



MICHIGAN DEPARTMENT OF COMMUNITY HEALTH

REQUEST FOR PROPOSAL (RFP)

FOR

MICHIGAN HEALTH AND WELLNESS 4X4 PLAN

TO REDUCE OBESITY AND IMPROVE HEALTH

IMPLEMENTATION INITIATIVE

Issued: July 13, 2012

Due: August 13, 2012

Part I

General Guidelines and Instructions

A. Background

Obesity is a public health crisis in Michigan, as well as across the nation. In 1995, 18% of the adult population in Michigan was obese. By 2010, the obesity rate in our population had increased to 32%. If this trend continues, the rate of obesity could reach 50% by 2030. Governor Rick Snyder has identified the prevention and control of obesity as a top health priority that we must pursue to become a healthier state.

The burden of obesity takes its toll on Michigan residents through chronic diseases and rising healthcare costs. The consequences of obesity are diabetes, heart disease, stroke and cancer. Currently in Michigan, 2.5 million adults and 400,000 children are obese, many of whom already show signs of chronic illnesses. Many preventable illnesses are caused by obesity, which is mainly driven by unhealthy eating habits and sedentary lifestyle.

In June of 2012, the Michigan Department of Community Health (MDCH) launched the *Michigan Health and Wellness 4x4 Plan* which contains Michigan's priorities for obesity prevention over the next five years. The goal of the *Michigan Health and Wellness 4 x 4 Plan* is for every Michigander to adopt health as a personal core value. The plan describes the approach that the State of Michigan will undertake in addressing wellness and obesity. Central to the plan is the concept of the 4 x 4 tool that can be used to maintain and/or attain health. The 4 x 4 tool recommends the practice of four healthy behaviors and keeping four health measures in control. The four healthy behaviors are: maintain a healthy diet, engage in regular exercise, get an annual physical exam, and avoid all tobacco use. The four measures are body mass index (BMI), blood pressure, cholesterol level, and blood sugar/glucose level.

B. Purpose

Implementation of the *Michigan Health and Wellness 4x4 Plan* will require a collaborative effort by state, tribal and local governments; businesses, industry and other private sector partners; schools and community organizations; as well as individuals and families. Through these partnerships we can improve health by creating healthier communities, expanding prevention activities and empowering people to make healthy choices and adopt health as a core personal value.

The MDCH is issuing this Request for Proposal (RFP) to assist community coalitions to implement components of the *Michigan Health and Wellness 4x4 Plan*. The full plan can be found at www.michigan.gov/healthymichigan for review of priority strategies and activities. The

outcome of the proposed strategies should impact changes in weight status, proper nutrition and physical activity.

C. Eligibility and Funding

Eligible applicants for this opportunity include local public health departments or other experienced organization located in the community that can lead the community coalition(s) in the adoption of the *Michigan Health and Wellness 4x4 Plan*. Applicants can request up to \$180,000 of funding depending on interventions and reach. Final funding award amounts will be based on the scope and nature of the proposed interventions; the size of the population and geographic area reached; and based on costs reasonable to support the proposed activities.

The funding period is based on a 12 month project period from October 1, 2012 through September 30, 2013. It is expected up to 6 grants will be awarded. Funding is competitive and contingent upon capacity to complete performance indicators; quality of proposal; and commitment of 25% local match. Detailed budgets and workplans must be finalized and approved by MDCH prior to funding disbursement. Each applicant will be notified in writing of the selection process results. Awards will be contingent upon availability of funds and State Administrative Board approval where applicable.

D. Submission Process

Applicants must submit a complete response to this RFP. Such a response must be consistent with the purpose of the RFP and must follow the format described in this document. One original and 3 copies of the proposal must be submitted by the deadline. The proposal should be prepared simply, providing a concise description of how the applicant will meet the requirements of the RFP. The proposal should be double-spaced with type no smaller than 12-point font and must not exceed 7 pages, plus the 2 budget forms enclosed with this RFP. Additional materials may be placed in the appendices including letters of support. Fancy or costly bindings, cover art, etc. are not necessary or desirable.

E. Questions

MDCH will not respond to telephone inquiries or requests for meetings concerning this RFP by prospective bidders. Only communications made in writing will be addressed. Questions concerning the RFP must be submitted in writing to Kim Raiford at raifordk@michigan.gov no later than 5:00 p.m. on July 23, 2012. Responses to the questions will be prepared and posted on the MDCH website, www.michigan.gov/mdch under the "Request for Proposal" link by July 30, 2012.

F. Due Date

In order to be considered for funding, proposal packages must arrive at the Michigan Health and Wellness 4x4 Program, Michigan Department of Community Health, WSB/Office 6-32, PO Box 30195, Lansing, MI 48909, by 5:00pm on August 13, 2012. Faxed or e-mailed copies are not acceptable. Proposals postmarked by August 13, 2012, but not received by that date, will NOT be considered.

G. General Criteria for Evaluation of Proposals

Proposals will be selected for funding on the basis of overall merit, using the evaluation and review criteria specified in Part II of this RFP. Conciseness and clarity of expression will contribute to a favorable review of the proposal, as well as close adherence to the purpose of the RFP and the proposal categories presented in the instructions in Part II.

