

Kansas Health Foundation Request for Proposals

Promoting Healthy Community Design Policies, Practices and Environmental Changes

Mission

Through this Request for Proposals (RFP), the Kansas Health Foundation seeks to promote policy, practice and environmental changes that support physical activity in public places through healthy community design.

Background

According to the Centers for Disease Control and Prevention (CDC) (www.cdc.gov/chronic_disease/overview/index.htm), chronic diseases affect almost 50% of Americans and account for 7 of the 10 leading causes of death in the United States. People who suffer from chronic diseases such as heart disease, stroke, diabetes, cancer, obesity and arthritis experience limitations in functioning, health, activity, and work, affecting the quality of their lives and the lives of their families. Underlying these diseases and conditions are significant health risk factors such as tobacco use and exposure, physical inactivity and poor nutrition. Engaging in healthy behaviors such as regular physical activity and healthy eating greatly reduces the risk for illness and death due to chronic diseases.

Specific to this RFP, regular physical activity improves overall health and fitness and reduces the risk of many health conditions such as those noted above (www.cdc.gov/Features/PhysicalActivity/). The *2008 Physical Activity Guidelines for Americans* recommends 150 minutes per week of moderate intensity aerobic activity for adults, such as brisk walking, and at least 60 minutes per day for children.

The way we design and build our communities (e.g., homes, buildings, streets and open spaces) influences the extent to which a person can be physically active. For example, inaccessible or nonexistent sidewalks, bicycle paths or walking paths may contribute to sedentary lifestyles that lead to poor health outcomes (www.cdc.gov/features/healthycommunities/). Further, homes that are spread apart from workplaces, recreational areas, schools, or grocery stores make it more likely people will rely on automobiles rather than walking or biking to get to their destination.

Greater reliance on automobiles presents us with many challenges to our health and well-being, including less physical activity, more air pollutants from automobiles, more greenhouse gases contributing to climate change, more injuries from car crashes and pedestrian accidents, less contact with nature and less sense of community.

Since community design directly affects our health, we need to take steps to make our communities as healthy as possible, such as by linking existing buildings and neighborhoods with walking or bike-friendly routes. And when planning new areas or expanding existing areas, we need to consider a community design that will enable

multiple modes of transportation rather than a primary dependence on motor vehicles. The very same changes that make communities more livable are also environmentally sound, healthy and economically sensible.

Designing and building healthy communities can improve the quality of life for all people who live, work, worship, learn and play within their borders—where every person is free to make choices amid a variety of healthy, available, accessible and affordable options. Physical activity is supported by environments that, by design, make being active part of daily living. <http://www.cdc.gov/Features/Healthycommunities>

Kansas Health Foundation's Goal for this Initiative

To help Kansas communities become more actively engaged in pursuing policy, practice and environmental changes that support physical activity in public places.

Proposed Strategies

Designing and building healthy communities that support daily physical activity is a complex, adaptive challenge requiring comprehensive, collaborative solutions. Multiple factors influence the environments where we live, learn, work and play – schools, work sites, health care organizations and other community settings. Changing environments to make being physically active easier and more likely requires meaningful, sustainable change facilitated by strong collaborative efforts across community sectors.

For this RFP, collaborative partnerships, teams or coalitions are asked to identify and facilitate specific policy, practice and environmental changes around supporting physical activity in public places drawing on recommendations from the Centers for Disease Control and Prevention

(http://www.cdc.gov/obesity/downloads/community_strategies_guide.pdf;

www.cdc.gov/healthypaces/about.htm) and the Institute of Medicine

(<http://www.rwjf.org/childhoodobesity/product.jsp?id=47908>). A variety of policies could be considered ranging from formal public policies to policies and practices in schools, worksites, places of worship or other community organizations.

Because community planning and ongoing convening are critical to securing local support for community-identified priorities, a two-phased approach is planned: one-year planning grants (this RFP) and three-year community engagement/implementation grants (by invitation only after successful completion of the one-year planning grant).

Some *example* strategies for supporting physical activity in public places through healthy community design are provided below (potential strategies are not limited to this list):

- Encouraging walking and bicycling for transportation and recreation through improvements in the built environment such as by linking neighborhoods to schools, workplace, recreation centers, grocery stores, etc. to ensure that there are places that people want to walk/bike to and through.

- Improving access to public transportation (<http://www.thecommunityguide.org/pa/environmental-policy/travelpolicies.html>).
- Increasing the safety, appearance and usability of public areas, including streets and public spaces where people are or could be physically active.
- Improving access to outdoor recreational areas.

