

CALL FOR PROPOSALS

Community-Based Childhood Obesity Prevention

A pilot project of the Injury Free Coalition for Kids® program



Proposal Deadline: November 15, 2005

THE ROBERT WOOD JOHNSON FOUNDATION®

BACKGROUND

Childhood obesity is a serious public health epidemic. Over the past three decades, rates of obesity in the United States have more than doubled among children ages 2 to 5 and more than tripled among those ages 6 to 11. Roughly 9 million kids are considered obese, and the health consequences are already apparent. Children are being diagnosed with obesity-related diseases previously considered “adult” illnesses, such as type 2 diabetes.

The Robert Wood Johnson Foundation (RWJF) is committed to tackling this pressing threat to the health of our nation’s children and families. Our goal is to halt the rise in childhood obesity rates by promoting healthy eating and physical activity in schools and communities throughout the country. We place special emphasis on reaching the children at greatest risk: African-American, Hispanic, Native-American and Asian/Pacific Islander children living in low-income communities.

THE PROJECT

In response to the growing risk of overweight and obesity among low-income children, the Robert Wood Johnson Foundation has created *Community-Based Childhood Obesity Prevention*, a pilot project for its *Injury Free Coalition for Kids* grantees. Up to eight community partnerships will receive awards of up to \$60,000 over 18 months to increase access to healthy foods within their current project areas while continuing efforts to increase opportunities for safe physical activity. The *Injury Free Coalition for Kids* National Program Office (NPO) will oversee the pilot projects and provide technical assistance to the community partnerships that receive these new grants. This initiative must be implemented within a current partnership site. Through these *Community-Based Childhood Obesity Prevention* grants, RWJF seeks to identify promising strategies to prevent and reduce obesity among low-income children. We expect the pilot projects to: 1) improve access to healthy foods in schools and/or neighborhoods within the project areas; 2) demonstrate promising policy and environmental approaches; and 3) identify how integrated *Injury Free Coalition for Kids* and *Community-Based Childhood Obesity Prevention* strategies can address both sides of the energy-balance equation—physical activity and healthy eating—to improve the health of children. *Injury Free Coalition for Kids* funding will continue to support structured physical activity programs and the creation of safe places to play, while *Community-Based Childhood Obesity Prevention* funding will support efforts to increase access to healthy foods among low-income children.

Community-Based Childhood Obesity Prevention Initiatives

Applicants should propose to implement policy and environmental strategies that increase access to healthy foods in community and/or school settings. The ABC’s of the *Injury Free* model will be used to develop obesity-prevention programs:

- A) Assess the childhood obesity problem in the community.
- B) Build the obesity project into the *Injury Free Coalition for Kids* initiative.
- C) Communicate the importance of obesity prevention.
- D) Develop creative programs to prevent and reduce obesity among children.
- E) Evaluate the programs introduced to prevent obesity.

Appropriate proposals should focus on increasing access to healthy foods for children in schools, after school programs, community gardens, farmers' markets, neighborhood stores, restaurants, community organizations and/or facilities by creating new venues for learning about, choosing and consuming healthy foods. Initiatives also should consider ways to target behaviors in the home that influence healthy eating among children and their families. Applicants must demonstrate that they have: 1) a pediatrician, family practitioner or other physician who has strong interest in obesity and is already an *Injury Free Coalition for Kids* member or who will join the team for this initiative; 2) a coalition of community stakeholders who will work on obesity prevention in addition to injury prevention; 3) access to expertise in obesity assessment and prevention; 4) an intervention plan for their community; and 5) a plan for evaluating the initiative.

All *Injury Free Coalition for Kids* community partnerships are eligible to apply for *Community-Based Childhood Obesity Prevention* grants. Proposed initiatives should be integrated into current and future *Injury Free* activities. Grantees will be expected to identify and recruit additional partners to provide nutrition and food policy expertise and to influence decisions in the community. Grantees must begin their projects by assessing the obesity problem in their community, with a special focus on low-income children ages 3 to 12. They should use the results from the assessment to modify or confirm the initial strategies described in the proposal. The grant cycle will close with a report to *Injury Free Coalition for Kids* and RWJF to document and summarize successes, challenges and lessons learned.

ELIGIBILITY CRITERIA

Eligibility is limited to grantees funded under the RWJF *Injury Free Coalition for Kids* program.

SELECTION CRITERIA

The following criteria will be used to evaluate proposed projects:

- Potential to change policies and environments in ways that would improve access to healthy foods for low-income children and their families.
- Inclusion of partner(s) with the expertise and ability to implement the proposed project.
- Integration of the project with existing *Injury Free Coalition for Kids* initiatives.
- Potential to sustain and/or diffuse the project after the initial 18 months.

EVALUATION AND MONITORING

Grantees will be expected to meet RWJF requirements for the submission of narrative and financial reports. Grantees also will be required to submit periodic information needed for overall project performance monitoring and management. Project staff from funded sites may be asked to participate in periodic meetings and to give progress reports on their grants. *Injury Free Coalition for Kids* staff or consultants will be available to provide technical assistance when needed to ensure the success of the project. At the close of each grant, the grantee is expected to provide a written report on the project. Grantees also will be expected to participate in the program's evaluation.

HOW TO APPLY

Existing lead partners and project directors for *Injury Free Coalition for Kids* must apply on behalf of their community partnership and submit the following items via e-mail as attachments:

- **Proposal narrative (5-page limit)**—Please submit your narrative as a Word document, using Arial font in 11-point type. Your narrative must not exceed five single-spaced pages with 1-inch margins. Please follow the guidelines for the proposal narrative listed on page 5.
- **Line-item budget and budget narrative**—You must submit your line-item budget using the Excel budget template. The NPO will send the budget template via e-mail to all current *Injury Free* partnerships. Submit your budget narrative as a Word document.
- **Curriculum vitae or resume**—Required for project director and any other key project staff.

