 608-266-3125
3. Mail to the address listed below

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

8.2 PART 1 – APPLICANT INFORMATION

1. TYPE OF PROPOSAL (check one)

- PLANNING LEVEL
- IMPLEMENTATION LEVEL

2. NAME OF PROPOSAL _____

3. PRIMARY CONTACT

APPLICANT INFORMATION		
ORGANIZATION/COALITION: _____		
PRIMARY CONTACT PERSON: _____		
ORGANIZATION AFFILIATION: _____		
ADDRESS: _____		
CITY: _____	STATE: <u>WI</u>	ZIP: _____
PHONE: _____	FAX: _____	
E-MAIL ADDRESS: _____		
WEBSITE: _____		
FISCAL AGENT (if different from above)		
ORGANIZATION/COALITION: _____		
PRIMARY CONTACT PERSON: _____		
ADDRESS: _____		
CITY: _____	STATE: <u>WI</u>	ZIP: _____
PHONE: _____	FAX: _____	
E-MAIL ADDRESS: _____		
WEBSITE: _____		
EMPLOYER IDENTIFICATION NUMBER: _____		
TYPE OF AGENCY (check one):		
<input type="checkbox"/> State Agency	<input type="checkbox"/> Private, Non-Profit Agency	<input type="checkbox"/> Proprietary
<input type="checkbox"/> Unit of Local Government (specify) _____	<input type="checkbox"/> Tribal Reservation	
<input type="checkbox"/> Other (specify): _____		

4. DIVISION OF PUBLIC HEALTH REGION IMPACTED BY THIS PROPOSAL

- SOUTHERN REGION
- SOUTHEASTERN REGION
- NORTHERN REGION
- NORTHEASTERN REGION
- WESTERN REGION
- STATEWIDE

5. PRIMARY COUNTY OR CITY IMPACTED BY THIS PROPOSAL: _____

6. GROUPS POTENTIALLY TARGETED BY THIS PROPOSAL

AGE (check all that apply)
<input type="checkbox"/> INFANTS (0- <2)
<input type="checkbox"/> PRE-SCHOOL CHILDREN (2-5)
<input type="checkbox"/> CHILDREN (6-12)
<input type="checkbox"/> ADOLESCENTS (13-17)
<input type="checkbox"/> ADULTS (18-64)
<input type="checkbox"/> SENIORS (65+)
<input type="checkbox"/> NOT YET DETERMINED
RACIAL AND ETHNIC (check all that apply)
<input type="checkbox"/> AMERICAN INDIAN
<input type="checkbox"/> ASIAN
<input type="checkbox"/> BLACK OR AFRICAN AMERICAN
<input type="checkbox"/> HISPANIC OR LATINO
<input type="checkbox"/> WHITE
<input type="checkbox"/> NOT YET DETERMINED
GENDER (check all that apply)
<input type="checkbox"/> MALE
<input type="checkbox"/> FEMALE
<input type="checkbox"/> NOT YET DETERMINED
OTHER
BRIEFLY DESCRIBE GROUPS TO BE TARGETED:

7. NPAO PROGRAM PRIORITY STRATEGY AREA ADDRESSED BY THIS PROPOSAL

- STRATEGIC PLANNING, COALITION BUILDING, AND INTERVENTION DEVELOPMENT (PLANNING LEVEL ONLY)
- ACTIVE COMMUNITY ENVIRONMENTS
- BREASTFEEDING SUPPORT
- FOOD ENVIRONMENT
- SCHOOL WELLNESS
- WORKSITE WELLNESS
- OTHER _____

8. TARGET BEHAVIORS ADDRESSED BY THIS PROPOSAL

(check all that apply)

- INCREASE PHYSICAL ACTIVITY
- INCREASE CONSUMPTION OF FRUITS AND VEGETABLES
- DECREASE CONSUMPTION OF SWEETENED BEVERAGES
- INCREASE BREASTFEEDING INITIATION, DURATION AND EXCLUSIVITY
- DECREASE TELEVISION VIEWING
- REDUCE CONSUMPTION OF HIGH ENERGY DENSE FOODS
- OTHER_____
- NOT YET DETERMINED

NOTE: The above questions are not scored.

