

**Public Health-Seattle & King County Communities Putting Prevention to Work
HEAL Letter of Intent (LOI) to apply for funds Form**

Applicant information:

Organization	City of Burien		
Executive Director	Mike Martin	Title	City Manager
Director has approved LOI	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Contact name	Michael Lafreniere	Title	Director of Parks & Recreation
Street address 1	400 SW 152 nd Street, Suite 300	Street address 2	14700 - 6th Ave SW
City	Burien	County	KING
State	WA	Zip	98166
Email 1	mikem@burienwa.gov	Email 2	michaell@burienwa.gov
Phone 1	206.248.5508	Phone 2	206.988.3703
Web site	www.burienwa.gov		
Federal Tax ID #	91-1576144	IRS Tax Exempt Designation	
Year organization incorporated	1993		
Type of applicant	<input type="checkbox"/> School district	<input checked="" type="checkbox"/> Local government	<input type="checkbox"/> Community organization

Focus area:

Describe population	<p>This grant would provide a framework in which these communities' policymakers can work together to build and support an environment that makes it easier for community residents to choose healthy foods and be physically active. Having met regarding healthy communities for some time, the cities of SeaTac, Des Moines, Burien and Normandy Park, in partnership with Highline Public Schools, are eager to create a Healthy Communities-Active Living Policy Council as a joint partnership to serve as a forum to evaluate and influence policy; to foster coordination between sectors in the food/active living systems; to discuss food/active living issues; and to launch or support programs and services that address local needs. Efforts to work collaboratively in the past have been challenging because Highline Public Schools serves four cities with different staff and policy priorities. This Policy Council provides the opportunity to identify and implement innovative policy solutions.</p> <p>The need for a Healthy Communities - Active Living Policy Council in our communities is apparent in the high rate of poor</p>
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health indicators including the disproportionate burden of obesity and related health problems. Additionally, addressing health concerns is complicated by the lowest household incomes in King County with many families living below the poverty level. Available services do not meet even the basic needs of residents in the areas of health and nutrition. With a substantial number of single parent households, many immigrant families with children, a high percentage of students enrolled in the federal lunch program, ever increasing numbers of students performing poorly academically and dropping out, and the challenge of accessing affordable, healthy food, these cities are necessarily compelled to seek assistance to create lasting change. Together with our residents and community partners, we strive to enhance these cities as vibrant, walkable, cities that are healthy and physically fit.

Where will the intervention take place and who will it affect? Include demographic information and geographic boundaries.

Community	Cities of SeaTac, Burien, Des Moines, Normandy Park and Highline Public Schools		
Indicate if you plan to serve a designated focus community:			
<input type="checkbox"/> Auburn	<input checked="" type="checkbox"/> Burien	<input checked="" type="checkbox"/> Des Moines	<input type="checkbox"/> Federal Way
<input type="checkbox"/> Kent	<input type="checkbox"/> Renton	<input type="checkbox"/> Tukwila	<input checked="" type="checkbox"/> SeaTac
<input type="checkbox"/> White Center	<input type="checkbox"/> Southeast Seattle	<input type="checkbox"/> Central Seattle	<input type="checkbox"/> Delridge (Seattle)
Experience working with this population(s)	Each city has a stake in the health and well being of its residents in partnership with Highline Public Schools and other community-based organizations and therefore part of our daily work.		

Word limit for "Focus area" table is 300.

Organization capacity:

How can your organization start this work right away and complete it in 20 months?	The cities have already demonstrated the ability to work collaboratively so they are eager to get to work on this as well.
Approximate budget request	\$175,000

Word limit for "Organization capacity" table is 300.

MAPPS Selection

Five evidence-based MAPPS strategies, when combined, can have a profound influence on improving health behaviors by changing community environments: Media, Access, Point of decision information, Price, and Social support/services (MAPPS). Please indicate which strategies you propose.

