

## Responses to RFP Questions

- 1. Is the preference for district health departments to target 1 or 2 counties or the whole district?**  
The target area decision depends on the applicant's proposal and the strategies necessary to facilitate change.
- 2. Regarding the 25% local match requirement, can the full match be in-kind from the agency or its partners or does a portion have to be actual cash from an external partner?**  
A 25% match is required and can be a combination of cash and in-kind support. Match can be contributed by the applicant agency and/or partner agencies. Match may include staff time.
- 3. Can we ask for money for staff time?**  
Yes. Applicant agency is required to have a qualified staff to lead the coordination, implementation and evaluation of the project.
- 4. What level of structure (coalition) needs to be in place?**  
Community coalitions must be of suitable size and leadership structure to have a significant impact in communities.
- 5. Can funds be used to develop a coalition**  
Funding may be used to enhance and/or maintain community coalitions.
- 6. Are we required to include physical activity AND nutrition in our plan or can we focus on one or the other?**  
Applicant will lead community coalitions to create environments to increase availability of healthy foods and access to physical activity opportunities in communities.
- 7. Are there any requirements for evaluation of interventions that need to be addressed? Or will MDCH be developing measures/tools for the 6 sites?**  
Applicant must identify evaluation activities and participate in State level evaluation methods.
- 8. Can we fund direct services, like health screenings in the community?**  
No. Funding may not be used for direct treatment services.
- 9. Please define equipment.**  
Equipment is property with an acquisition cost of \$5,000 or more.
- 10. Can the proposal be specific to one component of the 4 x 4 plan i.e. healthy diet, or does it need to include all four, i.e. physical activity, tobacco elimination, & yearly physical?**  
The proposal must include all components listed under "Recipient Activities", page #4 of the RFP.
- 11. Can these grant dollars be used for infrastructure, i.e. establish/ maintain a community wellness center? We did read that the funds cannot be used to purchase equipment?**  
No
- 12. Performance indicators – can they be population based, or can they be specific? I.e. if you had a walking club, could you look at the total miles the group walked or do you need to know each individual person's physical activity?**  
Yes, performance indicators may be population based.
- 13. Regarding the community-wide campaign...Does the campaign have to be a community challenge? Or can the campaign be informational (about the 4x4 tool, importance of healthy eating and physical activity, local resources, etc)?**  
Could be either but aligned with the proposed interventions

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**14. Regarding the community-wide campaign...Will local budget be needed for media purchases (radio, TV, etc) or will the state be paying for bulk purchases in funded communities?**

Local budgets will not need to be used for media purchase. Local budgets will not need to contract with graphic design and/or advertising company for media messages. State developed media messages may be tailored to fit local community and target populations.

**15. Although each proposal submitted to implement the Health and Wellness 4x4 plan requires a description of data collected and outcome measures prepared, will there be any external evaluation of this initiative and of the individual grantees chosen to implement this initiative? If so, will there be a competitive process to choose an evaluator, and when may that process be likely to occur?**

Michigan Department of Community Health's evaluation staff will provide evaluation support to funded agencies.

**16. Can money be used for planning and capacity building of food hubs (as well as implementation)?**

No. The development of Food Hubs is an activity that will be led by the Department Of Agriculture and Rural Development (see page #11 of the Michigan Health and Wellness 4x4 Plan).

**17. Can money be used for the creation of a multi-functional, interactive website for people to track their personal health indicators?**

We encourage the use of the MDCH Healthy Michigan website which includes interactive tools for people to track their personal health indicators.

**18. Does the Proposed Interventions Attachment A count towards the 7 page limit?**

No

**19. This is regarding clarification around "community". Can it be one city, one county, or a region (i.e., neighborhood) in a large urban setting such as Wayne County or the city of Detroit?**

Yes, but cover a large enough area to impact a significant number of people for the greatest outcomes.

**20. If another MDCH Division or Section is funding a specific policy or environmental change (such as community gardens or a physical activity program) within a community covered by an existing coalition, is this community coalition "eligible" to apply for this funding? In other words can other MDCH funding be leveraged with this funding?**

Applicants need to list existing funding sources and contributions used to address obesity, healthy eating and/or physical activity.