8.3 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 proposal 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).

8.3.1 Proposal Summary

Summarize your proposed project suitable for dissemination to the public. It should be a self-contained description of the project. It should be informative to other persons working in the same or related fields. The proposal summary should be $\leq 1/2$ page in length and is not included in page limit and is not scored.

8.3.2 Coalition Description, Needs and Resources

- Tell us why your coalition is applying for this funding opportunity. Why is your community or coalition ready to address the issues of poor nutrition, physical inactivity and obesity? Include any relevant community needs data, if applicable.
- Describe your coalition's history, organizational structure, leadership, and current members.
- Describe your coalition's current capacity to address the issues of poor nutrition, physical inactivity and obesity.
- Describe the coalition's experience planning, implementing and evaluating programs or interventions, especially policy or environmental changes, if applicable.
- Describe your coalition's major strengths and assets that might contribute to the success of this proposal.
- If you are a newly formed coalition, please describe your commitment, motivation and capacity for addressing the issues of poor nutrition, physical inactivity and obesity.

8.3.3 Partnerships and Collaboration

- Describe the existing relationships and/or partnerships that you will draw upon for this proposal.
- List any new relationships or partnerships that you plan on developing for this project and what their anticipated role might be.
- Describe how your coalition is connected to and partnering/or plans to partner with other existing health-related coalitions in your community, if applicable. This may include: breastfeeding coalitions, tobacco coalitions, food security/hunger coalitions, nutrition and physical activity coalitions and overarching "Healthy People" groups.

8.3.4 **Proposed Approach**

Planning Level

- Describe the process you will use/or did use to develop a mission/vision statement for your coalition.
- Describe the process you will use/or did use to develop a strategic plan for your coalition.
- Describe how you will/or did assess the capacity of the coalition to identify strengths, weaknesses and gaps.
- Describe how you will/or did identify what is currently happening in your community to address the issue of poor nutrition, physical inactivity and obesity (e.g. asset mapping).
- Describe the media advocacy activities your coalition will engage in to highlight its activities and accomplishments.
- Describe the continuing education and training activities that you will utilize to help build and strengthen the coalition's capacity and expertise.
- Describe what success looks like for your coalition, as a result of participating in this funding opportunity.

Implementation Level

- Describe how you will/or did assess the capacity of the coalition to identify strengths, weaknesses and gaps.
- If you have an intervention action plan developed, describe the goals and SMART objectives, major activities and timeline.
 - Describe the process that was used to develop the proposed intervention. Describe how your coalition used its strategic plan in the development of the intervention action plan. Include information on the selected health outcome, selected health behaviors, the target audience(s) and how they were chosen, the formative assessment that was collected and analyzed, how the target audiences were involved in the planning, and strategies identified.
 - Identify the priority strategy area chosen (see Pages 3-4 of the RFP), and describe how the proposed intervention addresses the priority area through specific strategies and activities. If a priority area other than those listed is chosen, explain why this area was chosen and describe how the proposed intervention addresses nutrition, physical activity, and obesity in the selected population.
 - Describe how the intervention will be evaluated including identified indicators.

OR

- If the intervention action plan has not been developed or does not utilize the required aspects of the planning process (see appendix C) describe how the coalition anticipates it will develop the intervention action plan. Describe how your coalition will use the 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 were chosen, formative assessment methods that might be used, and how the target audience(s) might be involved in the planning.
- Describe how you will utilize the Social Ecological Model, with a focus on policy and environmental changes, to develop and/or implement your intervention action plan.
- Describe the media advocacy activities your coalition will engage in to highlight its activities and accomplishments, build relationships with local media, call attention to issues related to nutrition, physical activity and obesity, counter inaccurate or misleading

information in local or other media, and/or otherwise support the activities in the intervention action plan

- Describe how you will utilize local policy change strategies and the approach you will use to identify at least one local policy change opportunity related to the intervention action plan
- Describe the continuing education and training activities that you will utilize to help build and strengthen the coalition's capacity and expertise.
- Describe how the intervention supports the implementation of the Wisconsin Nutrition and Physical Activity State Plan.
- Describe what success looks like for your coalition, as a result of participating in this funding opportunity.

