

**Healthy Eating Partner Project Application Guidelines– 2018-2019**

**I. Background**

SHIP Healthy Eating funds will be awarded to aid organizations with the goal of increasing access, availability and selection of healthier foods. The priority populations for funding are those who live in communities where there are higher than average rates of heart disease, stroke, cancer and diabetes. Priority populations also include those who live in communities where there are significant barriers to accessing healthy food options due to factors such as low income, scarcity of food outlets, or lack of adequate transportation. Consideration will be given to applications that include the priority populations and/or provide for interagency collaboration.

**II. Funds and Project Timeline**

Funding is competitive and award amounts may vary, however, the total for any project cannot exceed \$5,000. Applicants are required to provide a 10 percent match of the total funding requested. Funds will be available upon a signed agreement date through October 31, 2019. Approved funds are provided on a reimbursement basis. Purchases made prior to signed agreement date will not be reimbursed.

<b>Activity</b>	<b>Due Date</b>
Application Due	4:00 pm, Thursday November 30, 2018
Funds Awarded	Funds will be made available to partners on the date of the signed & approved agreement with the County.
Funds Must Be Spent By	October 31, 2019
Final Report Due	November 8, 2019

**III. Project Criteria**

Applicants may choose one of the following projects or develop one that fulfills funding requirements. Projects must be geared towards policy, systems, and environmental (PSE) change (See Section IV. Definitions and Examples).

- **Food Shelves:** Projects that increase access to healthy foods in food shelves through room enhancements, food placement, promotion, and education materials for clients, staff, volunteers, and the community.
- **Farmers Markets:** Projects that increase access, availability and selection of fruits and vegetables via a farmers market. Farmers Markets can start up an electronic payment system to accept SNAP-EBT (formerly food stamps) payments at the market.
- **Concession Stands and Vending Machines:** Initiatives that include manager education and training on profitability, promotions, and food substitutions that increase healthy food options available at concession stands or vending machines.
- **Community Based Agriculture:** new community gardens that grow fruit or vegetables, new or expansion of farmers markets or community kitchen projects, Farm to Table and other programs that meet funding requirements and/or focus on diverse populations. Tower Garden indoor aquaponics system to teach target population about healthy eating and extend growing season.
- **Other Community Food Projects:** Combine a healthy eating initiative with composting and food waste reduction practices. Begin composting in an organization and add the composted materials to healthy eating/gardening project.
- **Trainings:** available to aid in supporting practices for community garden design, edible landscaping, composting, and food waste reduction.

#### IV. Definitions and Examples

**Policy change** refers to standards or guidelines that can be formal or informal.

- Food shelf staff develops or adopts a healthy food donation policy to ensure that clients have access to healthy options
- Create a new guideline to designate the percentage of funds to support stocking ethnic foods at the food shelf

**System change** refers to changes that impact multiple processes, locations or functions of the organization.

- Community based agriculture design project to develop growing sites at multiunit locations.

**Environmental change** refers to a physical or material change within a building space to improve health.

- Examine purchasing practices for concessions to create a healthy environment for individuals who utilize parks or special event concessions.
- Expanding refrigeration for food storage of fresh fruits and vegetables

#### V. Funding Requirements

- Organizations must be located in Washington County.
- Proof of 1.5 million liability insurance is required by Washington County.

- Projects must be geared toward sustainable policy, systems, or environmental changes (see Section IV. 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 agreement.
- Applicants must provide a 10 percent match of the total funding requested.
- 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.
- Evaluation and reporting is required. Assistance will be provided as needed.
- 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 31, 2019.