Who should be involved?

Due to the complexity of creating environments that support daily physical activity, strong comprehensive community partnerships are required that include diverse groups of people reflecting the entire community. Involving the stakeholders who will be impacted by the community design process at all levels will increase the breadth and depth of impact. Specifically, a collaborative effort is expected to:

- Engage partners across sectors, including schools, employers, businesses, public health, health care, faith organizations, government/city planning, youth, parents and population groups within the community. Preference will be given to community partnerships which reflect the cultural, environmental and social context of the community.
- Identify an influential leadership team that is responsible for overall direction of the partnership, oversight of the community planning process, and accountable for making progress on agreed upon outcomes.
- Tie into any existing efforts, including Chronic Disease Risk Reduction Coalitions, Coordinated School Health Councils and other local partnerships.
- Engage community members who are traditionally hard to reach and affected by poor health outcomes.
- Engage influential community members, including those in leadership positions and positions of authority.

Who can apply?

Local coalitions, partnerships or teams are eligible to apply. Preference will be given to applicants partnering with a local or regional community foundation; however, such a partnership is not required. The Kansas Health Foundation has invested more than \$30 million in community foundations and is currently engaged in building stronger community foundations across the state. The Foundation is interested in maximizing this investment.

Applicants should demonstrate a commitment to the mission of the RFP and, if they exist locally, how they are connected to Chronic Disease Risk Reduction (CDRR) Coalitions, Coordinated School Health Councils or other existing, organized efforts in the community.

Applicant organizations must be classified as tax-exempt under Section 501(c)(3) of the Internal Revenue Code. The Kansas Health Foundation does not provide funding to

private foundations, Internal Revenue Code Section 509(A)(3) organizations and organizations with \$25,000 or less in gross annual receipts. All proposals must have an authorized signatory for the organization.

Ineligible Activities

Projects that are NOT eligible for funding include short-term programs that are unlikely to be sustained such as:

- Education or promotional activities that are not focused on environment or policy change
- Materials development
- Training that is not focused on environmental or policy change
- Workshops that are not focused on environmental or policy change
- Equipment and tools

Additional grant exclusions (areas not funded by the Foundation):

- Medical research
- Contributions to capital campaigns
- Operating deficits or retirement of debt
- Endowment programs not initiated by the Foundation
- Political advocacy of any kind
- Vehicles, such as vans or buses
- Medical equipment
- Construction projects or real estate acquisitions
- Direct mental health services
- Direct medical services

Readiness Factors and Selection Criteria

Applicants must demonstrate their capacity to work collaboratively to identify and facilitate policies, practices and environmental changes designed to make it more likely Kansans will be physically active. The following criteria will be used to gauge applicant readiness and likelihood of success, however, the Foundation recognizes that not all applicants will fully meet each of the criteria. They are intended as a guide and something to strive for as community partnerships come together and focus on healthy community design.

- An existing coalition or community group has facilitated or is beginning to facilitate community conversations around issues important to the community. Any community coalition can apply. A history of working together and a commitment to healthy community design should be clear.
- A variety of community sectors and leaders are actively engaged or beginning to work together on issues important to the community. Sector representatives may include schools, employers, businesses, public health, health care, foundations, faith organizations, government/city planning, youth, parents and population groups within the community. Preference will be given to community partnerships that reflect the cultural, environmental and social context of the community.

- Demonstrated connection to any *existing* efforts, including Chronic Disease Risk Reduction (CDRR) Coalitions, Coordinated School Health Councils, and other local partnerships.
- A leadership team includes influential representatives from the health department, city/county government, parks and recreation departments, local YMCAs, local health-related coalitions (if they exist), schools, businesses, foundations and other organizations and is responsible for overall direction of the partnership, oversight of the community planning process, and accountable for making progress on agreed upon outcomes.
- The leadership team has the capacity to reach and engage the entire community.
- Demonstrated *or emerging* ability/leadership to facilitate policy, practice and environmental change around issues important to the community.
- Demonstrated experience *or emerging capacity* to lead a collaborative effort comprised of diverse groups of stakeholders.
- Demonstrated familiarity with local data/information from schools and public health organizations associated with physical activity. This may include a completed assessment and identified priorities or a list of local community or school policies. It is anticipated that some data will be available prior to the planning grant and some data will become available as the planning process moves forward.
- Letters of commitment from at least three representatives of local government, decision makers, local health departments, community groups and individuals indicating their commitment to healthy community design and their specific engagement in this planning process.
- Demonstrated capacity to manage the grant.
- Demonstrated ability to participate in technical assistance and evaluation activities and meet evaluation and reporting requirements.
- At least three people from the leadership team participated in the RFP Conference.
- The budget and budget narrative are appropriate and realistic given the scope of the project.

