



COMMISSIONERS COURT COMMUNICATION

AGENDA DATE: May 21, 2012

CONSENT OR REGULAR: Consent

CONTRACT REFERENCE NO
(IF APPLICABLE): N/A

SUBJECT: Approve and authorize AgriLife Extension Services and the Department of Family and Community Services to submit a grant proposal on May 29, 2012 to the Paso del Norte Health Foundation for a high-impact, outcome oriented pilot program for Healthy Eating and Active Living (HEAL) focused on a specific population of youth and their families in the juvenile justice system for an amount not to exceed \$300,000 and authorize the County Judge to sign submission documents.

BACKGROUND/DISCUSSION OF TOPIC: Healthy eating and active living is a Foundation priority area. The Foundation's premise is that all people deserve good health. The Foundation supports the US Surgeon General's 2010 Call to Action to Prevent and Decrease Overweight and Obesity. The Foundation seeks proposal that can influence public policy, improve built environments, advance organizational practices, build coalitions, provide community-wide health education, and help individuals develop knowledge and skills. The County proposes to use the lessons learned in its current Foundation funded *Fit to Grow* initiative. The County developed community gardens at Ascarate Park and at the Juvenile Justice Center to give youth the opportunity to experience gardening and receive sound nutritional information. Based on that effort, the Juvenile Justice Center wants to use healthy eating and active living as a rehabilitation tool to improve outcomes for the youth in its system. The County will engage an external partner, the YMCA, to promote active living with its internal partner Ascarate Park. It will work with the Drug Court to include healthy eating and active living opportunities for families of these youth. Juvenile Justice staff will incorporate healthy eating as part of its Strengthening Families curriculum. Staff will measure knowledge of and engagement with HEAL efforts during the project.

FISCAL IMPACT:

This solicitation will extend the *Fit to Grow* activities for youth and their families involved in the juvenile justice system.

PRIOR COMMISSIONERS COURT ACTION (IF ANY):

Commissioners Court authorized the initial solicitation and acceptance of the *Fit to Grow* award.

RECOMMENDATION: Department recommends approval of this item.

COUNTY ATTORNEY APPROVAL

The attached document has been given legal review by the El Paso County Attorney's Office on behalf of the County of El Paso, its officers, and employees. Said legal review should not be relied upon by any person or entity other than the County of El Paso, its officers, and employees.

COUNTY ATTORNEY: N/A

LEGAL REVIEW:

LEGAL REVIEW NOTES:

DATE:

SUBMITTED BY:

Rosemarv V. Neill, Director

(915) 834-8201



HEALTHY EATING AND ACTIVE LIVING REQUEST FOR PROPOSALS

Proposal filing deadline is 10:00 AM on May 29, 2012

The Paso del Norte Health Foundation (Foundation) promotes health and prevents disease in the region through leadership in health education, research, and advocacy.

The Foundation is pleased to invite all eligible agencies to submit proposals for promotion of healthy eating and active living (HEAL) among children, youth, and families. Attached are guidelines and selected background information to assist eligible agencies in preparing a formal funding proposal. The proposal must be received by the Paso del Norte Health Foundation at 221 N. Kansas Ste. 1900, El Paso, TX 79901 by 10:00 a.m. May 29, 2012. Proposals may not be considered for funding if submitted after the due date and time. Proposals will not be accepted by fax but may be submitted via e-mail in a packaged Portable Document File [PDF].

FOUNDATION PRIORITY AREA

Healthy Eating and Active Living

FOUNDATION FUNDAMENTAL PREMISE

All people deserve good health; the Foundation's role is to lead, fund, promote, and leverage opportunities to ensure that all people in the Paso del Norte region achieve good health.

HEALTHY EATING AND ACTIVE LIVING STRATEGY

The US Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity 2010 states, "Individual behavioral change can occur only in a supportive environment with accessible and affordable healthy food and opportunities for regular physical activity." While individual health education is important, education alone is insufficient to produce significant community-wide improvements in healthy eating and active living. The Institute of Medicine (IOM), in Measuring Progress in Obesity Prevention, indicates that environments strongly influence and shape nutrition and physical activity choices. The IOM report states:

While there is no evidence that underlying biological susceptibility to weight gain has changed, there is ample evidence of increases in such factors as the amount of food available; the palatability of food (i.e., increases in fat, sugar, and salt); and eating environments that are highly conducive to the consumption, often unintentional, of excess calories. As a result, researchers and

policy makers are focusing increased attention on environmental and policy factors that may affect obesity. Individual factors, including genetics, psychological issues, and social and cultural factors, play a role in people's diets, but so do the physical environments in which they live, the kinds of food that are accessible and affordable where they live and work, the marketing and other media messages they receive, and public policies such as requirements for sidewalks or provision of nutrition information in restaurants.

