



MICHIGAN DEPARTMENT OF COMMUNITY HEALTH

**REQUEST FOR PROPOSAL (RFP)
FOR**

**Physical Activity and Healthy Eating
Before/After School and Summer Pilot Program**

Issued: September 7, 2012

Due: October 8, 2012

A. Introduction

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 *Michigan Health and Wellness 4 x 4 Plan* (www.michigan.gov/healthymichigan) contains Michigan's priorities for obesity prevention and describes the approach that the State of Michigan will undertake in addressing wellness and obesity. Within this priority effort, youth are one of our target populations.

The Centers for Disease Control and Prevention (CDC) reports that childhood obesity has more than tripled in the past 30 years. The percentage of children aged 6 to 11 years old in the United States who were obese increased from 7 percent in 1980 to nearly 20 percent in 2008. Similarly, the percentage of adolescents aged 12-19 years old who were obese increased from 5 percent to 18 percent over the same period. In Michigan, 30.6 percent of youth ages 10-17 are overweight or obese, according to the National Survey of Children's Health. The youth challenged with being overweight and obese are at a high risk of developing elevated cholesterol, blood pressure and glucose levels. CDC also reported that in a population-based sample of 5 to 17 year olds, 70 percent of obese youth had at least one risk factor for cardiovascular disease. These youth have a higher likelihood of being obese throughout their adulthood.

The Michigan Department of Community Health is striving to improve the health of our youth through a physical activity and healthy eating before school, after school and summer school pilot program opportunity. The national guidelines indicate that youth need to be physically active at least 60 minutes a day to live a healthy life. In order to improve the health of youth and reduce the challenging obesity rate, physical activity and healthy eating must be dramatically increased in their life. Currently in Michigan, at least 12 percent of youth attend after school programs and 46 percent of those youth are from low income households. Another 35 percent of youth would participate in after school programs if programs were available to them. This is an optimal initiative to improve the health of our youth and future leaders in kindergarten through sixth grade.

B. Purpose

The goal of this program is to increase the physical activity and healthy eating of youth through before school, after school and summer programming, as well as, increase the number of youth in these types of programs. Increasing physical activity time of youth is a major focus of this program to assist them in reaching 60 minutes of physical activity daily. The programs should be held throughout the school year and can include school breaks as well as summer. The proposals funded will be evaluated to determine future recommendations on health related programming outside of the school day and types of organizations that can assist in the effort to improve the health of our youth.

C. Eligibility

Eligible applicants for this opportunity must serve students in the range of kindergarten through sixth grade and can be school districts, community-based organizations, private facilities, park and recreation centers, and other organizations serving youth before school, after school and/or summer programming. It is recommended the applicants provide programming to students from multiple schools.

D. Funding

Applicants can request one-time funding up to \$100,000 to provide quality physical activity and healthy eating/nutrition education before school, after school and/or summer programming. Funding

amounts awarded will be based on the number of students in the programs, the number of hours of physical activity, the number of healthy eating/nutrition education programs, as well as, environmental changes, proposed policy initiatives, and additional funding and programming secured to expand this proposal.

The funding period for awarded applicants will begin November 1, 2012 through September 30, 2013. Budgets and work plans must be finalized by MDCH prior to funding disbursement. Awards will be contingent upon availability of funds and State Administrative Board approval where applicable.

E. Match

The funds appropriated require a minimum of 20 percent match for this grant program. This match can be cash, in-kind services, materials, resources specifically for programming and/or environmental enhancements.

F. Budget

The budget and budget justification will be included in Attachment B Budget and Attachment C Budget Justification. Please attach these documents for final approval. Items that are allowable are listed throughout the Proposal Content under Section J. Monthly financial status reports will be required, along with program activity reports. The reporting format will be determined based on approved activities.

G. Support Letters

Support letters are required from organizations who will be providing facilities, programming, and/or match indicating their contributions and support for the proposal. Non-school district applicants must provide a letter of support from the school district (s) of the students they will be serving in these programs.

H. Proposal Submission and Due Date:

All proposals are due **by 4:00 p.m. on Monday, October 8, 2012**. Proposals must be sent in one email to Kim Raiford at raifordk@michigan.gov. Late proposals will NOT be considered. An email will be sent to the grant coordinator of the application to confirm receipt of the proposal. If you submit a proposal and do not receive a confirmation by 4:00 p.m. on October 9, 2012, contact Kim Raiford at 517-335-8180.

I. Questions:

Questions regarding this RFP can be emailed to Kim Raiford at raifordk@michigan.gov through September 17, 2012 at 4:00 p.m. Responses to the questions will be posted within 48 hours on the MDCH website at www.michigan.gov/mdch under the "Request for Proposals" link. Telephone and meeting inquiries are not an option for this grant opportunity.

J. Proposal Contents

The applicants will need to complete the proposal Application (Attachment A) in full, budget form (Attachment B), budget justification form (Attachment C), and provide support letters in order for the proposal to be considered for funding.