8.3.5 Sustainability

Planning Level

Describe how the coalition anticipates strengthening or expanding its capacity to support the implementation of the strategic and implementation action plans after this funding ends. This should include, but is not limited to, application for additional external funding from a source other than the NPAO Program.

Implementation Level

Describe how the coalition anticipates continuing to implement and/or expand upon the coalition's strategic plan and intervention action plan after this funding ends. This should include, but is not limited to, application for additional external funding from a source other than the NPAO Program.

8.4 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 it if available.

8.5 Work Plan (not included in page limit)

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

8.6 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.

8.7 Supporting Materials (not included in page limit)

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

GLOSSARY OF TERMS

Asset Mapping – Asset mapping is the process of cataloging the resources of a community and can serve a number of purposes:

1. Identify possible resources
2. Provide a foundation for strategic planning and implementation
3. Deepen understanding of key regional systems and linkages
4. Become a catalyst for new partnerships
5. Be an organizational and motivational tool for implementation

Audience Segmentation – Audience segmentation is the process of dividing a broad target audience into more homogeneous subgroups, called audience segments.

Coalition - 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 fit within this definition.

Coalition Capacity - Coalition capacity is the ability of a coalition to effectively and efficiently develop, implement, and evaluate (or otherwise support) interventions that address key community health issues in a manner that both garners community support and participation and is in keeping with current research and standards relevant to public health practice. This definition also encompasses a coalition's capacity for strategic planning and is related to aspects of the coalition that are both structural (e.g., number and type of people, meeting space, funding) and functional (e.g., skills and training, effective leadership, conflict resolution).

Environmental Change (Environment) – Physical, social, or economic factors designed to influence people's practices and behaviors. Examples of alterations or changes to the environment include:

- *Physical*: Structural changes or the presence of programs or services, including the presence of healthy food choices in restaurants or cafeterias, improvements in the built environment to promote walking (e.g., walking paths), and the presence of comprehensive school health education curricula in schools.
- *Social*: A positive change in attitudes or behavior about policies that promote health or an increase in supportive attitudes regarding a public health practice, including an increase in favorable attitudes of community decision makers about the importance of policies related to nutrition or physical activity.
- *Economic*: the presence of financial disincentives or incentives to encourage a desired behavior, including charging higher prices for less healthy nutritional choices to decrease their use or the provision of health insurance discounts for healthy behaviors.

Formative Assessment (or Formative Research)- Formative assessment is research conducted during the development of your program or intervention to help you choose and describe your

target audience, understand the factors which influence their behavior, and determine best ways to reach them.

Formative Assessment Techniques -

- Intercept Interviews
- Key Informant Interviews
- Environmental Scan/Assessment
- Existing Data Sources
- Community Forums
- Focus Groups
- GIS Mapping
- Pre-Survey/Community Survey
- Community Needs Assessment
- Pilot Testing

Grassroots Organizing – Activities to mobilize community members around a specific issue. Activities may include town hall meetings, petition drives, legislative breakfasts, providing education at local meetings or events, letter writing, public hearings, and accountability sessions with elected officials.

Health Disparities – Differences in the incidence, prevalence, mortality, and burden of diseases and other adverse health conditions that exist among specific population groups in the United States.

High Energy Dense Foods - High energy dense foods are those that contain a large number of calories for only a small amount of food. High energy dense foods are often high in refined grains, and added sugar and fat. In comparison, low energy dense foods tend to be foods with a high water content, a high fiber content or little fat (e.g., fruits, vegetables and broth-based soups).

Intervention Action Plan – The events, actions, or methods used to influence, facilitate, or promote behavior change and/or support a desired environmental, policy, or systems change.

