

**MAKING KANE COUNTY  
FIT FOR KIDS**

**Community Grants to Address Childhood Obesity**

Due Date: December 12<sup>th</sup>, 2008



**Kane County  
Health Department**

<b>Important Dates &amp; Deadlines for 2009 Fit for Kids Community Grant</b>	
RFP Release	November 7 <sup>th</sup> , 2008
Bidders' Conference	November 21 <sup>st</sup> , 2008
Full Proposals Due*	December 12 <sup>th</sup> , 2008
Grants Announced	January 12 <sup>th</sup> , 2009
Grant Period (Year One)	February 1 <sup>st</sup> , 2009 – January 31 <sup>st</sup> , 2010
* Please note proposals must be received at the Community Foundation of the Fox River Valley (Fiscal Agent for the Consortium) at 111 West Downer Place, Suite 312, Aurora, IL 60506 by 4:30pm on December 12 <sup>th</sup> , 2008 to be considered. Late applications will not be accepted.	

### **WHY “MAKING KANE COUNTY FIT FOR KIDS”?**

In the spring of 2007, Karen McConnaughay, Chairman of the Kane County Board, convened a forum of community leaders to discuss the future of health in Kane County. Out of that forum came the Healthy Kane 2030 vision that Kane County residents will become the healthiest in Illinois. The number one threat to that vision is the toll of chronic diseases on our community.

Obesity contributes to many chronic diseases including cardiovascular diseases, certain forms of cancer, diabetes and many other illnesses. This RFP will support local communities as they convene stakeholders and implement activities to improve the health of the community.

### **ELIGIBILITY**

501(c)(3) tax exempt public charities, governmental or other public, non-profit entities. Applicants must represent a coalition in a geographically defined area that has been formed or is being formed to address childhood obesity.

### **FUNDING AVAILABILITY**

Applicants applying for implementation funding may request up to \$100,000 for a twelve month program. Applicants applying for convening & planning funding may request up to \$30,000 for a nine month planning process. One implementation grant and three convening & planning grants will be funded.

### **QUESTIONS**

Please contact:

Paul Kuehnert, Executive Director, Kane County Health Department, 630-208-5122 or [kuehnertpaul@co.kane.il.us](mailto:kuehnertpaul@co.kane.il.us) or

Michael Isaacson, Director of Community Health, Kane County Health Department, 630-208-3140 or [isaacsonmichael@co.kane.il.us](mailto:isaacsonmichael@co.kane.il.us)

## **Overview of “Making Kane County Fit for Kids”:**

A consortium of Kane County-based agencies (Community Foundation of the Fox River Valley, the Kane County Health Department, the Kane County Regional Office of Education & the United Way of Elgin) has joined forces to reverse the epidemic of childhood obesity in our community. By combining forces, the consortium believes it can most efficiently and effectively raise and disperse funds to support the comprehensive, coordinated, community-based health promotion initiatives needed to make Kane County ‘Fit for Kids’.

The educational and ecological model of health<sup>1</sup> developed by Green and Kreuter is the conceptual framework for ‘Fit for Kids’. Therefore, proposed projects should address key factors in social, environmental and individual factors. This model has been developed and tested over the past four decades in multiple projects and programs ranging from smoking cessation to cancer control to sexual risk behavior change. Green’s model says that health and health risks are a result of multiple social, environmental and individual factors. These factors interact and form the basis for the health choices individuals make. Successful health promotion programs address key factors in each of these dimensions and foster involvement by multiple sectors of the community in planning and implementing the program.

## **Main Goals of “Making Kane County Fit for Kids”:**

Making Kane County ‘Fit for Kids’ is a comprehensive, coordinated, community-based initiative that seeks to reverse the epidemic of childhood obesity in Kane County. The initiative is organized around four strategic action principles:

1. Provide parents and children with reliable, up-to-date information in multiple settings regarding healthy physical activity and eating habits.
2. Support a culture of wellness and health promotion in our workplaces, schools, homes, communities and other institutions.
3. Develop land use, planning and other public policies that foster and support physical activity for all in our communities.
4. Assure that fresh fruits and vegetables are affordable and accessible to all families in our communities.

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<sup>1</sup> The Precede-Proceed Model of Health Program Planning and Evaluation 4<sup>th</sup> Edition by Lawrence Green and Marshall Kreuter. See <http://lgreen.net/precede.htm> for references and bibliography.