What is the award amount and timeframe?

Up to 12 communities will be awarded one-year planning grants of up to \$25,000 to help support the development of a strategic community plan and logic model that identifies policies, practices and environmental changes designed to increase physical activity. A cash match is not required for planning grant applications. In addition to the monetary award, each community will have access to highly specialized technical assistance. Technical assistance will be provided throughout the grant and will include guidance and consultation specific to the area of focus chosen by each community. The most significant benefit of the planning grant is the access to technical assistance.

During the planning phase, each partnership, team or coalition will be able to:

- Participate in leadership development training, including a 2 ½-day training and ongoing assistance with community convening. At least three members of the leadership team will be required to attend the unique training opportunity. Training will be held in a central location.

- Engage in a community convening process ensuring input from a broad spectrum of stakeholders to identify local issues and priorities (outcomes) around healthy community design.
- Develop a multi-year community plan that incorporates evidence-based policies and practices for healthy community design such as those listed earlier in this RFP.
- Develop a logic model that outlines intended strategies/activities and outcomes that stem from the community plan.
- Plan for the sustainability of the community effort including the community convening and planning process, building and growing the coalition and movement toward putting in place policies and practices associated with healthy community design.
- Participate in technical assistance, shared learning and evaluation activities.

Application Process and Timeline – How to Apply

1. Attend the RFP Conference scheduled for May 17th – 18th 2011, Wichita, Kan.:
Applicant teams of at least three people are *strongly encouraged* to attend the RFP Conference. Attending the RFP Conference will likely result in a stronger more competitive grant application. It is recommended that applicant teams include the coalition leader/staff person, local champion and other individuals actively involved in the coalition. The conference will provide background on the Foundation’s interest in healthy community design and physical activity, evidence-based practices around physical activity, community leadership, civic engagement, community assessment tools and the application and review process. If you are interested in receiving information about attending the RFP Conference, please email Marlene Henkle at HCD-AHF@valentine-associates.com by **March 1, 2011** and indicate who from your community will attend. Please include names and the organizations or community sectors represented. **Space at the RFP Conference will be limited. Preference will be given to applicant teams as opposed to individuals.**
2. Participate in Phone Conferences: Following the RFP Conference, *optional* group phone conferences will be offered to answer questions about the Initiative. Dates, times and call-in procedure for the phone conferences will be announced in May 2011.
3. Complete the Planning Grant Application – All applications must be submitted using an online application process through the Kansas Health Foundation website by **5:00 p.m. on August 1, 2011**. A general outline of the planning grant application is provided below. Invitations to submit Community Engagement grant applications will be sent upon successful completion of the Planning Grant.
Planning grant applications should:
 - Describe the local physical activity environment and the problems the proposed project will address. Please refer to any local data/information from schools and/or public health organizations associated with physical activity.
 - Describe any existing resources that will be leveraged to support the proposed project.

- Describe the collaborative partnership, team or coalition.
- Describe the leadership abilities and commitment of individuals assuming responsibility for the proposed project.
- Outline the strategies/activities you hope to implement during the planning process.
- Provide a timeline of planned strategies/activities.
- Describe the results/outcomes you hope to achieve as a result of your planning process.
- Describe any anticipated challenges and how they will be addressed.
- Describe how accomplishments of the planning grant will be sustained beyond Foundation funding.
- Include a budget and budget narrative that is appropriate and realistic given the scope of the project.
- Attach letters of commitment outlined below.
- Attach a list of individuals who attended the RFP conference.
- If available, attach completed community assessments.

4. Include the following Letters of Commitment with the application:

- a. Letters of commitment from at least three representatives of local government, decision makers, local health departments, foundations, community groups or individuals whose cooperation and collaboration is appropriate, relevant and necessary for the success of the work. The letters must indicate their commitment to healthy community design and their specific engagement in this planning process. The letter should outline the specific commitment to invest (financial, time or in-kind resources) in the process of designing a healthy community.
- b. Letters of commitment indicating that at least three members of the leadership team will participate in a 2 ½-day collaborative leadership program.
- c. Letters of commitment from leadership team members to participate in technical assistance and evaluation including annual grantee gatherings.
- d. Letter of commitment from an individual from the leadership team who will be responsible for Kansas Health Foundation reporting requirements, including reporting associated with the evaluation.