Media Advocacy - Using the mass media strategically to advance one or more social or policy initiatives. Many potential media advocacy strategies are available, including writing press releases, letters to the editor, or op-eds, conducting interviews or press conferences, and providing reporters with tips for feature stories. Media advocacy also encompasses longer-term strategies, such as meeting with editorial boards and cultivating relationships with local reporters. Social media advocacy strategies are also starting to be used.

Mission Statement - A mission statement describes *what* the group is going to do, and *why* it's going to do that. Mission statements are similar to vision statements, but they're more concrete, and they are more "action-oriented" than vision statements. The mission might refer to a problem, such as an inadequate housing, or a goal, such as providing access to health care for everyone. And, while they don't go into a lot of detail, they start to hint - very broadly - at *how* your organization might go about fixing the problems it has noted. Some general guiding

principles about mission statements are that they are: *concise* - although not as short a phrase as a vision statement, a mission statement should still get its point across in one sentence; *outcome-oriented* - mission statements explain the overarching outcomes your organization is working to achieve; and, *inclusive* - while mission statements do make statements about your group's overarching goals, it's very important that they do so very broadly. Good mission statements are not limiting in the strategies or sectors of the community that may become involved in the project. http://ctb.ku.edu/en/tablecontents/sub_section_main_1086.htm

Primary Target Audience – The primary target audience (also called target audience) is a group of individuals whose behavior needs to change in order to positively impact the problem. In some cases, they are directly affected by the problem themselves. In other cases, the primary target audience will be those who can make policy or environmental changes because you want their behavior to change (i.e., voting behavior, approval of policies).

Policies – Laws, regulations, rules, protocols, and procedures, designed to guide or influence behavior. Policies can be either legislative or organizational in nature. Policies often mandate environmental changes and increase the likelihood that they will become institutionalized or sustainable. Examples of legislative policies include taxes on tobacco products, provision of county or city public land for green spaces or farmers' markets, and regulations governing the National School Lunch Program. Examples of organizational policies include schools requiring healthy food options for all students, a district ban on the sale of less healthy foods throughout the school day, menu labeling in restaurants, or a human resources policy that requires healthy foods to be served at meetings.

Policymaker Education – Activities to increase the knowledge of policymakers at the organizational, local, state, or federal level. Activities may include letter writing, personal visits, in-district meetings, presentations to local governance structures (e.g., school boards, city councils, county boards, boards of health, or other legislative bodies).

Pricing Strategies – Intentional adjustment to the unit cost of an item (e.g., offering a discount on a food item, selling a food item at a lower profit margin, or banning a surcharge on a food item).

Secondary Target Audience – The secondary target audience is a group of individuals who exert influence on the primary target audience's behavior.

Social Marketing Planning Approach – The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences to improve their personal welfare and that of society.

Social Ecological Model (SEM): The Social Ecological Model provides a framework in which to develop, implement, and evaluate comprehensive interventions. The model stresses that society is composed of interconnected elements—individual, interpersonal, organizational, community, and social—that invariably affect one another.

Sample activities based on the SEM, include the following:

- **Individual**—teach parents skills about selecting and preparing fruits and vegetables

- **Interpersonal**—teach family meal preparation skills and encourage children living in the home to participate in meal planning and preparation
- **Organizational**—offer fruits and vegetables in vending machines at school or work
- **Community**—establish a farmers’ market or offer fruits and vegetables at the local convenience store
- **Social/Policy**—offer a tax credit for the location of farmers’ markets in lower income neighborhood

SMART Objectives – A method of writing objectives, The acronym stands for Specific, Measurable, Achievable, Relevant, and Time-specific.

Strategies – Means by which policy, programs, and practices are put into effect as population-based approaches (e.g., offering healthy food and beverage options in vending machines at schools, implementing activity breaks for meetings longer than one hour) versus individual-based approaches (e.g., organizing health fairs, implementing cooking classes, disseminating brochures).

