

Healthy Behaviors Initiative Program Grant

Letter of Intent Deadline: Monday, December 19, 2022; 4:00 p.m. CT
Full Proposal Deadline: Monday April 10, 2023; 4:00 p.m. CT

I. Introduction

The mission of The Rapides Foundation is to improve the health status of Central Louisiana. The Rapides Foundation focuses its work in three strategic areas:

- Healthy People, to improve access to healthcare and promote healthy behaviors;
- Education, to increase the level of educational attainment and achievement as the primary path to improved economic, social and health status; and
- Healthy Communities, to improve economic opportunity and family income, and enhance civic and community opportunities for more effective leaders and organizations.

Through this Request for Proposals (RFP), The Rapides Foundation seeks to prevent and control tobacco use, prevent and reduce obesity, and prevent substance and alcohol abuse by funding communities committed to implementing strategic action and research-based prevention programs across the nine parishes we serve: Allen, Avoyelles, Catahoula, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn.

The goal is to support nonprofit organizations and government entities to develop, implement, and enhance comprehensive community-based wellness and prevention projects focusing on evidence-based tobacco prevention and control, nutrition and physical activity, and substance and alcohol abuse prevention strategies. Ensuring opportunities for residents to make healthy choices is a key component of all community and neighborhood initiatives. The Foundation strongly encourages partnerships with local organizations, community advocates, churches and neighborhoods to come together to influence health.

II. Background

Eating healthier, being active, not using tobacco, eliminating the abuse of substances and alcohol are health behaviors that research shows can reduce the risk of some cancers, heart disease, and diabetes. These healthy habits also help improve quality of sleep, control weight, combat depression, boost energy, and lead to a longer, higher quality life and enhanced wellbeing.

According to the Foundation's 2021 Community Health Needs Assessment, only 23.3% of adults in the Foundation's service area report consuming five or more servings of fruits/vegetables per day. The service area adults who do not eat fruits and vegetables cite cost, access, and availability as the main barriers to eating them more often. In addition, 38.5% of adults report "fair" or "poor" availability of opportunities to participate in physical activity in the community. In the Foundation's service area, 3.1% of Cenla adults acknowledge using an illicit drug in the past month and 19.6% are excessive drinkers (heavy and/or binge drinkers). Almost one quarter (22.6%) of The Rapides Foundation Service Area adults smoke cigarettes and 10.3% report using vaping products either regularly (everyday) or occasionally (on some days). The 2021 Youth Risk Behavior Survey shows in Central Louisiana, 28.8% of high school students use tobacco and over 42% tried an electronic vaping product.

Obesity, tobacco use, and substance and alcohol abuse are complex problems and require a multifaceted approach. The good news is evidence-based interventions are available, targeting individuals, organizations, and policies promoting healthy behaviors and creating social and physical environments supporting health and minimizing the chronic disease risk burden.

III. Purpose for Request for Proposals (RFP)

This Healthy Behaviors Program Grant funding opportunity is to support implementation of evidence-based, community-driven solutions for preventing and reducing obesity, preventing and controlling tobacco use, and preventing substance and alcohol abuse. Applicants are expected to use local needs and data to drive all strategy and intervention decisions. Applicants should focus on strategies with a broad reach and high probability of sustained behavior change. Proposals should consider community assets that enable healthy eating, active living and prevent substance and alcohol abuse and tobacco use, as well as any barriers to being successful. Effective interventions should include a mix of strategies.

The grant offering does not accept proposals involving disease management or treatment as the primary emphasis.

Types of projects we are interested in funding are listed below. Please note that proposed projects should address the needs of the community and choosing a strategy below does not guarantee funding.

Healthy Eating & Active Living (HEAL)

- Increase access, availability and consumption of healthy foods: farmers market that target food deserts, food hubs, community kitchens, community supported agriculture, prescription food box programs, community gardens, mobile markets/food delivery, offering SNAP and WIC at markets, evidence-based nutrition education, making healthy food affordable (discounts/coupons/incentives) and worksite interventions such as healthy vending machines and water availability.
- Increase physical activity participation through programming and environments: extracurricular physical activities for youth and adults, family-based physical activity programs, community fitness programs, community weight loss challenges, physical activity environments such as safe and complete streets, building connections to schools, parks, and other destinations, walking signage, infrastructure supporting active transportation and bike and pedestrian master plans. Please note, applications that propose only capital upgrades will not be considered, programming must be included.

Tobacco Prevention & Control

- Reduce tobacco use and prevent initiation: creating tobacco-free environments, involving youth in tobacco-free strategies, evidence-based prevention curriculum, tobacco-free policies, reducing the access and availability of tobacco/vaping products, promotion of cessation resources.