## Required Activities:

Funding will be directed to local community coalitions that are (or have been) formed (or expanded) to implement the 'Fit for Kids' strategic action principles in their communities.

All local community FFK coalitions will:

- Identify in the cover letter the geographic area in Kane County that it plans to serve. The service area must have clearly defined boundaries that coincide with an existing geo-political area such as: school district(s), park district(s), municipality(ies) or township(s).
- Convene concerned individuals and organizational representatives as members. The coalition must include representatives from the following entities within the service area the FFK coalition plans to serve including: school district(s), park district(s), municipality(ies), businesses, faith-based organizations, hospitals and community health centers.
- Identify a lead agency that shall act as convener of the local FFK coalition and its fiscal agent.
- Conduct or reference focused needs & assets assessment of the service area regarding childhood obesity (technical assistance and data sets will be provided to both applicants and funded coalitions by the Kane County Health Department.)
- Develop a three-year community action plan with specific program and policy goals and objectives that address all of the FFK strategic action principles and involve all key community sectors (schools, parks, municipalities, health, and businesses)<sup>2</sup>

Applicants for Implementation funding:

- Begin activities by the second quarter of the year addressing all four strategic action principles
- Funding to be used for staffing, program activities, and capital expenditures for community coalition projects such as walking or bike paths, playground equipment, etc...

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<sup>2</sup> See, for example, Healthy Eating, Active Living: Action Plan for New Hampshire 2008., published by the HNH Foundation, pgs 21-54. Accessible at: <http://www.hnhfoundation.org/documents/031908HEALActionPlan.pdf>

## APPLYING FOR FUNDING

### Requirements:

1. A grant narrative of no more than five pages completed on 8 ½ x 11 sheets with type face of no smaller than 12 font with double spacing.
2. Work plan (Appendix B)
3. Budget form (Appendix C)
4. One page budget justification narrative
5. Letters of commitment from current or potential coalition members

### Proposal Content & Scoring

Proposals will be evaluated by a panel representing agencies that participate in the Making Kane County Fit for Kids Funders Consortium. Scoring will be based on evaluation of the following three areas:

1. Coalition Capacity (As presented in grant narrative & letters of commitment)
2. Assessment and Approach (As presented in work plan)
3. Budget (As presented in budget form and narrative)

#### **1. Coalition Capacity**

**30 points**

In the grant narrative, describe your coalition and its capacity to meet the requirements of this request. Include the following:

Indicate whether application will be for implementation grant or convening & planning grant.

List members of the coalition that will work together to meet grant requirements. Coalition should include:

- After-school programs
- Business community
- Faith-based organizations
- Hospitals
- Local school district(s)
- Municipality(ies)
- Neighborhood groups
- Parent organizations
- Park district(s)

Identify clearly defined geographic area that will be served by the coalition.

Designate lead agency to serve as fiscal agent and convener of coalition.

Identify contact person who will be responsible for oversight of grant deliverables.

## **2. Assessment and Approach**

**50 points**

**Implementation** grant applicants- Work plan should indicate how interventions will occur during funding period to address all four strategic action principles.

**Convening & Planning** grant applicants- Work plan should indicate how coalition will be convened and address at least two strategic action principles.

Provide a work plan, using template in Appendix B.

Describe how the organization will utilize proven and innovative practice to address the four strategic action principles below:

- Provide parents and children with reliable, up-to-date information in multiple settings regarding healthy physical activity and eating habits.
- Support a culture of wellness and health promotion in our workplaces, schools, homes, communities and other institutions.
- Develop land use, planning and other public policies that foster and support physical activity for all in our communities.
- Assure that fresh fruits and vegetables are affordable and accessible to all families in our communities.

Describe plan to develop specific goals and objectives for each sector of the community (see Appendix A for sample interventions).

Describe plan to collect data in compliance with county-wide effort as described in technical assistance series. Kane County will work with grantee and other local communities to enhance local data collection.

Maintain active participation in Kane County technical assistance series to assist in building of community data and best practices with other communities in Kane County.

Demonstrate understanding of the community through needs assessment or existing data for service area. Use of acceptable/approved assessment will provide direction for planning efforts.

### **3. Budget**

**20 points**

Complete budget form (Appendix C)

Explain in one page budget narrative how *Making Kane County Fit for Kids* funds will be utilized to complete the activities described above. Narrative should provide justification for each line item included in budget.

Describe how funding will be used to leverage and extend resources in the service area.

\*Funding to be used for staffing, program activities, and capital expenditures for community coalition projects such as walking or bike paths, playground equipment, etc.