The IOM recommends a variety of actions that offer promise in reducing childhood obesity. These actions may be located in Early Childhood Obesity Prevention Policies, published in June, 2011. Additional recommendations may be found in Solving the Problem of Childhood Obesity Within a Generation by the White House Task Force on Childhood Obesity. It is important to remember, however, that physical activity and proper nutrition have benefits beyond weight control.

In schools across the United States, physical education has been substantially reduced in response to budget concerns and pressures to improve academic test scores. Yet the available evidence shows that children who are physically active and fit tend to perform better in the classroom. Quality physical education programming is needed in schools, child care, and other organizations serving large numbers of children. Further, it is the role of the school to provide for physical education as part of a coordinated school health program.

While national nutrition standards and practices in the United States are improved, challenges remain. The Foundation is eager to work with school systems, child care centers, and other organizations that feed large numbers of children to improve nutrition.

Making change for HEAL requires a coordinated mixture of influencing public policy, improving the built environment, advancing private and public organizational practices, building coalitions, providing community-wide health education, and helping individuals develop knowledge/skills. The region must be taking an all of the above approach emphasizing high-impact sustainable and systemic solutions for a large number of people.

WEIGHT BIAS

Weight bias can be defined as the inclination to form unreasonable judgments based on a person's weight. *Stigma* is the social sign that is carried by a person who is a victim of prejudice and weight bias. Obese children are at an increased risk for bias as a result of their weight.

As we strive to create environments that support HEAL, we must be vigilant against weight bias. Weight bias may result in teasing and discrimination and may affect employment and educational opportunities. In an effort to avoid weight bias, new efforts to reduce obesity must be evaluated to determine whether these efforts do, in fact, add to the problem. It is important to understand that the weight bias that some obese youth face is just as serious as the physical consequences of excessive weight on the welfare of the child.

Weight bias is caused by a general belief that stigma and shame will motivate people to lose weight or the belief that people fail to lose weight as a result of inadequate self-discipline or insufficient willpower. Society frequently blames the victim rather than addressing environmental conditions that contribute to obesity (Washington, 2011).

THE FOUNDATION WILL CONSIDER FUNDING

Proposals that specifically promote high-impact and outcome oriented HEAL efforts that are developmentally appropriate for children, youth, and families will be considered. Many of the funded programs will likely contribute to sustainable systemic or environmental change. While there are several worthy programs in which children, youth, and families experience physical activity and receive proper nutrition, this RFP is seeking highly focused sustainable efforts that promote HEAL.

Any amount of funding may be requested. A maximum amount of 10% of direct costs is allowed for indirect costs. Proposed projects may run from 6 months to 18 months with most funded projects expected to start August 1, 2012.

HEAL TOPICS OF INTEREST TO THE FOUNDATION

- Planning new community or school programs
- Pilot testing community or school programs
- Public/private partnerships that promote investment in underserved areas
- Opening and sustaining access to healthful foods in underserved areas
- Implementing or evaluating public policy advocacy efforts
- Promoting organizational policy change (versus public policy)
- Promoting and sustaining individual/lifetime sports and physical activity
- Expanding evidence based programs with documented HEAL outcomes (evidence must be submitted in the proposal) to serve more children
- Innovating social media or other new technology for HEAL
- Community agencies desiring to have a program evaluated (Speak with the Program Officer prior to submission if an evaluation study is desired; the Foundation may assist in hiring an evaluator and managing the evaluation study).

THE FOUNDATION WILL NOT FUND unless part of a more comprehensive program

- Ongoing operational expenses
- Programs with a secondary focus on HEAL
- Debt retirement
- Endowment funding
- Capital campaigns
- Sports teams or club sponsorships
- Basic research
- Media campaigns
- Special events, conferences, or speakers
- Not for profit programs offered by the organization within the school day at a school; technical support, training, or transfer of competency to schools is acceptable.