Substance & Alcohol Abuse Prevention

- Reduce substance and alcohol abuse and prevent under-age use: evidence-based youth prevention education and mentoring programs, social norms campaigns on alcohol misuse among college students, alcohol advertising restrictions, alcohol density restrictions, alcohol access restrictions in public places, social host laws, promotion of cessation services, community work that encourages a sense of neighborliness and installation of pill drop boxes for prescription drugs.

IV. Eligibility Requirements

The primary applicant (grant fiscal agent) must meet all of the following requirements:

- Classified as a Section 501(c)(3) tax-exempt organization under the Internal Revenue Code or a governmental entity.
- Cannot be a private foundation under Section 509(a).
- Must be an organization within The Rapides Foundation Service Area or seeking funding support for projects restricted to the Foundation's nine parishes.

V. Funding Guidelines and Grant Terms

Up to \$100,000 per year for up to a three-year period is available with a maximum request of \$300,000. The Foundation will consider only one application per organization; however, it is permissible for an organization to be listed as a partner organization in multiple applications. Grant funding must align with project needs and may be used to support staff time, assessment activities, meeting expenses, educational activities, advocacy, project-related supplies and equipment, communications, consulting support and indirect cost rate (not to exceed 10%). Applicants are encouraged, but not required, to secure matching funds and/or in-kind support.

If your organization has received a Healthy Behaviors Program Grant or a Healthy Behaviors Substance and Alcohol Abuse Prevention Program Grant and you are solely proposing to continue an existing program(s) at the same level, a maximum of up to \$50,000 per year for up to a three-year period is available with a maximum request of \$150,000. Please note, the funding opportunity is competitive and continuation funds are not guaranteed.

Grant funds may not be used for:

- Lobbying or political programs or events.
- Activities, projects, or programs exclusively benefitting members of sectarian or religious organizations.
- Biomedical, clinical or educational research.
- Direct support to individuals or endowments.
- Funding that supplants existing sources of support.
- Individuals, including patient assistance funds.
- Social events or similar fundraising efforts or telethons.
- Projects outside of the Foundation's service area.
- Direct funding for medical or social services already funded through existing third-party reimbursement sources.
- Operating expenses not used for significantly expanding the services of ongoing organizations.
- Vans or other vehicles.

- Building purchase or renovation not explicitly linked to enhanced programmatic implementation or development.

Review Process and Additional Considerations

We anticipate awarding approximately \$3,000,000 in grant funds using a competitive review process. We expect that we will award approximately 10 grants, but the final number depends on the size of the awards. These funding opportunities are limited and are offered on a competitive basis; therefore, it is possible not all applicants will receive funding. Competitive proposals will be evidence-based, community-driven and budgets will be appropriate to the size of the population impacted. We reserve the right to award less than the amount requested. We reserve the right to not award any grants through this Request for Proposals.

A review committee, composed of The Rapides Foundation staff and external reviewers, evaluate all eligible applications based on alignment with the purpose of the Healthy Behaviors Program Grant, capacity and leadership, community partnerships and mobilization, clear and measurable outcomes, alignment with best and promising practices and meets a need the community has identified. Reviewers may recommend whole or partial funding of a project. The review committee may use geographic distribution, size of impact/reach, applicant’s history as a grantee, capacity to perform the work and services to populations experiencing health inequities and/or disparities when making their decisions. The Rapides Foundation will notify applicants, both successful and unsuccessful, in writing.

Timeline for Submission

This is a two-stage process consisting of a Letter of Intent and Full Proposal. All applications should be submitted using The Rapides Foundation’s online application process. The online application is located on the Foundation’s website at www.rapidesfoundation.org under the “Grants” tab.

A Letter of Intent (LOI) is submitted to The Rapides Foundation describing the applicant’s proposed project. The LOI will be used as a screening device to determine whether the applicant is proposing a project or program that has a reasonable chance to be implemented in an effective manner and whether the project meets the general program interests of The Rapides Foundation. Upon approval of the LOI, applicants will be invited to submit a Full Proposal.

LOIs are due December 19, 2022, and will be considered at the February 2023 Budget & Grants Committee meeting. Notification to submit a Full Proposal will be released February 27, 2023. Full Proposals are due April 10, 2023, and grants will be awarded at the May Board meeting.

