

ACTIVE LIVING OR HEALTHY EATING MASTER PLANNING

PROJECT APPLICATION GUIDELINES-2018

I. Background

Living Healthy in Washington County (LHWC) is pleased to announce an opportunity for cities, community coalitions or organizations to apply for 2018 Active Living or Healthy Eating Master Planning Project funding. These funds are made available through the Statewide Health Improvement Program (SHIP), which strives to help Minnesotans lead longer, healthier lives by preventing the chronic disease risk factors of tobacco use and exposure, poor nutrition and physical inactivity. The active living and healthy eating portion of Washington County's SHIP grant focuses on using Policy, Systems and Environmental changes to increase opportunities for physical activity and consuming healthy foods.

Cities and townships have a unique role in keeping people healthy. As local government units (LGUs) develop or implement master and comprehensive plan strategies, there is an opportunity to evaluate and enhance elements in these long range plans that can positively impact health. SHIP funds will be awarded to a city, coalition or an organization that is interested in expanding opportunities for their residents to access healthy foods and be physically active through system and environmental changes or by implementing related Comprehensive and/or Master Plan strategies.

To be eligible for funding, partners must be located wholly within Washington County. Additional consideration will be given to applications that include engagement of target populations i.e. adults age 60 and over, diverse groups and low income populations.

II. Funds and Project Timeline

Funding is competitive and award amounts may vary, however, the total for any project cannot exceed \$15,000. Applicants are required to provide a 10 percent match of the total funding requested. Only one project per organization is allowed. Living Healthy Washington County anticipates funding at least one community application. Applications are due by 4:00 p.m. on January 19, 2018. Funds will be available starting February/March 2018 through October 31, 2018.

- Approved funds are provided on a reimbursement basis and will be made available to partners on the date of the signed and approved agreement with the County. Purchases made prior to signed contract date will not be reimbursed.
- Reporting expectations include: informal monthly check-ins, a site visit and a final report due by November 10, 2018

III. Project Criteria and Focus Areas

Successful applications will address improving access to healthy foods or physical activity for residents of Washington County. Applicants may utilize funds for internal staff time or for a consultant that is assisting with the planning, design or implementation of physical activity and healthy food access initiatives included in a current comprehensive or master plan. Programmatic activities (e.g. sports leagues, nutrition or recreation classes, promotional materials for existing programs, etc.) are not eligible for funding. Construction projects are not eligible for funding. Priority consideration will be given to organizations that are focusing on our target populations: adults over age 60, low income and diverse populations.

Examples* of this work could include:

- planning/design services for active transportation projects;
- planning/design for a bikeshare program;
- planning/design for safe routes to school efforts;
- planning/design for trail connections or park amenities;
- developing a farmers market or other healthy food option in the community;
- community engagement as it relates to one of the above.

This list is not exhaustive, please contact SHIP staff to discuss potential project ideas.

IV. Funding Requirements

- Cities, community coalitions or organizations located within Washington County.
- Proof of 1.5 million liability insurance is required.
- Applicants must provide a 10 percent match of the total funding requested.
- Projects must be geared toward sustainable policy, systems, or environmental changes (see Section V. for “Definitions and Examples”)
- A designated project lead must meet with LHWC staff to finalize the action plan, timelines, budget, evaluation plan, and a county contract.
- The project lead must be able to carry out general business practices for accounting, record keeping, timely invoicing and reporting. The project lead may assign someone from the organization these duties and responsibilities if necessary.
- Project lead will complete required reporting as outlined in section II.
- All communication pieces (print ads, newsletters, websites, blogs, news releases, letters to the editor, public service announcements, news conference materials, promotional items, handouts, signs, sponsorships, etc.) must be reviewed by LHWC staff, include required grant language and be approved by the Minnesota Department of Health (MDH) before printing, publication or distribution.
- SHIP funds must be spent by October 31st, 2018.

EXAMPLES OF ALLOWABLE & UNALLOWABLE USES of SHIP Funds	
*Please note this is not an exhaustive list of funding expenses	
Allowable	Unallowable
<ul style="list-style-type: none"> • Print, posters and display materials • Creation and production of promotional materials (Graphic Design) • Reasonable costs for photocopying, postage and office supplies • Consultant or staff time for mapping and spatial analysis • Community engagement related to active living/healthy eating project (could include surveys, forums or events) • Consultant time for analysis/assessment • Consultant or staff time for planning design phases to implement physical activity or access to healthy food sections of a master or comprehensive plan • Healthy snacks for community events 	<ul style="list-style-type: none"> • Advertising and promotion of single/one-time classes or activities • Advertising and promotion not tied to sustainable change • Non-approved training materials • Food purchases for snack carts, programs or staff meals • SHIP funds may not be used for capital improvements or construction projects • Installation and labor

V. Definitions and Examples

The following are definitions and examples related to the focus areas.

- Policy change refers to standards or guidelines that can be formal or informal. For example, updating or creating a policy regarding use of public buildings or outdoor space for group and individual physical activity.
- System change refers to changes that impact multiple elements of an organization. For example, collaborate with or collect input from community organizations to allow for city farmers markets and seasonal food stands.
- Environmental change refers to a physical or material change within a specified space. For example, developing supports that promote physical activity by conducting a walk or bikeability assessment and implementing changes into a capital improvement plan or transportation plan.
- Targeted populations: includes adults age 60 and older, low income, and diverse populations

For Questions Contact:

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