Strategy	Description	Applicant Selection
<u>Media</u>: Counter-advertising	Participate in counter advertising against unhealthy foods and/or promotion of healthy in collaboration with PHSKC media contractors.	<input type="checkbox"/>
<u>Access</u>: Increase healthy food/drink availability and Limit unhealthy food/drink availability	<p>Promote nutrition standards in schools, children's programs or government-funded programs, including both meals prepared by the school and other foods, such as vending machine or those served at school events.</p> <p>Modify zoning policies to encourage healthy food retailers to locate near schools and in underserved neighborhoods</p> <p>Implement vending machine nutrition guidelines/requirements.</p> <p>Increase number of small food retailers that sell healthy food through government food programs, such as WIC & SNAP (Supplemental Nutrition Assistance Program).</p> <p>Locate land and provide tools and technical assistance for immigrant and low-income people to grow food in their communities and sell it to local food retailers.</p>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>
<u>Access</u>: Reduce density of fast food sites	Work to modify zoning policies to reduce proximity of fast food sites to middle and high schools.	<input type="checkbox"/>
<u>Access</u>: Farms to school	Implement a Farm to School program at the school or district level.	<input type="checkbox"/>
<u>Product placement & attractiveness</u>	Support marketing of healthy items in schools (cafeterias, vending, on-site stores).	<input type="checkbox"/>
<u>Price</u>: Changing relative prices of healthy vs. unhealthy items	<p>Explore feasibility of enacting city privilege tax or fee on sugar sweetened beverages.</p> <p>Work with interested partners to lower cost of healthy items relative to less healthy items in cafeterias and vending machines at schools and worksites and government facilities.</p> <p>Implement cooperative purchase of food procured for meals and snacks in schools, childcare, and public housing.</p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<u>Access</u>: Safe, attractive, accessible places for activity	<p>Establish joint use agreements for schools and parks, so that community members can access indoor and outdoor recreation facilities.</p> <p>Promote adoption and implementation of state standards for minimum play space, equipment, and duration of play in children's programs.</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

Strategy	Description	Applicant Selection
	Modify park and recreation department policies to increase low-income and racial/ethnicity access to culturally appropriate physical activity programs	<input type="checkbox"/>
Access: City planning, zoning and transportation	Incorporate healthy community elements in cities' comprehensive plans (e.g., include municipal bicycle and pedestrian master plans as part of plan updates).	<input checked="" type="checkbox"/>
	Use a "complete street" approach in planning and/or zoning, so that walking and biking are promoted.	<input type="checkbox"/>
	Support state school siting requirements that locate schools so children can walk and bicycle to school and communities can use school facilities.	<input type="checkbox"/>
Access: Require daily quality PE in schools	Promote adoption and implementation of high-quality physical education (PE) standards/curricula and train and certify PE teachers.	<input type="checkbox"/>
	Promote adoption and implementation of regular recess, and especially Recess Before Lunch, in grades K-8.	<input type="checkbox"/>
Social Support: Safe Routes to School	Develop and/or implement a Safe Routes to School program at the school or district level, so that students can safely walk and bike to school.	<input checked="" type="checkbox"/>

Proposed changes detail:

In the spaces below, please describe the changes your organization will apply to CPPW to fund. These changes should be a policy, system or environmental change like the interventions above and also include the particular place (sector) where the change will occur.

Duplicate as needed depending on how many changes are proposed or considered.

Please see the Letter of Intent (LOI) guidance for definitions and instructions.

Change 1	Create a consistent set of standards throughout the cities and school district in order to make a significant impact on the health of our communities. The Policy Council includes in this strategy – vending machines at public buildings (i.e. community centers, city halls), vendors at events and festivals, in youth programming and in schools. As we invite other community based partners to the Policy Council they'll adopt the same standards.
MAPPS strategy	1) Promote nutrition standards in schools, children's programs or government-funded programs, including both meals prepared by the school and other foods, such as vending machine or those served at school events; 2) Implement vending machine nutrition guidelines/requirements.
Sector	<input checked="" type="checkbox"/> schools <input checked="" type="checkbox"/> local gov. <input type="checkbox"/> community <input type="checkbox"/> other
Rationale for selecting	This was an identified interest for the current city-school partnership. This strategy builds on STEPS and other efforts the partnership wants to strengthen.