Online deadline submission is no later than 4:00 p.m. CT on the dates listed above. In fairness to all applicants, late or incomplete submissions are not considered. *Please note, the Letter of Intent and/or Full Proposal must be fully submitted by the deadline; therefore, you must begin uploading documents prior to 4:00 p.m. on the day of the deadline. We suggest you allow a minimum of three hours for the upload process.*

Program Grant Cycle

Letter of Intent due	December 19, 2022
LOI Notification of Selection	February 27, 2023
Full Proposal due	April 10, 2023

Notification of Selection	June 1, 2023
Grant Start Date	July 3, 2023

Pre-submission Consultation

Prospective applicants are encouraged to schedule a call or a meeting with the Healthy Behaviors Program Officer to discuss alignment and feasibility of their proposal before submission. Contact Dallas Russell, at dallas@rapidesfoundation.org or 318.767.3005 to request a meeting. Please schedule the meeting at least two weeks before the submission deadline.

Accountability, Reporting, and Site Visits

If awarded, grantees agree to the following activities and time commitments:

Activity	Description	Frequency
Virtual Meeting	Informal project update meetings.	Monthly except for when other activities are scheduled that month.
Capacity Building	Support from Healthy Behaviors Program Officer in relevant topics as the project is implemented.	As needed.
Site Visit	On-site meetings and tour of project activities.	Annually or more as requested.
Cohort Conversations	Meeting with all awarded HBI Program grantees to share successes, challenges and resources.	Twice per year with at least one in person.
Technical Assistance	Trainings by experts in four topic areas.	Dates to be determined but it is anticipated two trainings will happen in year 1 and one workshop in each subsequent year.
Interim and Final Written Reports	A report template is provided and consists of a narrative, budget worksheet, supporting documents and evaluation form.	January 31, 2024 July 31, 2024 January 31, 2025 July 31, 2025 January 30, 2026 July 31, 2026 (final)

VI. Letter of Intent Requirements

All applicants are required to answer the following questions in the online portal as well as upload the required documents, utilizing provided templates where noted.

1. Cover page

- a. Organization name.
- b. Name, title, phone number and email address of the proposed project coordinator or key contact person from the applicant organization.

- c. Project title.
- d. Requested funding amount. Total Project amount.
- e. Focus(es) of the proposal: tobacco prevention and control, healthy eating, physical activity, substance/alcohol abuse prevention.
- f. Intended project period starting no sooner than the dates listed above.
- g. Brief program description.

2. Project Description

- a. Describe the problem your project is attempting to prevent/solve and the issue(s) your project will address. (up to 400 of words)
- b. Explain your project and how the project is consistent with the mission of your organization. (up to 400 of words)
- c. What population will the proposed project target and what geographic area will your program serve? Include the size of the population and other key demographics. (up to 400 of words)
- d. Is there demonstrated community buy-in for your proposed project? If so, has that information been captured via surveys, focus groups, etc.? (up to 400 of words)
- e. Complete the table below by listing the strategies your project will use and provide evidence they help communities like yours achieve results similar to what your project is seeking. (up to 150 words per category)

Describe the strategy or strategies you propose.	What evidence is there to show this strategy works?	Why are you proposing this strategy?

- f. Describe any partnerships – actual or potential – and what you are envisioning they will contribute to this project. (up to 400 of words)
- g. Describe how the project can be sustained both financially and organizationally, after the proposed Foundation funding concludes. (up to 400 words)
- h. Identify desired results by describing what your project is expected to achieve in the short and long term in measurable terms. How will you collect and measure impact? Indicate how you will know if you are successful. (up to 400 words)

3. Other Supporting Information

- a. **Budget** use the **budget worksheet template** (excel document) and the **budget narrative template** (word document) provided on the website under key materials. Ensure your budget is appropriate to the size of the impact of the project.
- b. A copy of applicant organization’s **501(c)(3) designation letter** from the IRS.
- c. A copy of applicant organization’s most recent **IRS 990** (nonprofit tax return) or most recent **audit** if governmental agency.
- d. A listing of applicant organization’s board members.
- e. Application **Signature Page** authorizing submission of the grant request.

VII. Full Proposal Requirements

All applicants are required to answer the following questions in the online portal as well as upload the required documents, utilizing provided templates where noted.

1. Cover page

- a. Organization name.