Part II

Proposal Instructions, Format and Review Criteria

A. Recipient Activities

The successful applicant will lead a community coalition(s) in the implementation of three (3) key areas of the *Michigan Health and Wellness 4x4 Plan* to address obesity and improve health: 1) Mobilize and engage agency partners, community organizations and high level leaders to support implementation of the 4 x 4 Plan; 2) Create environments to increase availability of healthy foods and access to physical activity opportunities in communities; 3) Implement multi-component community wide campaign encouraging community members to use the 4 x 4 tool. Applicant must enhance and/or maintain community coalition(s) to engage the population in a community-wide effort that empowers individuals and groups to take action to facilitate change at the community level. Community coalitions must be of suitable size and leadership structure to have significant impact in communities. Membership should represent multiple sectors (e.g. health care, business, local officials, community foundations, education, parks and recreation, media, trade, and service organizations).

B. Proposal Narrative

Use the following template to write the proposal narrative.

C. Proposal Abstract – 1 page limit (5 points)

Provide a one (1) page summary of proposed activities. This should describe your entire project including the interventions, target populations, expected outcomes, coalition(s), organizations providing leadership and support to the intervention, other resources/funding leveraged, as well

as the communities that will be impacted by the interventions. Include agency name, contact person and contact information.

Review Criteria: Does the applicant include a one page summary of their project which is suitable for dissemination to the public?

D. Coalition and Partnerships – 2 page limit (15 points)

Briefly describe the mission and structure of the local coalition(s). List the organizations and key community leaders that are members of the coalition. (Include list in Appendices).

Describe the contribution each member organization will contribute towards implementing the proposed interventions. This includes implementation of strategies and activities to promote and improve healthy eating and physical activity, as well as implementation of executing a community-wide campaign to promote the 4 x 4 tool to reduce obesity.

Describe methods you will use to mobilize and coordinate the activities of the coalition.

Review Criteria: Does the applicant describe a coalition with membership of community leaders representing suitable size and leadership structure to support implementation of the 4x4 plan at the local level? Does the coalition structure identify high level decision makers? Does the applicant describe what each organization's role is in implementation of the interventions and campaign activities?

E. Past and Current Experience - 2 page limit (15 points)

Describe significant accomplishments of the coalition in promoting and supporting wellness, healthy eating and physical activity in the community. Explain the health impact these changes have made in your community.

Describe your experience assessing community needs regarding health issues, healthy eating and/or physical activity improvement and developing action plans for interventions.

Indicate existing funding sources and contributions used to address obesity, healthy eating and/or physical activity (please note any applicable funders in this section).

Review Criteria: Does the applicant provide significant coalition accomplishments? Has the applicant completed a community assessment and community action plans? Does the applicant identify community strengths or assets that can be leveraged? Does the coalition have experience in impacting the health of the community?

F. Target Community and Statement of Need - 1 page limit (10 points)

Identify the geographic area and demographic profile of the population to be reached. Briefly summarize existing community health data and health needs of the area, including the burden of obesity and overweight for this community. Highlight main points in the data including any identified health disparities. Cite local data and community assessment sources where possible.

Review Criteria: Does the applicant describe the target population that will be addressed and the obesity burden? Does the size of the population to be reached align with proposed strategies?

G. Proposed Interventions – Attachment A (25 points)

Utilize the Implementation Plan format in Attachment A for proposed interventions. The Implementation Plan should describe an integrated approach and identify your objectives, key strategies and activities, target dates and performance indicators. Identify how strategies will have an impact on controlling obesity and improving health. Performance indicators should show progress towards the stated objectives. Outcomes must be assessed at the end of year one. Describe strategies to collect data and provide willingness to participate in any state evaluation methods. **(Attachment D is a list of potential implementation strategies, but not exclusive).**

Review Criteria: Did the applicant complete the Implementation Plan template with appropriate objectives, strategies, activities, target dates and performance indicators? Does the applicant identify the reach and impact? Are evaluation activities identified?

H. Staffing – 1 page limit (10 points)

Your agency must provide a staff lead that possesses the necessary skills and experience in community-based work and outreach. Identify the staff lead responsible for coordinating the implementation and evaluation of this project by name, title, qualifications and relevant experience. For vacant proposed positions, identify a timeline for hiring. Describe all staff that will support your objectives, but will not be funded by this award, if applicable.

Review Criteria: Does the applicant identify a qualified staff lead or a plan to fill this position? Are additional staff identified?

I. Letters of Support – (include as appendices) (10 points)

Letters of support should be provided from your primary partners. These letters should clearly indicate the role they will play in helping the coalition achieve the proposed objectives.

Review Criteria: Are appropriate letters of support included that clearly support a commitment and specific role to proposed activities?

J. Budget and Budget Justification – Attachment B and C (10 points)

Prepare a budget and budget justification using the forms in Attachment B and Attachment C. The final funding award will be based on the: 1) scope and nature of the proposed interventions; 2) size of the population and geographic area reached; and 3) costs reasonable to support the proposed activities. Funding may not be used to purchase equipment, or direct treatment services. A 25% local match is required and can be contributed by your agency and/or partner agencies. This match may be cash or a combination of cash and in-kind support. Contracts resulting from this RFP will be cost reimbursement contracts based on performance.

In the Budget Justification (Attachment C), include adequate explanation for each item. Identify any other resources supplied by your agency or other funding sources. The budget justification must be realistic, but not excessive. Specify the required 25% local match contributed by your agency or other partners.

Review Criteria: Is the budget and justification reasonable and consistent with the planned activities? Does the applicant include a 25% local match?

Attachments: (Click on attachments below)

Attachment A - Implementation Plan

Attachment B - Budget

Attachment C – Budget Justification

Attachment D – Potential Implementation Strategies