CENTER OF EXCELLENCE

The Foundation, in partnership with The University of Texas at El Paso, Texas Tech Paul L. Foster School of Medicine, and The University of Texas School of Public Health in El Paso is establishing a Center of Excellence (COE) for HEAL. The COE will serve multiple functions to ensure children, youth, and families within the Paso del Norte service region will be physically active and have proper nutrition for a healthy weight and strong body. Among the multiple functions of the COE are:

- Advocate:** Changing public policy requires leadership and bold advocacy efforts. Informed by the best science and data, the COE will use multiple methods to promote public policy change for improved physical activity and nutrition within the region.
- Communicator:** The COE will design and oversee production of mass media messages promoting physical activity and proper nutrition along with messages that advocate for policy change. A variety of guerrilla, stealth, and other marketing techniques will be used. The COE will assist with public relations efforts as well. A professional marketing firm may be contracted as needed. The COE will communicate results at regional, state, and national conferences; publish in professional journals; design materials to communicate progress; and suggest other forms of communication.
- Evaluator:** The COE will evaluate regional physical activity, nutrition, and obesity prevention/control programs and policy efforts funded or promoted by the Foundation. The COE will demonstrate potential for offering evaluation services to clients outside the region as well as conducting or coordinating independently funded research.
- Expert:** The COE will be an expert in physical activity and nutrition as well as have access to national experts. The COE will provide the latest information, advice, and assistance to the Foundation and community partners related to built environments for proper nutrition and physical activity. The COE will assist the Foundation in developing a strategic plan for promoting nutrition and physical activity.
- Convener:** Multiple groups are working to reduce obesity within the region. It will be a role of the COE, along with the Foundation, to organize and lead the already established Healthy Eating and Active Living (HEAL) regional coalition. The regional coalition promotes policy, coordinates regional activity, leverages resources, and is developing a regional food policy council. Further, the COE along with the Foundation will provide leadership in support of other related efforts.
- Organizer:** The COE will assist the Foundation with organizing events, communication, site visits, and meetings. As an organizer, the COE will generally not operate community service programs.

Technical assistant: The COE will design and deliver technical assistance not only to grantees funded by the Paso del Norte Health Foundation, but also to any other regional agency dedicated to promoting physical activity and proper nutrition.

The COE is expected to hire a director in the fall 2012 and to be fully operational by the fall 2013. This information is shared within the RFP so that applicant organizations may better understand the Foundation's strategic direction for promoting HEAL, prepare a stronger proposal, and avoid unnecessary duplication of efforts.

Community agencies, school districts, government, and others play a critical role alongside the COE. As the COE is established, the Foundation intends to engage community partners in HEAL programming.

ELIGIBLE AGENCIES

Non-profit agencies [501(c)(3), 509(a)(1), 509(a)(3)], units of government [domestic or foreign], international organizations designated by executive order, or exempt operating foundations; organizations formed outside the United States, Private Non-Operating Foundations, Veterans Groups under 501(c)(19), Fraternal orders under 501(c)(10), Trade Associations under 501(c)(6), Labor Unions under Section 501(c)(5), and Social Welfare Organizations under Section 501(c)(4) within the Paso del Norte region are eligible to apply.

EVALUATION REQUIREMENTS

The proposal must contain a clearly written evaluation plan where applicable. Include sample evaluation instruments and proposed processes for data collection and analysis if pilot testing a program. When an evaluation is not applicable, the proposing agency must identify other indicators of accomplishment or deliverables. The Foundation may use the proposed plans to contract an external consultant and carry-out the evaluation.

PROPOSAL REVIEW, SELECTION, AND NEGOTIATION

Proposals will be reviewed according to the selection criteria found in this RFP. All proposals will remain with the Foundation and will not be returned to the applicant. Foundation staff and a review team will carefully evaluate each proposal and if questions arise, Foundation staff will contact the proposing agency. Grantees may be required to attend regional meetings and trainings.

SELECTION CRITERIA

- matches the Foundation's mission & promotes healthy eating and active living;
- high-impact and outcome oriented;
- creates sustainable systemic or environmental change;
- has the potential to impact large numbers of children, youth, and families
- well planned and likely to produce intended results;
- has a clear and appropriate evaluation plan or other metrics identified;
- appropriate budget for the proposed work;
- applicant possesses a work history that demonstrates capacity;
- applicant meets Foundation eligibility criteria;
- applicant administrative capacity is sufficient to support the grant.