**EXAMPLES OF ALLOWABLE & UNALLOWABLE USES of SHIP Funds**

**\*Please note this is not an exhaustive list of funding expenses**

Category	Allowable	Unallowable
Advertising/ Promotion	<ul style="list-style-type: none"> <li>• Print, posters and display materials</li> <li>• Creation and production of promotional materials (Graphic Design)</li> <li>• Reasonable costs for photocopying, postage and office supplies</li> <li>• Print, radio, TV and cable media promotions</li> <li>• Translation or interpretation services related to evaluation, planning or implementation of PSE change</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising and promotion of single/one-time classes or activities</li> <li>• Advertising and promotion not tied to sustainable change</li> </ul>
Equipment	<ul style="list-style-type: none"> <li>• Table and tents for a farmers market</li> <li>• Handwashing station</li> <li>• Small equipment (cutting boards, small knives, etc.) for sampling recipes and foods</li> <li>• Hoop houses and greenhouses, including grow lights and heaters for plants</li> <li>• Portable sheds- 8' x 12' or smaller</li> <li>• Fencing</li> <li>• Materials to construct garden beds</li> <li>• Watering equipment, such as water hose, meters, pumps, troughs</li> <li>• Shelving units</li> <li>• Rototiller or similar equipment</li> <li>• Picnic table</li> <li>• Worm composting</li> <li>• Composter</li> <li>• Indoor aeroponic Tower Gardens</li> </ul>	<ul style="list-style-type: none"> <li>• Labor to install greenhouses, sheds and fences</li> <li>• Water utility bills</li> <li>• Leasing or renting space for a garden</li> </ul>
Facilitator Trainings	<ul style="list-style-type: none"> <li>• Prior approval is required</li> <li>• Train staff to facilitate approved trainings (i.e. Master Gardener training)</li> <li>• Speaker or facilitator fees clearly tied to policies, systems and environmental changes identified in the action plan</li> </ul>	<ul style="list-style-type: none"> <li>• Non-approved training materials and speaker fees</li> <li>• Implementation costs for an on-going training or courses for employees</li> </ul>
Food Preparation and Storage	<ul style="list-style-type: none"> <li>• Food demonstration/training to Food Service Staff to show how to prepare healthy meals</li> <li>• Taste testing of foods for inclusion in cafeteria menus</li> <li>• Small appliances-steamers, dehydrators, display carts, healthy vending, canning equipment, pressure cooker and toaster ovens</li> <li>• Ovens and Stove tops, Refrigeration and freezer units</li> </ul>	<ul style="list-style-type: none"> <li>• Alcohol</li> <li>• Vending machine food</li> <li>• Food purchases for snack carts or programs outside of taste tests &amp; start-up costs</li> <li>• Staff meals</li> <li>• Water filtration systems</li> </ul>

		<ul style="list-style-type: none"> <li>• Vending machines</li> <li>• Labor to install appliances</li> </ul>
Staff Time	<ul style="list-style-type: none"> <li>• SHIP grantees may spend up to \$1,500 per site for partner staff time to develop and implement PSE strategies, but may not exceed \$500 per person.</li> </ul>	<ul style="list-style-type: none"> <li>• Teaching/facilitating fitness activities and on-going or one time classes</li> <li>• On-going staff time for implementation of wellness programming</li> </ul>
Other	<ul style="list-style-type: none"> <li>• EBT/credit card readers for farmers' market (\$500 or less)</li> <li>• Incentives must be related to an approved action plan implementing sustainable PSE change and will require prior approval from MDH. Incentives should be no more than 5% of the total funding amount requested and cannot exceed \$3 per person (i.e. water bottles).</li> <li>• Deeper evaluation efforts may be eligible for incentives – contact your SHIP staff for more information.</li> </ul>	<ul style="list-style-type: none"> <li>• One-time events such as 5K's will not be funded</li> <li>• Payments, gifts, services for individuals, donations, membership fees and related business expenses will not be approved</li> </ul>

## VII. Resources

- [U of M Extension: Building Better Food Shelves](#). Training, print materials, videos available for free to food shelves working to improve healthy food access.
- [Creating Healthy Food Environments in Food Shelves](#): Resources, Information, and next Steps to a Healthier Food Shelf Environment: toolkit developed by Dakota County and includes information on assessment, adoption, implementation and evaluation for creating healthy food environments in food shelves:
  - [Fresh Green Buck\\$ \(FGB\\$\)](#): Partnership between a food shelf and a local grocery store where funds are raised through the sale of coupons to grocery store patrons and used to purchase fresh or frozen fruits and vegetables for food shelf participants. Activities include convening partners and using Fresh Green Buck\$ materials such as coupons, education materials, and promotional items.
  - [Master Gardeners in Washington County](#): best practices guidelines coming soon
  - [U of M Extension: Supporting Farmers Markets in Accepting SNAP Benefits](#).
  - [USDA SNAP and Farmers Markets](#): General information about the USDA's SNAP program.
  - [SNAP Application](#): Online application for SNAP acceptance at the Farmers Market.
  - [SNAP Training Program](#): training program with videos to educate your staff and vendors on procedures for accepting SNAP payments.

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