



Smart from the Start: Community Outreach Grant Request for Proposals

AMOUNT: \$10,000
DEADLINE: Friday, March 28, 2014 at 5:00 p.m. ET/2:00 p.m. PT
APPLY: <http://smartstart.questionpro.com>

Overview: *Smart from the Start: Community Outreach* provides PTA Regions, Districts and Councils with tools and resources to engage families of children ages 3-5, and partner with a local neighborhood community to improve awareness of energy balance concepts and provide nutrition and physical activity education. The grant is part of the larger *Smart from the Start* Initiative, an early childhood health education grant program launched in September 2013 by the Healthy Weight Commitment Foundation (HWCF), National PTA and Discovery Education as a commitment to the Clinton Global Initiative.

Goal: The goals of this grant are to develop and implement an effective, locally-driven, grassroots prevention strategy that **improves the energy balance** of children ages 3-5 and their families. Energy balance is simply finding a balance between the calories we consume through what we eat and drink and the calories we burn through physical activity. Specifically, PTA Regions, Districts and Councils will:

- **Educate families of children ages 3-5** about practical ways to ensure children achieve a balanced intake of nutritious foods and physical activity every day, using the Energy Balance Pre-K curriculum;
- **Mobilize community-based stakeholders** to focus on increasing access to healthy foods and physical activity options in the community, especially for families of children ages 3-5; and
- **Participate in a national network of community-based leaders** who share a common approach to preventing childhood obesity, while learning from each other's unique solutions.

Eligibility: Existing PTA Regions, Districts and Councils are eligible to apply. All applicants must be in good standing with their State PTA and be a 501(c)(3). All selected grant recipients will be required to provide a copy of their 501(c)(3) documentation or letter from their State PTA that documents tax exempt status and good standing.

Grant Funding and Terms: National PTA will award 10 *Smart from the Start: Community Outreach* Grants of \$10,000 each. Grant funding must be spent between June 1, 2014-September 30, 2015 and must only be used for activities proposed in this grant application.

Requirements: Grant recipients will be required to:

- Use the **Energy Balance Pre-K** curriculum to host family education events in two Pre-Ks in Fall, 2014 and two in Spring, 2015. One Pre-K each semester must be a Head Start (equaling two total).
- Assess nutritious food availability and physical activity options in a neighborhood that is densely populated with families of children ages 3-5. This includes creating a community asset map of a one-mile radius around a preschool.

- Form a community coalition to conduct outreach to local stakeholders that serve families (i.e. churches, recreation centers, grocery stores, etc.) to raise awareness about the importance of energy balance and share the results of the community assessment. The coalition must include one member from a local Head Start program.
- Create an outreach plan for improving awareness of energy balance in a neighborhood that is densely populated with families of children ages 3-5. Recipients are strongly encouraged to utilize existing HWCF associate member programs, where available.
- Have representation on all training webinars throughout the grant term, as scheduled.
- Send one representative to the project planning retreat at the 2014 National PTA Annual Convention in Austin, TX. National PTA will cover all travel costs and provide one complimentary registration to the Convention.
- Submit a mid-term progress report and a final evaluation at the conclusion of the grant.

Selection Criteria: Criteria for receiving the grant include:

- Application of previous experience to: (45 points)
 - Assessing need
 - Family education
 - Community organization/coalition building
- Preliminary assessment of healthy food availability and physical activity options in local community. (20 points)
- Proposed list of community coalition partners* (5 points)
- Letter of support from one local Head Start (5 points)
- Budget and budget narrative (5 points)
- Agreement to: (20 points)
 - Use the **Energy Balance Pre-K** curriculum to host family education events in two Pre-Ks in Fall, 2014 and two in Spring, 2015. One Pre-K each semester must be a Head Start (equaling two total).
 - Assess nutritious food availability and physical activity options in a neighborhood that is densely populated with families of children ages 3-5.
 - Form a community coalition to conduct outreach to local stakeholders that serve families
 - Create an outreach plan for improving awareness of energy balance in a neighborhood that is densely populated with families of children ages 3-5.
 - Participate in all required webinar trainings and project planning retreat.
 - Submit a mid-term progress report and a final evaluation at the conclusion of the grant.

***BONUS POINTS:**

- Participation in the January 22, 2014 or February 18, 2014 technical assistance webinars (5 points)
- Inclusion of at least one HWCF associate member organization on proposed list of community partners (5 points)

Deadlines and Key Dates:

<u>Activity</u>	<u>Due Date</u>
Technical assistance webinar re: Smart from the Start theme and grant application	Wednesday, January 22, 2014 at 1 pm ET OR Tuesday, February 18, 2014 3 pm ET
Application deadline	Friday, March 28 at 5:00pm ET/2:00pm PT
Grant notification	May 7 th
Kick off networking webinar	May 30 th (tentative)
Project planning retreat (PTA National Convention)	June 19 th (tentative)
Grant terms	June 1, 2014-September 30, 2015
Final budget and reports due	October 31 st , 2015

Partner Resources: The Healthy Weight Commitment Foundation is designed to help reduce obesity—especially childhood obesity—by 2015. The Foundation is committed to the concept of energy balance – balancing calories in and calories out. The **Together Counts™** initiative (www.togethercounts.com) is a national campaign that promotes active, healthy living through energy balance – balancing the calories we consume with the calories we burn. The program focuses its efforts on two critical areas – families and schools. It provides tips, tools and incentives for parents, teachers and school health professionals to use in encouraging energy balance.