5. Review Process – A review committee with state and national expertise in community collaboration, healthy community design and evaluation will review all proposals and make recommendations for funding to the Kansas Health Foundation. The committee will use the review criteria described in this RFP when making their recommendations.

6. Planning Grant Awards will be announced by December 1, 2011.

Upon successful completion of a community plan and logic model developed by a diverse group of stakeholders, communities will be invited to submit an application for a three-year community engagement grant of up to \$25,000 per year. Community engagement grants will help support significant progress by the partnership, team or coalition on one or two community identified priorities contained in the community

plan. Community engagement grants are intended to help the community partnership continue to convene and garner public support for policies, practices and environmental changes to increase physical activity through healthy community design.

Community engagement grant applicants must:

- Secure a 50% cash match that will support implementation of the plan and is subject to the same limitations as Kansas Health Foundation funding stated above under Ineligible Activities. The match may be in the form of a pledge, commitment or dollars in a fund for use by the coalition or community partnership.
- Have developed a community plan that includes policy, practice and environmental changes and indicates how these approaches will make daily physical activity more likely.
- Work with the external evaluator to gauge the ongoing progress toward outcomes.

During the community engagement phase, each partnership, team or coalition will be able to:

- Engage in a community convening process to move forward priorities from the community plan for healthy community design.
- Take steps to sustain the community effort.
- Participate in technical assistance, shared learning and evaluation activities.

How can the funds be used?

Grant funds can be used to support ongoing convening and planning associated with identifying and addressing evolving community priorities/outcomes to promote healthy community design. Specifically, funds may be used to cover a portion of the time of a local champion or coalition coordinator, however, sustainability of the staff position beyond grant funding must be demonstrated in the application. Additional expenses may include reimbursement for travel to required meetings, food for convening meetings and some minimal office supplies or photocopying expenses.

A substantial part of the grant will be the benefit of specialized technical assistance and training in community assessment, community engagement and planning, and evidence-based best practices for healthy community design. A technical assistance team will include health promotion professionals, city planners, engineers, policy experts and individuals with extensive experience in community collaboration and leadership. (Please see specific information under Technical Assistance). The Kansas Health Foundation will directly cover expenses associated with the technical assistance including consultant time, workshop expenses, speaker fees or other expertise and assistance consistent with community identified priorities for healthy community design that will support physical activity in public places.

Reporting Requirements

Planning Grant reporting requirements include a Grant Status Report and Financial Status Report due at the end of the Planning Grant year. A general outline of the Financial and Grant Status Report follows:

- a. A comparison of actual expenses with the Approved Project budget shall be reported in a format provided by the Foundation.
- b. Short narrative (2-3 paragraphs) about progress on strategies/activities and proposed outcomes from the application.
- c. Short narrative (2-3 paragraphs) about progress toward building/growing the coalition.
- d. Short narrative on challenges and lessons learned during the planning grant period, including what went well, what did not go well, and any surprises.
- e. Attachments: Table data: (1) List the number and type of meetings (coalition, community etc.) and the approximate number of people who attended. (2) List the coalition members along with phone and email contact information.
- f. Attachments: strategic community plan and logic model

Desired Outcomes

The Kansas Health Foundation recognizes that healthy community design that supports physical activity requires significant community engagement over a long period of time. It is anticipated that by the end of the planning grant period, communities will have:

- Enhanced the capacity (building and growing) of the coalition to work collaboratively; and,
- Developed a strong comprehensive community plan and logic model for healthy community design.

By the end of the community engagement grant period, communities will have:

- Identified priorities/outcomes for action; and,
- Demonstrated significant progress toward changing policies or practices associated with healthy community design that will support physical activity in public places.

Timeline	
RFP Conference	May 17 th – 18 th 2011
Follow Up Phone Conferences	June 2011, dates announced May 2011
Planning Grant Applications due	August 1, 2011
Planning Grant Awards announced	December 1, 2011
Planning Grants begin	January 1, 2012 (thru December 31, 2012)
Grantee Orientation/Leadership Development Training	January 2012
Ongoing Technical Assistance and Evaluation	January 1, 2012 (thru December 31, 2012)
Grantee Convening	October 2012

Final grantee reports, community plans and logic models due	February 1, 2013
KHF reviews final reports, community plans and logic models.	February 2013
KHF sends out invitation to submit Community Engagement Grants	March 1, 2013
Community Engagement Grant Applications due	April 15, 2013
Community Engagement Grant Awards announced	June 1, 2013
Community Engagement Grants begin	July 1, 2013 (thru June 30, 2016)
Annual Grantee Convening	Oct 2013, Oct 2014, Oct 2015
Ongoing Technical Assistance and Evaluation	July 1, 2013 (thru June 30, 2016)
Final reports	August 1, 2016

Technical Assistance: Leadership Development, Best Practices & Shared Learning

As part of the grant award, successful applicants will receive specialized technical assistance, leadership development training and support, and opportunities for shared learning. This exclusive technical assistance and training will focus on supporting a community collaborative process to identify and facilitate policies, practices and environmental changes associated with creating an environment for Kansans to become more physically active.

