

Request for Proposal (RFP)

for

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

RFP#002

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.