Expected start and completion date	July 2010 – February 2012
Partners, collaborators and/or subcontractors	Cities of SeaTac, Burien, Des Moines, Normandy Park, Highline Public Schools, and Community Schools Collaboration.
Partner roles	Each city will support the regional approach to these issues/needs and commit to working our political/institutional systems to accomplish the goals.
Experience in accomplishing policy changes like this one	We have experience working collaboratively on other projects.
How intervention will continue having impact after funding ends	The Policy Council will remain intact as it is intended to be a long-term effort to work together towards multiple initiatives and pursue future funding.

Word limit for each intervention box is 400 words.

Change 2	Immigrant/Refugee/Very low income youth and families have increased access to healthy food by increasing the local supply. This plan includes the sale of produce at local Farmer's Markets and to pursue the sales at other retail sites.
MAPPS strategy	1) Locate land and provide tools and technical assistance for immigrant and low-income people to grow food in their communities and sell it to local food retailers.
Sector	<input checked="" type="checkbox"/> schools <input checked="" type="checkbox"/> local gov. <input type="checkbox"/> community other
Rationale for selecting	This was an identified interest for the current city-school partnership as well as interest from local community groups.
Expected start and completion date	April 2011 – February 2012
Partners, collaborators and/or subcontractors	Cities, School District, WSU Extension, BuRSST, Seattle Tilth, Cascade Land Conservancy, King County, community members.
Partner roles	Provide technical assistance and expertise and pursue additional funding sources.
Experience in accomplishing policy changes like this one	We intend to draw on the experts at our table and their experience with incubator farms and community gardens.
How intervention will continue having impact after funding ends	The Policy Council and the collective framework established will direct resources and decision-making.

Word limit for each intervention box is 400 words.

Change 3	Increased access to low cost/free recreational opportunities that meet the state standards particularly for children. This plan builds on current joint-use agreements with the goal of expansion and a consistent agreement between four cities and a school district.
MAPPS strategy	1) Establish joint use agreements for schools and parks, so that community members can access indoor and outdoor recreation facilities. 2) Promote adoption and implementation of state standards for minimum play space, equipment, and duration of play in children's programs.
Sector	<input checked="" type="checkbox"/> schools <input checked="" type="checkbox"/> local gov. <input type="checkbox"/> community other
Rationale for selecting	This was an identified interest for the current city-school partnership based on obesity rates.
Expected start and completion date	September 2010 – February 2010
Partners, collaborators and/or subcontractors	Parks Departments, community centers, YMCA, after school programs, school district
Partner roles	Assist with programming and policy development
Experience in accomplishing policy changes like this one	We currently work collaboratively with our school district sharing some resources.
How intervention will continue having impact after funding ends	The changes will be embedded in existing programs, MOU's, and/or other policy documents.

Word limit for each intervention box is 400 words.

Duplicate as needed for the number of interventions proposed.

Change 4	Communities are transformed to healthier, active living environments. Cities have a desire to link trails and walking routes and create bicycle pedestrian plans relative to helping residents move about in the Highline Community. Cities would be able to establish a consistent framework of support (i.e. police enforcement, parks bicycle rodeos).
MAPPS strategy	1) Incorporate healthy community elements in cities' comprehensive plans. 2) Develop and/or implement a Safe Routes to Schools program at the school or district level, so students can safely walk and bike to school.
Sector:	Schools/Local governments
Rationale for selecting:	This was an identified interest for the current city-school partnership based on a clear deficit and a significant population dependent upon public transportation making getting to school a safety concern.
Expected Date:	October 2010 (National Walk to School Month) – February 2012
Partners, collaborators, and/or subcontractors:	City departments, Highline Public Schools
Partner roles:	To seek best practice models and assist in making the case for these elements.
Experience in accomplishing policy changes like this one:	Some cities have bicycle pedestrian plans and some joint agreements between cities have involved comprehensive plan changes made in collaboration.
How intervention will continue having impact after funding ends:	Plans will be in place to pursue funding for infrastructure.