# APPLICATION CHECKLIST

Application received by Community Foundation of the Fox River Valley by 4:30pm on December 12<sup>th</sup>, 2008.

Six sets (one original and five copies) of materials listed below in order.

Cover Letter

Grant Narrative

Completed Work Plan (Appendix B)

Project Budget (Appendix C)

Budget Narrative

Letters of Commitment from coalition members

APPENDIX A  
MAKING KANE COUNTY FIT FOR KIDS  
POTENTIAL IMPLEMENTATION ACTIVITIES

The following information includes ideas for interventions by sector. Actual interventions may differ based on the needs of the community. Detailed information and resources are available through the Kane County Health Department

**After-school programs**

- Implement physical activity component in all programs
- Engage parents with education and awareness building activities

**Business Community**

- Implement worksite wellness programs using proven techniques
- Work with insurers to address prevention activities
- Develop policy to only offer healthy food options at meetings

**Faith-based organizations**

- Implement health ambassador program where members of faith community share information and participate in health promotion activities
- Start walking club
- Create policies to serve healthy food

**Hospitals & Community Health Centers**

- Collaborate to provide health education and screenings
- Engage providers to conduct screenings and educate patients
- Train personnel on accurate measurement of and the importance of recording BMI
- Provide training on proven weight loss techniques

**Local school district(s)**

- Assess food service and access to unhealthy food during school day
- Engage District Wellness Committee
- Review curriculum for physical education and health education courses
- Motivate parents to serve as advocates for healthier schools
- Start a walk/bike to school program

**Municipality(ies)**

- Conduct assessment of neighborhoods to determine access to healthy foods and safe places to be active
- Implement policy limiting unhealthy foods sales
- Encourage farmer's markets in community

**Neighborhood groups**

- Conduct analysis of healthy food availability & safety for physical activity for youth
- Promote improvements in food and physical activity environment
- Appeal for model zoning, transportation and community designs

**Parent organizations**

- Advocate for healthier polices at school
- Sell healthy food instead of high-sugar foods for fundraisers

**Park district(s)**

- Offer additional courses on preparing healthy food
- Partnerships to make parks/facilities available to community
- Safety programs for increased park utilization
- Parent volunteer programs

**MAKING KANE COUNTY FIT FOR KIDS**  
**Work Plan Template**  
**APPENDIX B**

<b>Intervention</b>	<b>Activities</b>	<b>Outputs</b>	<b>Short and Longer-term Outcome(s)</b>
<i>Describe what you are trying to accomplish.</i>	<i>List activities to conduct intervention.</i>	<i>Describe expected accomplishments in terms that are specific, measurable, achievable and time-bound.</i>	<i>Explain how you will measure success of the intervention.</i>

Name of Lead Organization: \_\_\_\_\_

Budget Period: January 1st, 2009 - December 31st, 2009

Budget Categories				Amount Requested	Other Funding		Total by Line Item	Total by Budget Category
					In-kind	Cash		
<b>Salaries</b>								
Name	Position	Base Salary	% Base Salary on Project					
			0%	\$	\$	\$	\$	
		\$	0%	\$	\$	\$	\$	
		\$	0%	\$	\$	\$	\$	
		\$	0%	\$	\$	\$	\$	
<b>Total Salaries</b>								\$
<b>Fringe Benefits</b>				\$	\$	\$		\$
<b>Contractual Services</b>								
<u>Name of Consultant</u>								
				\$	\$	\$	\$	
				\$	\$	\$	\$	
				\$	\$	\$	\$	
<b>Total Contractual Services</b>								\$
<b>Equipment and Software</b>								
<u>Name of equipment or software</u>								
				\$	\$	\$	\$	
				\$	\$	\$	\$	
<b>Total Equipment</b>								\$
<b>Other:</b>								
Office expenses (supplies, telephone, photocopying, postage)				\$	\$	\$	\$	
Printing				\$	\$	\$	\$	
Space rental expenses				\$	\$	\$	\$	
Other (please be specific):				\$	\$	\$	\$	
				\$	\$	\$	\$	
<b>Total Office Supplies</b>								\$
<b>Indirect Costs</b>								
<u>List costs included in indirect budget (rent, utilities, admin salaries)</u>								
				\$				
<b>Total</b>				\$	\$	\$		\$

\*\*\*\*This form contains formulas, however, the applicant is responsible for ensuring the totals are accurate.