Strategic Plan - A strategic plan provides overall direction for accomplishing a goal or set of goals over a period of several years. It is used to help a coalition focus its resources and energy, to ensure that members of the coalition are working toward the same goals, and to assess and adjust the coalition's direction in response to a changing environment.

http://ctb.ku.edu/en/dothework/tools_tk_5.htm

Systems Change – Change that impacts all elements, including social norms of an organization, institution, or system; may include a policy or environmental change strategy. Policies are often the driving force behind systems change. Examples are implementing the National School Lunch Program across a school district or ensuring a hospital system goes tobacco free.

Vision Statement - A vision statement communicates what your coalition believes are the ideal conditions for your community; how things would look if the issue important to you were perfectly addressed. This vision is generally articulated by one or more phrases or vision statements, which are brief proclamations that convey the community's dreams for the future. By developing a vision statement, your organization makes the beliefs and governing principles of your organization clear to the greater community (as well as to your own members). In general, vision statements should be: understood and shared by members of the community; broad enough to allow a diverse variety of local perspectives to be encompassed within them; inspiring and uplifting to everyone involved in your effort; and easy to communicate.

http://ctb.ku.edu/en/tablecontents/sub_section_main_1086.htm

APPENDIX B

PRIORITY STRATEGY AREAS, KEY STRATEGY EXAMPLES, AND RESOURCES

Priority Areas for 2010 – Nutrition, Physical Activity and Obesity Prevention Program:

- Strategic Planning, Coalition Building, and Intervention Development (Planning Level only)
- Active Community Environments (promoting and supporting physical activity through changes to the built environment)
- Breastfeeding Support
- Food Environment – Fruit and Vegetable Access
- School Wellness
- Worksite Wellness
- Other: If your coalition or organization wishes to implement strategies in an area other than those listed, provide evidence of need and a well-developed plan in order to be considered for funding.

Guidance for Suggested Strategies and Activities to Include in Intervention Plans

Strategic Planning, Coalition Building, and Intervention Development:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/General/Index.htm>

Active Community Environments (ACEs):

ACEs Resource Kit:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/ACEs/index.htm>

Breastfeeding Support:

- The Business Case for Breastfeeding:
<http://www.womenshealth.gov/breastfeeding/programs/business-case/>
- Ten Steps to Breastfeeding Friendly Child Care Centers:
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/BreastfeedingFriendlyChildCareCenters.pdf
- CDC Guide to Breastfeeding Interventions:
http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf

Fruit and Vegetable Access:

- Improving Access to Fruit & Vegetables Resource Kit:
<http://dhs.wi.gov/health/physicalactivity/GrantsandProjects/F%20&%20V%20%20Kit%2008-09.pdf>
- Got Dirt? Garden Toolkit:
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/GotDirt_09.pdf
- Got Dirt? Garden Initiative (Brown County):
http://www.co.brown.wi.us/departments/page_5ddf83a298e6/?department=68d3c3d55278&subdepartment=b2b33ee26bfc

School Wellness:

- NPAO resources for schools, including the Active Schools Resource Kit and “What Works in Schools” document:
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/School/School.htm>
- Governor’s School Health Award:
<http://www.schoolhealthaward.wi.gov>
- Got Dirt? Garden Toolkit:
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/GotDirt_09.pdf
- Got Dirt? Garden Initiative (Brown County):
http://www.co.brown.wi.us/departments/page_5ddf83a298e6/?department=68d3c3d55278&subdepartment=b2b33ee26bfc

Worksite Wellness:

Wisconsin Worksite Wellness Resource Kit:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Worksitekit.htm>

General/Multiple Strategies:

Table of Nutrition and Physical Activity Strategies promoted by expert organizations

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/General/Key%20Strategies%20Table%202010.pdf>

CDC: Recommended Community Strategies and Measurements to Prevent Obesity in the United States:

