

Region IV Office on Women's Health (OWH)
Request for Applications (RFA):
Battling Obesity through Improving Nutrition and Physical Activity

Application Submission Deadline

- Applications must be received by March 19, 2010 at 5:00 p.m. Mountain Time
- Submit applications in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202
- Applications will not be accepted by the Region IV Office on Women's Health
- Please read all instructions prior to submitting your application

For help with this RFA:

Please e-mail: owhapplication@jsi.com or phone toll-free: 1-866-224-3815

Funding Available For Region IV

Funding is available for activities in support of Battling Obesity through Improving Nutrition and Physical Activity. The purpose of the funding is to prevent, raise awareness of, or respond to, overweight and obesity problems in communities within the eight southeastern states (AL, FL, GA, KY, MS, NC, SC, and TN). Projects may focus on: 1) increasing opportunities for physical activity or access to affordable, healthy foods for individuals and families; or 2) increasing public awareness about improving nutrition or the importance of being physically active.

Who can apply: This funding is available to those eligible entities which are located in the eight southeastern states: AL, FL, GA, KY, MS, NC, SC, and TN. Eligible entities may include: public and private not-for-profit organizations, community-based organizations, faith-based organizations, state and local health departments, tribal organizations, professional associations, health care providing organizations, government agencies, and colleges and universities.

Background

There has been an alarming increase in rates of obesity in the United States within the past 10 years. It has been estimated that health costs attributable to obesity were approximately \$75 billion in 2003.¹ Approximately 60 million adults or 30 percent of the adult population is now considered obese.² While obesity has had major adverse health effects on adults, it has had an even more profound effect on children. Statistics show that 61 percent of overweight 5 to 10-year-olds already have at least one risk factor for heart disease.² While national rates indicate dramatic increases in the national rate for obesity, the Trust for America's Health report noted 8 of the top 10 states with the

¹Center for Disease and Control Prevention. Obesity. <http://www.cdc.gov/obesity>. Retrieved on February 04, 2010.

²Center for Disease and Control Prevention. Facts about Obesity in the United States. http://www.cdc.gov/pdf/facts_about_obesity_in_the_united_states.pdf. Retrieved on February 04, 2010.

highest percentage of obese adults are in the South. Of these, five are within OWH Region IV: MS, AL, TN, SC, and KY.

This Request for Application supports the goals of the Surgeon General's Vision for a Healthy and Fit Nation, "As a nation, we must create neighborhood communities that are focused on healthy nutrition and regular physical activity, where the healthiest choices are accessible for all citizens."^{3 4} The Department of Health and Human Services (HHS) Region IV Office on Women's Health (OWH) has contracted with John Snow Incorporated (JSI) to administer this RFA. The mission of OWH is to provide leadership to promote health equity for women and girls through sex/gender-specific approaches. In order to achieve this mission, the OWH Region IV Office supports innovative programs that educate and empower communities to promote and attain optimal health. For more information on the HHS Office on Women's Health, please visit <http://www.womenshealth.gov/owh/about/>

Project Area to Be Funded

Funding is available for specific activities intended to prevent, raise awareness of, or respond to, overweight and obesity problems in communities within the eight southeastern states (AL, FL, GA, KY, MS, NC, SC, and TN). Projects may focus on helping communities, individuals, or families to implement healthy eating habits and/or increase opportunities for, and engage in, physical activity. This initiative places priority on reaching individuals at a higher risk for obesity based on their race and ethnicity and/or the economic and social conditions in which they live. Applications may include educational awareness activities, prevention programs, and programs designed to train or educate the public on innovative ways to battle overweight and obesity. Organizations funded through this RFA are encouraged to use one or more of the federal programs and resources listed under "Suggested Federal Programs and Resources" below. Funding is available for up to 8 projects at a maximum amount of \$2,000 each.

Suggested Federal Programs and Resources

Projects funded through this RFA are encouraged to use the following programs and resources:

Let's Move! <http://www.letsmove.gov/> (First Lady Michelle Obama's nationwide campaign to tackle the challenge of childhood obesity).

We Can! (National Heart Lung and Blood Institute)
<http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/>

Body Works (<http://www.womenshealth.gov/bodyworks/>) (Office on Women's Health)

³ U.S. Department of Health and Human Services. The Surgeon General's Vision for a Fit and Healthy Nation 2010. <http://www.surgeongeneral.gov/library/obesityvision/obesityvision2010.pdf>. Retrieved on February 10, 2010.

⁴ Trust for America's Health. F as in Fat 2009. <http://healthyamericans.org/reports/obesity2009/>. Retrieved on February 11, 2010

Make Your Calories Count (Food and Drug Administration)

<http://www.fda.gov/Food/Labelingnutrition/ConsumerInformation/ucm114022.htm>

Fruits and Veggies Matter (Centers for Disease Control and Prevention)

<http://www.fruitsandveggiesmatter.gov>

My Bright Future: Physical Activity and Health Eating for Young Women (Healthcare Resources and Services Administration)

<http://www.hrsa.gov/womensHealth/mybrightfuture/menu.html>

Project Time Frame

The timeline for projects selected for funding will begin upon receipt of award notification and end by August 30, 2010 (including submission of a final report).

