



Marysville Healthy Communities Initiative Healthy Lifestyle Mini Grant Program

The Marysville Healthy Communities Mini-Grant Program (MHCGP) announces its Requests for Mini-Grant Proposals for 2010. The Marysville Healthy Communities Grant Initiative intends to fund proposals that result in environmental and/or policy change so that the results are sustainable rather than one-time events. The MHCGP target populations are children in Grades K through 8. Successful applications will incorporate at least one Marysville Healthy Community Initiative Priority.

Marysville Healthy Communities Initiative Action Plan - At a Glance



Priority No. 1 - Increase number of active community environments

- Utilize urban planning approaches that promote physical activity - Plan and fund a network of streets, pathways, parks and trails that support walking and biking within and between Marysville neighborhoods, city centers, schools and senior centers.



Priority No. 2 - Access to Health-Promoting Foods

- Increase the amount of access to fruits and vegetables consumed by Marysville Food Bank participants.
- Increase number of eligible students participating in the Marysville School District free/reduced breakfast and lunch program.
- Establish community gardens to make fresh, local produce more readily available.
- Establish a congregate meal site for older adults.
- Increase access to and promotion of healthy foods at restaurants and business, for example, through nutrition labeling on menus.



Priority No. 3 - Increase number of people who have access to low cost or free recreational opportunities

- Increase community ownership, involvement in, and use of public facilities by establishing Adopt-A-Park Volunteer Program.
- Increase opportunities for play by building "activity courses" (i.e., a Frisbee course) and providing covered recreation facilities in selected parks.
- Explore establishing community center(s) throughout Marysville.
- Establish intramural sports programs in schools and worksites

The Marysville Healthy Communities Initiative is our community-level response to combat the obesity epidemic in our community, and the chronic diseases to which it contributes, such as diabetes, heart disease and stroke. These diseases are on the rise in Marysville, across the region and nationwide. Obesity is absolutely preventable through healthier eating and being physically active.

Community members involved with the Marysville Healthy Communities Initiative are committed to the idea that the best way to address the obesity problem is from the community level up, through collaboration and cooperation among various groups and individuals in the community.

That means carrying forward new ways to:

1. Transform our community with a more fitness-friendly urban recreational environment that encourages more bicycling, walking, and trails.
2. Promote the eating of more fruits and vegetables as a healthy alternative to junk food and snacks that offer little or no nutritional value, through community gardens and other means.
3. Provide low-cost to no-cost recreational opportunities that encourage individuals and families of all ages to get out in our parks system and playfields and participate in intra-mural sports, pickup sports or other types of fitness that you can do on a whim.

Any school or community organization within the Marysville School District boundaries directly or indirectly serving children in grades 1 – 8, interested in promoting nutrition and/or physical activity through environmental and/or policy changes may apply. Applications that demonstrate group collaborations are encouraged. Projects that are funded will be required to send a representative to the Marysville Healthy Communities Project Leadership Committee meetings for a period of one year to report on project milestones.

FUNDING PERIOD

Mini Grants will be awarded for a nine month period beginning April 1, 2010 and ending December 31, 2010.

AWARD AMOUNTS

Applicants may apply for up to \$500 for a project. Each application will be reviewed by the Healthy Communities Leadership Planning Committee and awarded based on criteria outlined on Pages 3 & 4.

The Marysville Healthy Communities Mini-Grant Program (MHCGP) is funded through the City of Marysville and YMCA Pioneering Healthy Communities Program.



CONTACT INFORMATION

Direct all questions about mini grants and address all completed applications to:
Jim Ballew- Director of Parks and Recreation
City of Marysville Parks and Recreation
6915 Armar Road
Marysville, WA 98270
360-363-8400 Fax: 360-651-5089 Email: jballew@marysvillewa.gov

TIMELINE

Application Release	February 17, 2010
Application Due Date	March 19, 2010
Final Award Notification	April 1, 2010

APPLICATION DEADLINE, SUBMISSION AND FORMAT

In order to be considered for funding for the 2010 year your application must be received by 5:00 p.m. March 19, 2010. You may submit an electronic copy via email, however if you choose to send it electronically, it must be as an attachment and the file will need to be complete in MS Word. If you choose to apply in writing, you will need to provide 2 copies. *Electronic applications are preferred.*

Incomplete applications will not be considered.

WHY EMPHASIZE POLICY AND/OR ENVIRONMENTAL CHANGE?

One-time events (health fairs, school presentations etc.) can help increase awareness of behaviors that promote or hinder health. Will this project lead to positive behavior change? The answer will vary, depending on the individual's readiness and self-efficacy. Organizational policy and environmental changes, once institutionalized, will take the decision making away from the individual and increase healthy eating and physical activity for all constituents for a sustained length of time.