- b. Name, title, phone number and email address of the proposed project coordinator or key contact person from the applicant organization.
 - c. Project title.
 - d. Requested funding amount. Total Project amount.
 - e. Focus(es) of the proposal: tobacco prevention and control, healthy eating, physical activity, substance/alcohol abuse prevention.
 - f. Intended project period starting no sooner than the dates listed above.
 - g. Brief program description.
- 2. Project Description (up to 500 words per question)**
- a. What is the proposed project and how will it meet an existing need? Include a description of services and key components.
 - b. What population will the intervention target? Size of population and other key demographics. What geographic area (parish(es) and communities) will your project cover?
 - c. How will the proposed strategies reduce/prevent obesity, and/or prevent and control tobacco, and/or prevent substance and alcohol abuse? (Please cite evidence or best practices)
 - d. How do you know the community you intend to serve will engage in the proposed project? Have you gathered information from the local community? Please share the results.
 - e. In what ways (if any) will the proposed project have an impact on community norms or changes in local policies, systems or environments?
 - f. What will your project leave behind after the grant period ends (e.g., increased awareness; new capacity, skills or program; changes in policies or infrastructure; etc.)?
- 3. Proposed Partnerships**
- a. Use the downloadable **Partner Agreement Form template** (found on the Foundation website under key materials) to provide information about your partners. At least one Partner Agreement Form should be from a community member the project intends to serve. Upload all agreement forms as a single document.
- 4. Project Development and Support: (up to 500 words per question)**
- a. Identify and describe qualifications and related experience of key personnel who would direct/oversee the grant-funded activities. Indicate if staff are full time or part time.
 - b. What (if any) previous work has the applicant organization and partners done (individually or together) to address healthy eating, active living, tobacco prevention and control, substance and alcohol abuse prevention?
 - c. What are the applicant organization's most significant accomplishments and challenges?
- 5. Resource Adequacy: (up to 500 words per question)**
- a. Describe the current project resources for your proposed plan (ex. funding, community assets).
 - b. What additional resources are needed to achieve the project outcome and why are they a necessity?
 - c. Describe your organization's plan to sustain the project upon conclusion of Foundation support. How will the project, its objectives, and proposed changes be sustained beyond the grant term? Will there be lasting permanent change as a result of your efforts? How will you secure financial resources to continue?
- 6. Evaluation Plan: (up to 500 words per question)**
- a. What are the goals of this project and SMART Objectives that will be used to accomplish these goals.
 - b. Describe the evaluation methods to be used to measure the proposal objectives and goals.

- c. Describe the assessment methods to be used to indicate the project is on track.
- d. Name the evaluation resources and persons responsible for implementation.

7. Work Plan:

- a. Use the work plan template to describe the major activities, person responsible, timeline, and anticipated outputs. Provide details for year 1 and high level for subsequent year(s).

8. Budget Spreadsheet and Narrative:

- a. Use the **budget worksheet template** (excel document) to complete a line item budget. Ensure your budget is appropriate to the population your project intends to serve. List the other funding sources, including in-kind, to be contributed by the applicant and/or partner organizations in the template. Indirect costs should not exceed 10% of the total requested funds. Indirect costs are any expenses that aren't incurred directly to produce a service or program, such as but not limited to: office supplies, postage, utilities/telephones, space costs, insurance, back-office personnel support.
- b. Use the **budget narrative template** to describe what you intend to purchase and how you propose to use the funds in each line item.

9. Other Supporting Information

- a. Your organization's **most current 990, annual audit or financial report** if it has changed since submitted for the LOI (December 2022)
- b. **A list of applicant organization's board members.** Include member name and address, professional/community affiliations and board tenure.
- c. Application **Signature Page** authorizing submission of the grant request.

VIII. Additional Considerations

The Foundation reserves the right to:

- Request additional information from any or all applicants.
- Meet with applicants to ensure full understanding of, and responsiveness to, the application requirements.
- Request modifications to a respondent's application prior to final award to ensure alignment of project elements with the core values, mission, and operating standards of the Foundation.
- Reject any or all applications submitted.

Funded organizations are required to submit a grant agreement (contract) and a board resolution affirming commitment to the grant-funded project by the board of directors.

<p>For questions related to this funding opportunity: Dallas Russell, Program Officer dallas@rapidesfoundation.org Direct: 318.767.3005</p>	<p>For assistance with submitting the online proposal: Courtney Keys, Programs Assistant courtney@rapidesfoundation.org Direct: 318.767.3013 Main lines: 318.443.3394 or toll-free 800.994.3394</p>
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IX. Resources

Optional Grant Writing Workshops

Community Development Works (CDW), a program of The Rapides Foundation, offers a training schedule of free workshops and webinars each spring and fall on topics such as grant writing, leadership, and marketing. Register for webinars, workshops and videos at communitydevelopmentworks.org or call 800-803-8075.

For more information on evidence-based and best/promising practices related to this funding opportunity, refer to the following resources. Please note this is intended to provide general guidance and does not serve as a comprehensive list.