TECHNICAL ASSISTANCE

Applicants are encouraged to contact Michael Kelly, Senior Program Officer, at the Paso del Norte Health Foundation (915) 544-7636 or mkelly@pdnhf.org, to seek input on proposal design and budget. Questions regarding proposal format, cover sheet, and other items may be addressed to Claudia Luevano, Program Assistant, at cluevano@pdnhf.org. The Paso del Norte Health Foundation is the only organization authorized to clarify, modify, amend, alter, or withdraw requirements, terms, or conditions of the RFP, and any agreement awarded as a result of this RFP. An RFP workshop will be held in April 2012. See the Foundation website for details.

ORGANIZATIONAL ASSESSMENT

Finalist organizations may be subject to an in depth assessment of operational and fiscal capacity by the Foundation as part of the final approval process.

MEMORANDUM OF AGREEMENT

Upon notification of a grant award, each grantee will be required to sign and return a Memorandum of Agreement. This agreement summarizes reporting and other requirements.

Instructions and Requirements for Completion of the Proposal

Prepare proposals according to the following instructions and requirements. Provide complete, concise responses. The proposal is due by 10:00 AM on May 29, 2012. Proposals must use a legible font and have page numbers. Clip the proposal; do not bind or staple it. Submit one original proposal with all required supporting documents. Alternatively, a PDF package may be submitted to HEAL@pdnhf.org. Include the following in this order:

1. Foundation Grant Application Cover Sheet signed by an authorized administrator. *You may download the cover sheet from our website at www.pdnhf.org.*
 2. An executive summary (abstract) of the proposed program not to exceed 1 one-sided page. The summary should, at a minimum, summarize program goals, strategies, and evaluation plans; the summary should clearly identify the funding request.
 3. A brief organizational summary including the proposing organization's mission, vision, values, history, and capacity to conduct the proposed project. The organization's strategic plan may be included in the appendix.
 4. A brief explanation of need for the proposed project. The need to address HEAL has already been established, therefore proposals should focus on the need for the proposed project.
 5. A narrative describing the proposed project. This section must include:
 - a) proposed measurable objectives; a) a description of the proposed activities; c) a timeline; d) staffing needs; e) a description of how the project impacts policy or environment, when applicable; and f) an evaluation plan, deliverables, or indicators of accomplishment. Please note that an external evaluator may be contracted by the Foundation and programs will be monitored carefully.
 6. Include a copy of the applicant agency's policies related to healthy eating and active living, including the agency's breastfeeding policy and smoke-free workplace policy.
 7. Provide a categorized budget including a narrative explaining the budget line items. Show in-kind, matching, or other leveraged resources where they may exist. Do not budget for evaluation as the Foundation will arrange for needed evaluation consultants.
 8. Non-profit agencies [501(c)(3), 509(a)(1), 509(a)(3)], units of government [domestic or foreign], international organizations designated by executive order, or exempt operating foundations must provide (unless already on file with the Foundation):
 - 1) documentation of the proposing agency's not-for-profit status;
 - 2) a list of the board of directors or other governing body;
 - 3) copy of the organization's annual report or description of grants received by the organization;
 - 4) a copy of the organization's tax return if gross receipts are greater than \$25,000.00 per year;
 - 5) most recent financial audit (if available).
 - 6) a completed organizational self-review form. This form is included with this packet.
 9. Organizations formed outside the United States, Private Non-Operating Foundations, Veterans Groups under 501(c)(19), Fraternal orders under 501(c)(10), Trade Associations under 501(c)(6), Labor Unions under Section 501(c)(5), and Social Welfare Organizations under Section 501(c)(4) must:
 - 1) agree to establish a separate account for the grant funds;
 - 2) provide documentation of proposing agency's application for not-for-profit status if applicable;
 - 3) provide a list of the board of directors or other governing body.
 - 4) a completed organizational self-review form. This form is included with this packet.
- ❖ Applicant organizations that submitted required documents under item 8 or 9 within the past 12 months should contact Claudia Luevano, Program Assistant at (915) 544-7636, cluevano@pdnhf.org to verify the need for resubmission.

Washington RL. Childhood obesity: issues of weight bias. *Prev Chronic Dis* 2011;8(5):A94.
http://www.cdc.gov/pcd/issues/2011/sep/10_0281.htm. Accessed [3/1/2012].