<http://www.cdc.gov/mmwr/pdf/rr/rr5807.pdf>

Additional Resources

- RFP page, <http://dhs.wi.gov/health/physicalactivity/Sites/Community/Grant.htm>
- Wisconsin Nutrition and Physical Activity State Plan,
<http://dhs.wisconsin.gov/health/physicalactivity/StatePlan/index.HTM>
- Nutrition, Physical Activity and Obesity Program website,
<http://dhs.wisconsin.gov/health/physicalactivity/index.htm>
- Obesity Prevention Coordinators’ Social Marketing Guidebook
<http://www.cdc.gov/nccdphp/dnpa/socialmarketing/index.htm>
- Introduction to Program Evaluation for Public Health Programs: A Self Study Guide
- Healthy Wisconsin Leadership Institute, Community Teams Program,
<http://hwli.org/communityTeams.asp>. This year-long applied learning program aims to facilitate the development of collaborative leadership and public health skills among teams of individuals who are mobilizing communities to identify and solve health problems. Participants take part in a curriculum delivered through a series of face-to-face workshops and distance-based educational sessions taught by outstanding national and state faculty. They also apply new skills as they work on health improvement projects in their home communities. The curriculum includes training in leadership as well as technical and

scientific skills that equip learners to successfully impact local community health improvement initiatives.

- Strategic Planning - http://ctb.ku.edu/en/tablecontents/sub_section_main_1086.htm
- Developing Vision and Mission Statements - http://ctb.ku.edu/en/tablecontents/sub_section_main_1086.htm
- General coalition planning resources -
 - Community toolkit (general resource): <http://ctb.ku.edu/en/>
 - Prevention Institute--developing effective coalitions: http://www.preventioninstitute.org/tool_8step.html

APPENDIX C

STRATEGIC PLAN AND INTERVENTION ACTION PLAN EXAMPLES

Strategic Plan Examples and Guidance:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/Planning/StrategicPlan.htm>

Intervention Action Plan Examples and Guidance:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/Planning/InterventionPlan.htm>

APPENDIX D
PART 3 – BUDGET WORKSHEET AND JUSTIFICATION

Project Name: _____

BUDGET CATEGORY	AUGUST 2, 2010 – JUNE 29, 2011	JUNE 30 – DECEMBER 31, 2011	COST SHARING OR MATCH
Personnel Salary and Wages Fringe Benefits			
Contractual			
Travel			
Program Materials (material development, printing, purchasing, etc.)			
Supplies (office supplies, postage, mailing supplies, telephone, etc.)			
Meeting Expenses			
Contracts			
Other (describe)			
TOTAL			

BUDGET JUSTIFICATION

PERSONNEL\$

Justification:

CONTRACTUAL\$

Justification:

TRAVEL\$

Justification:

PROGRAM MATERIALS\$

Justification:

SUPPLIES\$

Justification:

MEETING EXPENSES.....\$

Justification:

CONTRACTS\$

Justification:

OTHER\$

Justification:

APPENDIX E
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 August 2, 2010, and June 29, 2011, establish 25 additional workplace wellness programs that support an environment for healthful eating and physical activity.”
- 3. Wisconsin Nutrition and Physical Activity State Plan Objective:** If applicable, reference the State Plan objective that relates to the work plan objective. See <http://dhs.wisconsin.gov/health/physicalactivity/index.htm> for the State Plan or a copy can be requested from mary.pesik@wisconsin.gov or 608-267-3694.
- 4. Key Strategies and Activities:** See Appendix B for recommended strategies by content area, setting, and/or population.

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

WORK PLAN TEMPLATE

PROPOSAL NAME: _____

TIME PERIOD: _____

PROPOSAL GOAL:				
Objectives				
1.				
State Plan Objective(s):				
2.				
State Plan Objective(s):				
Key Strategies and Activities	Target Group	Lead Responsibility	Timeline	Evaluation Indicators
1. OBJECTIVE (repeat from above) 1.1 STRATEGY (an approach, course of action, or method to achieve an objective) <ul style="list-style-type: none"> • ACTIVITIES (specific actions that aim to advance a strategy) 	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.				