



Multnomah County Health Department Community Wellness & Prevention Program

Healthy People Healthy Places Grants Funding Opportunity CPPW10-001

Due Date: December 1, 2010

Multnomah County Health Department's Community Wellness & Prevention Program is pleased to announce the availability of grant funds for community improvement projects that increase opportunities for healthy eating and active living and support the goals of Multnomah County's obesity prevention framework.

The Healthy People Healthy Places Grants are a part of Multnomah County's comprehensive approach to obesity prevention funded through the Centers for Disease Control and Prevention's Communities Putting Prevention to Work (CPPW) Program. Multnomah County is funded under a two-year Cooperative Agreement by the CDC to implement evidence- and practice-based strategies for obesity prevention which are expected to have lasting healthful effects far beyond the end of the two-year funding period. The CDC's CPPW awards are funded by the American Recovery and Reinvestment Act (ARRA) of 2009. More information about the CDC's CPPW Program is available at: www.cdc.gov/CommunitiesPuttingPreventiontoWork/

BACKGROUND

Chronic diseases – such as heart disease, stroke, cancer, diabetes, and arthritis – are among the most common, costly, and preventable of all health problems in the United States. Seven out of 10 deaths among Americans each year are from chronic diseases. Heart disease, cancer and stroke account for more than 50% of all deaths each year. Lack of physical activity and poor nutrition are responsible for much of the illness, suffering, and early death related to chronic diseases. Obesity is a proven contributing factor to many chronic diseases including diabetes, heart disease, stroke, asthma, and arthritis. Nationally, 1 in every 3 adults is obese, and almost 1 in 5 youth between the ages of 6 and 19 is obese. In Multnomah County, over half of adults are overweight or obese. Low income communities and communities of color are disproportionately impacted by chronic disease related to obesity, often living in neighborhoods with fewer resources for physical activity and limited access to healthy, affordable, and culturally-relevant food. Policies strongly influence the distribution of these opportunities for healthy living, and we can do more to create community settings where it is easier for all of us to make healthy choices.

Multnomah County's obesity prevention framework focuses on policy and environment-based change strategies that hold long-term promise to create healthy places. The main components of this framework include: (1) healthy school environments, (2) adoption of transportation and land use policies that support healthy, active living, and (3) setting & population-specific community food initiatives.

Consistent with this framework, we invite applications that:

- Seek to improve built environments in ways that make it easier for Multnomah County residents to make healthy choices
- Support and advance policy, systems, and environment changes that promote healthy eating and active living
- Have a strong health equity focus

AWARD INFORMATION

Grants are available in two category sizes:

- Category A: \$2,500 - \$10,000 for up to 12 months

- Category B: \$10,000-\$50,000 for up to 12 months

All funded projects will be required to comply with all federal ARRA fiscal and performance reporting requirements. This includes the submission of quarterly fiscal and performance activities. To the greatest extent practicable, all equipment and products purchased with CDC funds should be American-Made.

All projects must be completed within 12 months of the grant notification unless formally approved by Multnomah County. In anticipation of a wide variety of proposed projects, the county will customize payment schedules with funded organizations based on project needs.

ELIGIBILITY REQUIREMENTS

A. Eligible Applicants

- The Healthy People Healthy Places Grants are available to 501(c)3 or equivalent organizations and governmental agencies working to increase access to healthy, affordable, culturally-relevant food and enhance opportunities for active living.
- The Community Wellness & Prevention Program will host one meeting Tuesday November 9, 2010 9:30-10:30 AM at 501 SE Hawthorne Blvd, 3rd Floor in the Horsetail Falls Conference Room to further explain Multnomah County's Communities Putting Prevention to Work Initiative and policy framework, to answer questions from prospective applicants, and to encourage networking among community partners. Prior to submitting an application, attendance is highly recommended for successful candidates. To sign up to attend the meeting, or if you have any questions about this grant opportunity, please email cwpp@multco.us. After the meeting, please check the Health Department website web.multco.us/health for Frequently Asked Questions about the Healthy People Healthy Places Grants.

B. Other Eligibility Information

Projects funded by a Healthy People Healthy Places grant must meet all of the following criteria:

- Must have clear policy and environment change targets, and link to an identified strategy within Multnomah County's Communities Putting Prevention to Work MAPPS framework (See Appendix A).
- Focus on reducing health inequities and strengthening community partnerships in neighborhoods most affected by poverty, obesity and poor access to healthy food and physical activity opportunities.
- Maximize public health impact by reaching large numbers of people in Multnomah County.
- Impact one or more "places" where people live, study, work, pray, or play.
- Demonstrate innovative approaches for achieving health and equity outcomes.
- Be completed within 12 months of award notification.

Projects that support policies through changes to physical environments are eligible for funding, such as:

- Adaptations to water faucets to increase access to safe tap water for drinking as a part of healthy food and beverage policies,
- Signage to promote or encourage active transportation routes, and
- Storage or displays for healthy food products.

Such projects will be considered if it directly supports the implementation of a policy and could reasonably lead to policy changes through a one-time expenditure. Physical projects that require long-term funding are not encouraged.

The Healthy People Healthy Places Grant Program will not fund any of the following:

- Direct services to individuals or groups of individuals
- Research studies
- Clinical interventions
- Educational programs

- New capital construction costs

APPLICATION FORMAT AND SUBMISSION INFORMATION

One original and two copies of the application must be received in a sealed envelope by 4:00pm on Wednesday, December 1, 2010, to Heidi Leibbrandt, Multnomah County Health Department, 10317 E. Burnside, Portland, OR 97216

Application must be typewritten, double spaced, in 12-point font with one inch margins.