- **Together Counts - Home** is a portal designed for families, teachers and health professionals to engage on social media, access free resources, check out the most popular lessons, videos and grant or promotional programs.
- **Energy Balance Pre-K** curriculum features developmentally-appropriate activities within two broad thematic units, Me and My Choices and Give It a Try! Designed in a flexible grab and go format, the Pre-K curriculum allows educators to integrate lessons and activities intermittently throughout the year or as a 20-day thematic unit. Each of the new lessons and activities are also aligned to a range of popular preschool health programs including Head Start, NAEYC, WIC, SNAP-Ed and NASPE among others.
- **The Associate Member partner finder and service locator** includes existing, turnkey solutions that can be leveraged to address the energy balance needs of your community.

PTA Tools: To assist in partnering with the community stakeholders and educating families on the importance of energy balance, National PTA will develop a toolkit for PTA leaders that include:

- Leader’s Guide
- Energy balance educational posters for Pre-Ks
- Community stakeholder outreach template tools
- Community assessment template tools
- Family recruitment template tools
- Media outreach templates
- Proclamation template

To assist with program planning and implementation, National PTA will also offer a planning retreat in conjunction with the National PTA Annual Convention in Austin, TX and develop a series of training webinars.

Contact Information: Please send any questions about grant eligibility and the application process to programs@pta.org or call 703-518-1221.

How to Apply: All applications must be submitted online by **Friday, March 28, 2013 at 5:00pm ET/2:00pm PT**. It is recommended that you review the questions provided below before you proceed with the application, and formulate responses that can be cut and pasted into the application. Go to <http://smartstart.questionpro.com> to complete an application.



Healthy Weight Commitment Foundation is the proud sponsor of National PTA’s Smart from the Start: Community Outreach Grant, which through its 250+ members and partners, seeks to significantly reduce childhood obesity rates by 2015.

Components of online grant application:

Applications must be completed by 5:00pm ET/2:00pm PT on Friday, March 28, 2014 and include **ALL** of the following:

PTA Information:

Official PTA Region, Council or District Name:
PTA ID Number:

Primary PTA Contact Information:

Name:
Role (president, board, member, etc.):
Address 1:
Address 2:
City:
State:
Zip:
Phone:
Email:

Narrative:

- Previous experience (45 points)
 - Does your PTA Region, District or Council have experience assessing community needs? (yes/no) If yes, provide a brief description. (300 word max)
 - Does your PTA Region, District or Council have experience providing health education to families? (yes/no) If yes, provide of a brief description of the health issue that was addressed and the education that was provided. (300 word max)
 - Does your PTA Region, District or Council have experience with building a coalition? (yes/no) If yes, provide a brief description of the coalition members and its purpose. (300 word max)

- Need (20 points)
 - Provide a preliminary assessment of health food availability in the local community. (250 word max)
 - Provide a preliminary assessment of physical activity options in the local community. (250 word max)
- Proposed list of community partners (5 points)
 - Provide the preliminary list of potential community partners that you will invite to participate on your coalition.
- Letter of Support: (5 points)
 - Email a letter of support from one local Head Start in your community to programs@pta.org. Note: this must be done by the application deadline of March 28, 2014.
- Budget and budget narrative (5 points)
 - Based on the Request for Proposal, how do you anticipate spending the \$10,000 grant to educate families of children ages 3-5 and raise community awareness about energy balance?

Projected Expenses*	Total Cost
Total	

*All projected expenses listed must include a brief description and justification (250 word max)

- If funded, we agree to: (20 points)
 - Use the **Energy Balance Pre-K** curriculum to host family education events in two Pre-Ks in Fall, 2014 and two in Spring, 2015. One Pre-K each semester must be a Head Start (equaling two total).
 - Assess nutritious food availability and physical activity options in a neighborhood that is densely populated with families of children ages 3-5.
 - Form a community coalition to conduct outreach to local stakeholders that serve families.
 - Create an outreach plan for improving awareness of energy balance in a neighborhood that is densely populated with families of children ages 3-5.
 - Participate in all required webinar trainings and project planning retreat.
 - Submit a mid-term progress report and a final evaluation at the conclusion of the grant.

Bonus Points:

- My PTA Region, District or Council participated in the January or February informational webinar to learn more about the Smart from the Start: Community Outreach grant program and application process. (yes/no) (5 points)
- My preliminary list of potential community partners includes at least one HWCF associate member organization. (yes/no) (5 points)