Healthy Eating, Active Living (HEAL)

General (including background information and evidence-based policies and programs):

- CDC Healthy Communities Program: <http://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/>
- Community Toolbox: Database of Best Practices: <https://ctb.ku.edu/en/databases-bestpractices>
- Growing a Movement: Healthy Kids, Healthy Communities Final Report (includes case studies): <https://healthyplacesbydesign.org/wp-content/uploads/2014/08/Growing-aMovement.pdf>
- The Guide to Community Preventive Services: <https://www.thecommunityguide.org/>
- The State of Obesity 2021: Better Policies for a Healthier America: <https://www.tfah.org/report-details/state-of-obesity-2021/>
- What Works for Health: <http://www.countyhealthrankings.org/take-action-to-improvehealth/what-works-for-health>
- Rural Health Information Hub: Rural Obesity Prevention Toolkit <https://www.ruralhealthinfo.org/toolkits/obesity>

Multi-Sector Community Collaboratives:

- County Health Rankings & Roadmaps Partner Center: <http://www.countyhealthrankings.org/take-action-to-improve-health/partner-center>
- Lessons for Leaders: Navigating the Process of Healthy Community Change: <https://healthyplacesbydesign.org/wp-content/uploads/2014/08/Lessons-forLeaders.pdf>

Promote and Support Healthy Eating and Physical Activity:

- Active Living Research: <https://www.activelivingresearch.org/>
- Alliance for a Healthier Generation: www.healthiergeneration.org
- Healthy Eating Research: <https://healthyeatingresearch.org/>
- National Farm to School Network: www.farmtoschool.org
- Purdue University Cooperative Extension Service, Starting a Farmers Market guide: www.extension.purdue.edu/extmedia/EC/EC-739.pdf
- Safe Routes to School National Partnership: <https://www.saferoutespartnership.org/>
- USDA Choose My Plate website: www.choosemyplate.gov
- USDA Farm to School Program: <http://www.fns.usda.gov/farmtoschool/farm-school>

Tobacco Prevention and Control

General (including background information and evidence-based policies and programs):

- CDC Smoking and Tobacco Use: <https://www.cdc.gov/tobacco/>
- CDC Tobacco Programs: https://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/index.htm
- What Works for Health: <http://www.countyhealthrankings.org/take-action-to-improvehealth/what-works-for-health>
- Surgeon General's Advisory on E-Cigarette Use Among Youth: <https://www.hhs.gov/about/news/2018/12/18/surgeon-general-releases-advisory-e-cigarette-epidemic-among-youth.html>
- Evidence on the Health Impacts of E-Cigarettes and Vaping: <https://www.doh.wa.gov/Portals/1/Documents/Pubs/340-337-VapingHealthImpacts.pdf>
- Truth Initiative: <https://truthinitiative.org/>
- Rural Health Information Hub: Rural Tobacco Control and Prevention Toolkit <https://www.ruralhealthinfo.org/toolkits/tobacco>

Tobacco Cessation

- National Cancer Institute programs: <https://smokefree.gov/>
- American Lung Association: <https://www.lung.org/our-initiatives/tobacco/cessation-and-prevention/>
- Quit With Us, Louisiana: <http://www.quitwithusla.org/>
- CDC Quitting Smoking: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm
- BecomeAnEx <https://www.becomeanex.org/>

Substance and Alcohol Abuse Prevention

General (including background information and evidence-based policies and programs):

- Rural Health Information Hub: Prevention & Treatment of Substance Use Disorders in Rural Communities Toolkit <https://www.ruralhealthinfo.org/toolkits/substance-abuse>
- Youth.Gov <https://youth.gov/youth-topics/substance-abuse>
- National Institute on Alcohol Abuse and Alcoholism
 - <https://www.niaaa.nih.gov/strategic-plan/prevention>
 - Strategic Plan https://www.niaaa.nih.gov/sites/default/files/StrategicPlan_NIAAA_optimized_2017-2020.pdf

Prevention

- *Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health* <https://www.ncbi.nlm.nih.gov/books/NBK424850/>
- SAMHSA's Strategic Prevention Framework (SPF) <https://www.samhsa.gov/ebp-resource-center>
- U.S. Department of Health and Human Services, Opioid Prevention Programs & Tools <https://www.hhs.gov/opioids/prevention/prevention-programs-tools/index.html>
- Preventing Drug Abuse among Children and Adolescents <https://www.drugabuse.gov/publications/preventing-drug-abuse-among-children-adolescents-in-brief/chapter-4-examples-research-based-drug-abuse-prevention-programs>