This grant program is primarily focused on improving the health of students in grades kindergarten through sixth grade. There are several different types of before/after school and summer programming offered to students but very few focus predominately on increasing the health of students. Proposals

need to focus largely on physical activity programming before school, after school and/or over the summer; as well as include a healthy eating/nutrition education component. Programming can take place over school breaks. Environmental enhancements, policy implementation, and parent/care giver education are optional components; however, they are strongly recommended to be included as they enhance sustainability. Creating an environment that encourages physical activity and healthy eating for students in kindergarten through sixth grade, along with assisting students to achieve 60 minutes of physical activity daily and increasing the healthy foods they consume are desirable. Determination of activities should be based on local need and include youth in the decision making of the activities. It is preferred that the opportunities offered be free or at a very low cost for high rates of participation. Expanding of current successful programs is allowable. At least two of the following activities must be described in Attachment A:

1. Student Physical Activity Programming and Education (required)

It is recommended that physical activity programming and education proposed be evidenced-based, an expansion of an in-school program, and/or comprehensive activities/clubs that will include skills and ongoing engagement of activity throughout life. *A **sampling** of items include: SPARK-After School, CATCH, Girls on the Run, clubs/sports - walking, bicycling, flag football, cheerleading, basketball, and/or swimming. The extracurricular activities can include a variety of competitive, non-competitive, structured and unstructured activities.*

2. Student Healthy Eating/Nutrition Education Programming (required)

The healthy eating/nutrition education programming should be combined with the physical activity programs and will not be funded unless the application also includes strong physical activity programs. *A **sampling** of items include: an extension of Michigan Model for Health physical activity and nutrition lessons, Team Nutrition activities, USDA Food and Nutrition Services, and education with gardening.*

3. Environmental Enhancements (optional)

It is key for students to be in environments that are supportive of physical activity and healthy eating. Often the facility and/or school does not have equipment or a location that is safe for students and supportive of physical activity and healthy eating. The application can include a moderate amount of environmental enhancements and it is encouraged that a portion of the matching funds are from these enhancements, if included in the proposal. The need for these items will require an explanation in the proposal summary of the application. *A **sampling** of enhancements include: playground structures with universal design; walking (and biking) path preferably a minimum of 1/8 mile loop; resurfacing playground area; development or improvement of athletic fields or courts; bicycle racks or shelters; garden equipment; and hoop house for extended growing season.*

4. Policy Implementation (optional)

Policies are implemented to make sure that current positive behaviors are continued within settings and to enhance current operations to support higher levels of healthy lifestyle practices. Proposals can include the implementation of policies in the school related programs or at the facilities where programming is being held to ensure optimal support of regular activity and healthy eating. *Policy ideas include: physical activity guidelines for staff to student ratio 1:20; requiring a minimum of 30 minutes of physical activity and a maximum of 60 minutes of inactivity at a time within before and after school programming of all types; adopt Michigan State Board of Education*

Physical Activity Policy recommendations (revisions expected October 2012); enhancing the school district wellness policy to include outside of school programming; implementing joint use agreements; opening indoor and outdoor facilities to students outside of school hours for no or low cost; implementing the Michigan Nutrition Standards; implementing or expanding the Summer Food Service Program; implementing the Universal Free Breakfast Program; developing a policy on healthy snacks, not using food or physical activity as a reward or punishment, non-food fundraising and celebrations; and developing facility guidelines to eliminate sugar sweetened beverages and unhealthy vending and increase access to fruits, vegetables, water, low fat dairy, and whole grain.

5. Parent/Caregivers Education (optional)

Families and caregivers often do not realize they can easily make changes to daily routines or in food and/or preparation of snacks and meals to assist the healthy development of their children. There are many resources such as parks, trails, farmers markets, and garden programs in communities that can be utilized to increase family physical activity and healthy eating.

Parent/caregiver educational ideas include: healthy lifestyle education sessions for parents/caregivers and community member; partnering with local organizations such as local health departments, health facilities or health care providers, or with promotion of Michigan's Health and Wellness 4 x 4 Plan to increase the number of adults eating healthy, engaging in daily physical activity, getting an annual physical exam, avoiding tobacco and being aware of their body mass index, blood pressure, cholesterol level and blood sugar (glucose) level.

K. Budget and Budget Justification

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 reached; and 3) costs reasonable to support the proposed activities. Contracts resulting from this RFP will be cost reimbursement contracts based on performance.

Support staff, equipment and resources needed to implement a quality, comprehensive successful before school, after school, and/or summer program are allowable. These items must be essential for the direct services of the programing. *Sample items include: sports and playground equipment, bicycles and safety equipment, garden supplies, healthy food for taste testing or special events, educational materials, transportation to essential locations for programing, signage/banners, and minimal office supplies.* Computers, cell phones, and Wi-Fi types of equipment and services will not be funded.

A 20% local match is required and can be contributed by your agency and/or a partner agency. Please specify this match in your budget. This match may be cash or a combination of cash and in-kind services.

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.

L. Review and Evaluation of Proposals

Proposals will be selected for funding based on overall merit, using the evaluation criteria below. Conciseness and clarity of expression will contribute to a favorable review, as well as close adherence to the purpose of the RFP and the proposal categories presented in Attachment A.

- Proposal Summary (10 points)
- Previous experience providing before/after school and/or summer programming (15 points)
- Merit of proposed program activities – Attachment A (55 points)
- Support Letters (10 points)
- Budget and Budget Justification – Attachment B and C (10 points)

Attachments: (Click each to open)

[Attachment A – Application](#)

[Attachment B – Budget](#)

[Attachment C – Budget Justification](#)