The items above must be submitted electronically by November 15, 2005 (5 p.m. EST) to: dr146@columbia.edu and bab1@columbia.edu.

In addition to the items listed above, proposals must be accompanied by an RWJF Project Support Form and Conditions of Grant Form. The NPO will mail these forms to current *Injury Free* grantees. You must complete and mail these forms, postmarked no later than Monday, November 22, 2005. Please mail forms to:

Barbara Barlow, M.D.
Columbia University Mailman School of Public Health
722 West 168th Street
Room 1708
New York, NY 10032-3702

The Robert Wood Johnson Foundation does not provide individual critiques of proposals submitted.

Guidelines for Proposal Narrative

Please submit your proposal with the following sections:

- ***Proposal narrative.***

The proposal narrative should address the following issues in the order presented below. Each item should be listed as a separate section heading. Narratives should not exceed five, single-spaced pages with 1-inch margins. Please use Arial font in 11-point type.

- ***Proposal summary.***

(100 words or less)

- ***Targeted environment(s) and population.***

Please identify the settings you are focusing on. Please include relevant information about age, race/ethnicity/culture, gender, household income and whether the population will be reached primarily through a school, the community or another setting.

- ***Project site.***

This will be either the same as or a smaller segment of your *Injury Free Coalition for Kids* project area. Please include relevant environmental, social and demographic characteristics and boundaries. For school-based initiatives, please include the percentage of children qualifying for free or reduced-price lunch at the selected site(s). School-specific data can be found on the Web sites of most school districts.

For all initiatives, please include the median income of households in the project area and the percentage of households living in poverty. Such data generally may be obtained at <http://factfinder.census.gov>

- ***Primary challenge(s) you plan to address.***

Please be specific.

- ***Proposed method(s) of increasing access to healthy foods among the target population.***

Briefly describe your primary goals and tactics. Please ensure that your initiative emphasizes policy and environmental change and describe any promotional or programmatic efforts that will complement the primary tactics. This description should be consistent with the information provided in your work plan.

- ***Primary partners and their experience in improving access to healthy foods.***

Please provide the name, title and contact information for the partners involved in this project. Examples of partners might include: nutritionist(s) at public health department, child nutrition director in school district, WIC program representative(s), agricultural extension agents, master gardener or farmers' cooperative representative(s), dietitian(s) at local health clinic, school food vendors, local grocers and restaurant owners, school board members, child care and after-school directors, and/or community health educators.

- *How you will integrate the new project into your Injury Free work.*
Please describe how this project will complement your existing *Injury Free* efforts. Address any risks or challenges of this project, such as the potential to distract or overtax the partnership.
- *How your previous Injury Free collaboration predicts success for the new project.*
Please highlight how the demonstrated strengths and accomplishments of your *Injury Free* partnership will support the new project. Please discuss how you will address any demonstrated weaknesses to ensure the success of the new project.
- *How this project may be sustained beyond the grant period.*
Please be specific about the opportunities you will pursue.
- *How your Community-Based Childhood Obesity Prevention initiative might be expanded and/or replicated.*
Please address any plans or opportunities to expand the programmatic or geographic scope of the effort over time.
- *How you will know if your initiative has been successful at the end of 18 months.*
Please describe the methods you plan to use to evaluate the success of your project.

USE OF GRANT FUNDS

Funding will be commensurate with the size and scope of the proposed activity. Grant funds may be used for project staff salaries, consultant fees, meeting costs, project-related travel, supplies, computer software and other direct expenses essential to the proposed project. In keeping with RWJF policy, grant funds may *not* be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, or as a substitute for funds currently being used to support similar activities.

PROGRAM DIRECTION

Direction and technical assistance for this program is provided by:

Injury Free Coalition for Kids
Columbia University Mailman School of Public Health
722 West 168th Street
Room 1708
New York, NY 10032-3702

Responsible staff members at the NPO are:

- Barbara Barlow, M.D., *Project Director*
- Sally Jacko, R.N., M.P.H., *Deputy Director*
- E. Lenita Johnson, M.A., *Communications Director*
- Maureen Durkin, Ph.D., Dr.P.H., *Research and Evaluation*
- Joyce Pressley, Ph.D., M.P.H., *Research and Evaluation*
- DiLenny Roca, *Administrator*

Responsible staff members at the Robert Wood Johnson Foundation are:

- Jeane Ann Grisso, M.D., M.Sc., *Senior Program Officer*
- Judy Stavisky, M.P.H., *Senior Program Officer*
- Kathryn Thomas, M.J., *Senior Communications Officer*
- Jan Mihalow, *Grants Administrator*

TIMETABLE

The timetable for this project is summarized below:

November 15, 2005, 5 p.m. EST

Deadline for receipt of proposals. Must be submitted via e-mail to: dr146@columbia.edu
and bab1@columbia.edu.

November 22, 2005

Deadline for receipt of Hardcopy Project Support Forms (must be postmarked by this date.)

December 1, 2005

Awards announced.

December 15, 2005

Funding begins.

ABOUT RWJF

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. The Foundation seeks to:

- Assure that all Americans have access to quality health care at reasonable cost.
- Improve the quality of care and support for people with chronic health conditions.
- Promote healthy communities and lifestyles.
- Reduce the personal, social and economic harm caused by substance abuse—tobacco, alcohol and illicit drugs.

For more than 30 years the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org.

Sign up to receive e-mail alerts on upcoming calls for proposals at:

<http://subscribe.rwjf.org>

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