Characteristics of Events

One Time

Unique: Usually do not result in behavior change

Individual

Not part of an ongoing plan

Short in duration

Examples of Events

Celebrating 5 days a week

Hosting a Family Fitness Night

Characteristics of Policy & Environmental Change

Ongoing

Repeated: Promote behavior change over time

Policy Level

Part of an ongoing plan

Long Term

Examples of Policy & Environmental Change

Develop policy to include vegetables & fruits and in-school a la carte options

Making the school athletic facilities available to community members.

Provide health food at staff meetings

Adopting a food & beverage policy

Sponsor a youth sports event

Adopt a policy to establish intramural programs and physical activity clubs in youth organizations or schools (e.g. dancing, hiking, yoga) that feature a diverse selection of competitive and non-competitive, structured and unstructured activities, (2) meet the needs and interests of all students with a wide range of abilities, particularly those with limited athletic skills and (3) emphasize participation without pressure.

EXAMPLES OF POLICY CHANGE

- Adding fruits and vegetables to school's a la carte options and marketing changes.
- Making school athletic facilities available to community members.
- Establish a building sponsored wellness team in schools.
- Adopting use of research based nutrition and physical activity curriculum in schools and other youth programs.
- Purchase and use equipment that supports increased vegetable and fruit consumption such as fruit wedgers for use in school food service.
- Purchase an apple vending machine for schools.
- Establish a policy to serve 1% or less milk and low fat dairy products in food programs.
- Conduct educational and marketing campaigns to encourage switching to low fat nutrition.
- Adopting CDC guidelines for school and community programs to promote lifelong physical activity among young people.
- Conduct training to elementary school teachers in integrating *movement* into academic curriculum.
- Training physical activity staff on developing adaptive physical activity programs.
- Purchasing adaptive physical activity equipment.
- Purchase age-group appropriate physical activity equipment.

GRANT AWARDS WILL BE BASED ON APPLICATIONS THAT:

- Address a Marysville Healthy Communities Initiative Priority.
- Effectively use Marysville Healthy Communities Initiative strategy in the project.
- Target children in grades K through 8
- Result in policy and/or environmental change- demonstrate sustainability.
- Demonstrate the greatest likelihood of impact on the target group they are serving.
- Demonstrate partnerships and collaborations.

The review team will consist of the Leadership Planning Committee and partnership members. Any members affiliated directly with an application will excuse themselves from review or award decisions related to that application. The review team will use a point system to evaluate each application.

- Marysville Healthy Communities Initiative Strategy = 10 Points
- Project Overview (need, objective, expected results, activities, partners) = 40 Points
- Policy & Environmental changes expected = 30 Points
- Budget (how funds will be utilized) = 20 Points

Marysville Healthy Communities Initiative Healthy Lifestyle Mini Grant Program Application

Organization/Applicant Name: _____

Brief Description of organization/applicant:

Contact Person for Project: _____

Address:

Phone: _____ Cell: _____ Fax: _____

Email: _____

Amount Requested for Project \$ _____

Marysville Healthy Communities Initiative Strategy / Priority (check all that apply)

_____ Priority No. 1 - Increase number of active community environments

_____ Priority No. 2 - Access to Health-Promoting Foods

_____ Priority No. 3 - Increase number of people who have access to low cost or free recreational opportunities

Project Overview: Clearly state the need for the project, its objectives and expected results, the project activities, location(s), partners and target audience. Please attach additional pages if necessary (40 Points)

Explain how the project will result in policy and/or environmental change. Please attach additional pages if necessary. (30 points)

Budget: (20 Points)

Line Item	Item Purpose	Amount:
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Budget Summary

Total Amount requested from
Marysville Healthy Communities Initiative
Healthy Lifestyle Mini Grant Program Application \$ _____

Other Resources / Financial Support \$ _____

Volunteers \$ _____

PTSA Funds \$ _____

School Funds \$ _____

Local Community Support \$ _____

Other: \$ _____

Total Project Cost: \$ _____

Signature of Applicant: _____ Date: _____

Please Print Name: _____

Statement of Expectations Marysville Healthy Communities Initiative Healthy Lifestyle Mini Grant Program

When accepting funds and participating in the Marysville Healthy Communities Initiative Healthy Lifestyle Mini-Grant Program that addresses obesity and obesity related conditions among our youth grades K-8 it is expected that mini-grant recipients will adhere to the following guidelines:

Name of Organization: _____

- Representative will attend City of Marysville Healthy Community Project Leadership Planning Committee Meetings as necessary.
- Spend mini-grant funds as described or seek prior approval to change project goals.
- Participate in citywide campaign for 2010 promoting project activity.
- Complete and submit final report on or before _____ 2011.

Name (print): _____

Signature: _____ Date _____

EXHIBITS