Applications should not exceed 11 pages (including cover sheet, narrative, budget, and letters of support). Applications that exceed the 11 page limit will be deemed non-responsive and will not be entered into the review process.

The complete application (no more than 11 pages) should include:

1. Application Cover Sheet (1 page maximum)

A. Complete cover sheet (See Attachment A)

2. Project Narrative (6 page maximum)

A. Description of Need (up to 1-page)

i. Describe the decision-making process used to identify the purpose of the project, including community engagement processes and people involved in the final decision about the project proposed.

B. Description of the Proposed Project (up to 2 pages)

i. Describe the project goals, objectives, and key tasks, and include a timeline for completion of the project (not to exceed 12 month grant period).

ii. Describe the specific policy and/or environment change strategy supported or advanced by the proposed project, referring to Multnomah County's Communities Putting Prevention to Work MAPPS framework (See Appendix A).

iii. Describe any other significant resources that will be leveraged for the project.

C. Description of Reach and Impact (up to 2 pages)

i. Define and describe the community / neighborhood the project will impact (geographic boundaries, racial/ethnic composition, etc.

ii. Describe how the proposed project reaches communities most affected by poverty, obesity, and poor access to healthy food and physical activity opportunities.

iii. Identify and describe the "places" the project strategies are intended to impact.

iv. Describe the stakeholders involved, including people with information or expertise about the project.

v. Identify the intended short term, intermediate, and long-term health and equity outcomes, and how the outcomes will be tracked and monitored.

D. Brief description of the applicant organization and project partners (up to 1 page)

i. Describe applicant organization's mission, background, and capacity to implement the project.

ii. List the project team members and qualifications of people who will be implementing the project.

iii. Describe project team members' roles in implementing key tasks.

3. Budget (1 page maximum)

A. Budget narrative: Complete the attached budget narrative form (See Attachment B & Appendix B).

4. Letters of Support (3 page maximum)

A. Up to 3 letters that articulates the role or commitments of the letter-writing organization toward the success of the project.

REVIEW CRITERIA

The review panel will award points based on the proposal quality and how well it conveys the information requested in the application. The review panel will consider the questions below when scoring the applications.

Rating Criteria	Points
1. Proposed Strategy <ul style="list-style-type: none">• Are there clear steps described and how likely is it that the proposed strategy will result in change?• Is there a clearly articulated policy goal? Is there evidence of policy readiness?• Are the appropriate partners at the table?• How will the proposed strategy advance the objectives of the Multnomah County prevention framework?• Is it clear what the outcome will be?• Is it clear who will be affected and who will not?• Is the proposed strategy based on the MAPPS framework for promising or evidence-based strategies?	35
2. Health Equity <ul style="list-style-type: none">• How likely is it that the proposed strategy will reduce health inequities by providing equal or greater benefit to people affected by inequities?• Are features included to prevent unintended increases in inequities?• How much do the proposed activities focus on and/or involve communities and/or groups affected by inequities?	20
3. Feasibility / Capacity <ul style="list-style-type: none">• How reasonable is the timeline?• Does the applicant possess the expertise, partnerships, and resources to adequately implement the strategy?• Are potential obstacles identified and addressed?	20
4. Value of Investment / Sustainability <ul style="list-style-type: none">• Does the proposal reflect a clear understanding of how many people will be affected in Multnomah County?• Is there a description of the populations and / or places impacted by the proposed strategy?• Will the activities have a sustained impact after the funding period?• How long will the impact last?• Is it clear how the impact will be sustained?• What is the expected impact on community health in Multnomah County?• Is there a plan to equitably implement?	15
5. Community Involvement <ul style="list-style-type: none">• How did community voices and needs inform the proposed strategy?• What is the role of community members carrying it forward?	10

APPLICATION REVIEW PROCESS

The review process will consist of the following steps:

1. Multnomah County Health Department's Community Wellness & Prevention Program will screen applications for eligibility, completeness and technical requirements, such as page limits and funding requests.

2. The application review will be conducted by a review team comprised of program staff and external partners selected for their experience and skills. The review team will score applications based on the review criteria listed above.
3. The Community Wellness & Prevention Program will make the final decision on all grant awards and allocate full or partial funding to proposals that demonstrate greatest potential for contributing to effective implementation of Multnomah County's CPPW framework.
4. The Community Wellness & Prevention Program Manager will authorize the grant award.
5. Multnomah County Health Department will notify each applicant of the outcomes of the review process by U.S. Mail beginning January 3, 2011.

The review process will follow the Multnomah County Health Department's Code of Ethics. Multnomah County Health Department's staff and reviewers with potential conflicts of interest will not participate in scoring or selecting the affected applications.

Multnomah County Health Department is committed to equal opportunity and does not discriminate against any group, regardless of: disability, economic or citizenship status, age, religion, race or ethnicity, political affiliation, sexual or gender minorities, or any group protected by law.

AGENCY CONTACTS

All questions concerning this funding opportunity should be submitted to cwpp@multco.us. Responses, and any additional information from the recommended workshop, will be posted on the program website at web.multco.us/health

If you need this information in a different format, please call Esther Leckie at 503-988-3663 ext 27224 for accommodations

Supporting Documents

Attachment A: Cover Sheet

Attachment B: Budget Form

Attachment C: Checklist

Appendix A: Multnomah County MAPPS Framework

Appendix B: Budget Instructions

Appendix C: Glossary of Terms