A Technical Assistance Team will serve as advisors to awardees and will include health promotion professionals, city planners, engineers, policy experts and individuals with extensive experience in community collaboration and leadership. The Technical Assistance Team will provide information and guidance around evidence-based tools and resources that will help guide community assessment and create opportunities for networking. Healthy Kids Challenge, Inc. and the Center for Community Support and Research at Wichita State University will oversee the Technical Assistance Team.

Specifically, technical assistance will include a grantee orientation (January 2012) and convening (October 2012) in addition to regular phone and e-mail communication, webinars, and onsite visits as needed. Recognizing the potential need for individualized technical assistance, the Technical Assistance Team will maintain regular contact with awardees in order to provide the most timely and effective assistance. Communities will be able to obtain technical assistance associated with the policies, practices or environmental changes related to healthy community design that best fits their community. These technical assistance methods are described in more detail below.

Group-Based Technical Assistance. Several group-based technical assistance methods will provide awardees the opportunity to gain leadership and collaboration skills and content knowledge related to healthy community design. Participants will have opportunities to support and learn from one another in several ways.

- **January 2012 - Grantee Orientation.** Since building and strengthening local leadership capacity is a key strategy of this RFP, community teams will be required to participate in a 2 ½-day leadership development training utilizing the

Kansas Leadership Center Civic Engagement Framework. The Center for Community Support and Research at Wichita State University will provide this training and assistance. In addition to the 2 ½-day training, community teams will receive ongoing assistance with community convening and leadership development.

- **October 2012 – Grantee Convening.** The October 2012 Grantee Convening will focus on the development of strategic community plans and logic models. This convening will help grantees prepare final documents and reports associated with the planning grant.
- **Consultation Cohorts.** Grantees will regularly convene via conference call to discuss planning progress, gain evidence-based tools and resources, and support each others' local efforts.

Community-Specific Technical Assistance. Each awardee will receive one-to-one technical assistance tailored to their individual community. Awardees will be provided both evidence-based tools and resources, as well as community collaboration and leadership development assistance.

- **Primary Contact.** Each awardee will be provided a primary contact who can be contacted regarding community specific technical assistance questions and needs. Primary contacts will be available via a 1-800 number or via e-mail.
- **Assessment and Memorandum of Understanding.** Awardees will participate in an assessment to identify technical assistance needs and topics. The assessment, along with consultation, will lead to an individualized Memorandum of Understanding that provides an overview of the technical assistance to be provided.
- **On-Site Technical Assistance.** Based on the Memorandum of Understanding, awardees will receive on-site technical assistance regarding evidence-based tools and resources and community collaboration and leadership. Up to four onsite visits will be provided for each awardee.
- **Telephone Consultation.** Awardees will participate in regular conference calls with technical assistance providers. These consultations will provide an opportunity to discuss challenges to progress, plan next steps, and gain useful evidence-based tools and resources.

Through these technical assistance strategies, awardees will also benefit from ongoing mentoring and guidance from each other as they move forward.

Evaluation

Innovation Network, Inc. will work closely with the Kansas Health Foundation and selected community/coalition partners to evaluate the overall effectiveness of the Healthy Community Design Initiative. The evaluation will focus on three main components:

- The ability of the community/coalitions to actively pursue their strategies/activities and achieve the outcomes they have defined.
- Overall strength of the coalition.
- Lessons learned from implementation of the initiative.

While the Kansas Health Foundation is interested in measuring the outcomes of the initiative as a whole, each community/coalition must be willing and able to participate in key evaluation planning and implementation activities such as:

- Developing a logic model
- Developing an evaluation plan that prioritizes one to two key outcomes
- Participating in and helping coordinate periodic telephone interviews and focus groups
- Conducting some minimal data collection such as administering surveys, conducting interviews, tracking key data, and gathering documents.

Whom shall I contact with additional questions? Jeff Usher, program officer, Kansas Health Foundation, 316-262-7676 or jusher@khf.org. If you have any questions related to the online application process, please contact Elissa Buller, grants associate, at ebuller@khf.org.