Examples of activities that will not be funded include: research, direct clinical services, screening services and testing kits.

Funding Decisions

This is a competitive process. All applications will be reviewed by a technical review panel. Applicants will be notified by email or mail as to the status of their application by April 9, 2010.

Payment Process

Awardees will receive payment upon completion of their projects. Payments will be processed within 30 days of receipt and approval of final report. **This award is a contract, not a grant. You will receive payment after the completion of your project and approval of your final report. All modifications to your project must be approved by your Regional Women's Health Coordinator before your project is implemented. Please note: modifications to your proposed project that are not approved by your Regional Women's Health Coordinator may result in nonpayment of your award.**

How To Submit an Application

- Submit applications in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202.
- Applications will not be accepted by the Region IV Office on Women's Health.
- Applications must be received by JSI by e-mail or mail submission by March 19, 2010 at 5:00 p.m. Mountain Time.
- Applications cannot exceed 5 pages in length.
- E-mail is the preferred method for application submission. Applicants that do not have e-mail may submit applications via mail.
- Once you have submitted your application, you will receive confirmation of your submission in three days. If you do not receive a confirmation please call toll-free 1-866-224-3815.
- If you have questions or need assistance please call 1-866-224-3815.

Review Process

Applications will be reviewed by an objective technical review panel. Successful applications will be selected based on their relevance to OWH program objectives and the following criteria:

- Form I. All requested contact information is included (5 points)
- Form II. Organizational Background (20 points)
 - Description of organization's mission, history and services is provided
 - Description of geographic area and population served is provided
- Form III. Proposed Project Description (30 points)
 - Proposed project information is provided
 - Proposed project goals are identified
 - Community need for the project is described
 - Proposed project partners are described
 - Proposed project target population is described
 - Planned activities (pre, during, and post-event) and deliverables are identified
- Form IV. Project Evaluation (20 points)
 - Evaluation strategy and performance measures are described
- Form V. Budget (25 points)
 - Budget expenses are detailed in the table provided. Other sources of funding are included, if any

Disclaimer

The HHS Regional Offices on Women's Health has contracted with John Snow, Inc. to administer this request for application. Awardees will become subcontractors of JSI.

All materials submitted regarding this project announcement become the property of HHS. HHS has the right to use any or all information/materials presented in your application, subject to limitations for proprietary or confidential information. Disqualifications or denial of the application does not eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the application shall be clearly stated in the application itself. The privacy policy for JSI is available at <https://www.jsi.com/JSIInternet/privacy.cfm>. The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

Event materials supported through these funds must include acknowledgment of support from the U.S. Department of Health and Human Services, Office on Women's Health. The awardee should also include the following statement on event materials distributed at events: "Funding for this activity was made possible in part by the HHS, Office on Women's Health. The views expressed in written materials or publications and by speakers and moderators at HHS-sponsored conferences, do not necessarily reflect the official policies of the Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."

The contents of the application will become contractual obligations if the project is funded. JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

Application Instructions

Complete your application using the enclosed forms. Be sure that Form I of application is signed by an official from your organization with fiduciary responsibility. Complete applications cannot exceed 5 pages in length. Completed applications include:

- Cover Page (included as Form I)
- Organizational Background (included as Form II)
- Proposed Project Description (included as Form III)
- Project Evaluation (included as Form IV)
- Project Budget (included as Form V)

Battling Obesity through Improving Nutrition and Physical Activity
Cover Page – Form I

Contact Information

Organization Name: _____

Mailing Address: _____

Executive Director: _____

Project Director: _____

Telephone Number: _____

E-mail Address: _____

Fax Number: _____

Organization's Employer Identification
Number (EIN)/Tax Exempt Number: _____

Signature of responsible official: _____

Note: Applications should be signed by an official with fiduciary responsibility for your organization. For applications submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.

Proposed Project Description – Form III

1. What is the proposed project name?
2. What do you want to accomplish with this project? Please list your goal(s) for the project.
3. Describe the community's need for this project. Use Quick Health Data Online statistics whenever possible <http://www.healthstatus2010.com/owh/>
4. Describe your proposed project. How you will carry it out? Who are your partners?
5. What is the proposed project's target population? Include women/men, race and ethnicity, rural/urban, age groups, and consumer/professional. Where is the target population located? How many people will be reached by this project?

6. In the table below, please describe your planned activities (pre, during, and post-event).

Activity	Start Date	End Date	Person Responsible

7. Deliverables: Identify final product(s) that you will submit to JSI, for example, report on proceedings; training curriculum, etc.

Project Evaluation – Form IV

1. Evaluation: What performance measure(s) will you use, are evaluation measures described, and how will you evaluate the success of your project? Examples include pre-post -test to measure improved health indicators, questionnaire to measure knowledge gained as a result of this project.

Project Budget- Form V

1. List how you will use requested funds for this project in the table below.

Item Description	Unit	Unit Cost (\$)	Total Cost (\$)
			Total:

2. List other sources of funding to support the project budget, if any.

Federal funding will not be provided for the following:

- operating support, capital projects, overhead, or indirect costs
- food, beverages, or promotional give-away items (for example t-shirts, pens, gift certificates)
- research, direct clinical services, screening services and testing kits
- printing and copying over \$1,000