



Challenge for a Healthier Louisiana

GRANT PROGRAM

Supporting healthier communities for children and families across Louisiana

Agenda



- BCBSLAF remarks
- Program Background
- Eligibility
- Identifying community partners
- Matching funds
- Working example
- How to apply
 - Letter of Intent
- Timeline
- Q&A



BLUE CROSS AND BLUE SHIELD OF

LOUISIANA

F O U N D A T I O N

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Program Goal



Implement healthy eating and active living programs along with environmental change initiatives that support healthier communities for children and families across Louisiana

Approach



- Innovative projects that address the root causes of obesity through integrated changes in
 - policies
 - norms
 - practices
 - social supports
 - physical environment

Approach



- **Projects must**
 - have at least one collaborator
 - address the specific needs and settings of the community
 - ✦ consider disparities and underserved populations
 - plan for sustainability
 - be evidence-based

Finding Evidence



- Evidence can come from
 - Credible evidence-based summary documents
 - ✦ CDC 2009. Recommended Community Strategies and Measurements to Prevent Obesity in the United States. *MMWR* 58:1-26.
 - ✦ Robert Wood Johnson Foundation 2009. Action Strategies Toolkit. A Guide for Local and State Leaders Working to Create Healthy Communities and Prevent Childhood Obesity.
 - ✦ Institute of Medicine. 2009. Local Government Actions to Prevent Childhood Obesity.
 - ✦ Institute of Medicine. 2010. Bridging the Evidence Gap in Obesity Prevention: A Framework to Inform Decision Making.
 - ✦ White House Task Force. 2010. Solving the Problem of Childhood Obesity within a Generation.
 - ✦ National Prevention Council. 2011. National Prevention Strategy.

Approach



- Comprehensive evaluation
 - Process and impact
 - Multiple perspectives
 - Technical assistance will be provided

Approach



- **Projects must**
 - incorporate a variety of obesity prevention efforts across multiple levels
 - ✦ Individual
 - ✦ Family, social networks
 - ✦ Schools, hospitals
 - ✦ Neighborhoods, communities

Multi-level Approach



Eligibility



- **Primary applicants must be**
 - located in Louisiana and serve Louisianians
 - 501(c)(3)
 - incorporated with the Louisiana Secretary of State's Office and in good standing

Identifying Community Partners



- The primary applicant must identify at least one partnering agency
 - Multiple collaborators will yield a stronger project
 - Partners need not be 501(c)(3)

www.ourhomelouisiana.org/challenge

The screenshot shows a web browser window displaying a Meetup page. The browser's address bar shows the URL <http://www.meetup.com/challenge/Baton-Rouge-LA/>. The page header features the Meetup logo and the text "everywhere" with a "Log in" link. The main heading is "Challenge for a Healthier Louisiana Meetups Everywhere". Below this, there is a search bar containing "Baton Rouge, LA" and a "Go" button. The page is divided into two main columns. The left column contains a sidebar for the "Baton Rouge Challenge for a Healthier Louisiana Community", which includes the text "Baton Rouge, LA Founded September 28, 2011", "Meetups 1", "Challengers 5", and a "Join us, get updates!" button. The right column features a "Welcome, Baton Rouge Challengers" section with a "JOIN AND SUGGEST A NEW MEETUP" button and a "1 UPCOMING MEETUP" indicator. Below this, a specific event titled "Baton Rouge Challenge Grant Workshop" is listed, organized by "Pennington Biomedical" at "6400 Perkins Rd Baton Rouge, Louisiana". The event is scheduled for "Wed Oct 12 2:00 PM" and has "5 Challengers going" and "1 comment". A "RSVP" button with a "6 days left" countdown is visible. The footer of the page includes "About Meetup", "Help", and copyright information for 2011 Meetup. The Windows taskbar at the bottom shows the system tray with the time "8:55 AM 10/6/2011" and various application icons.

Matching Funds



- Must provide dollar-for-dollar match
 - At least half must be cash
 - Other half can be donated time or materials, discounts, etc.

Comprehensive Approach



Matching
Funds

Community
Partners



Comprehensive
Evaluation

Working Example



A community establishes a schedule of closing off certain streets to traffic during after-school hours, in order to create safe “play streets” for children and safe areas for seniors and adults to walk in neighborhoods with low access to recreational opportunities.

Working Example



A community establishes a schedule of closing off certain streets to traffic during after-school hours, in order to create safe “play streets” for children and safe areas for seniors and adults to walk in neighborhoods with low access to recreational opportunities.

- Policy level: traffic regulated during after-school hours
- Individual level: increase opportunity for physical activity

Working Example



Where possible, “play streets” are networked to connect to local parks, allowing children to safely travel to parks and seniors to plan safe walking routes.

Working Example



Where possible, “play streets” are networked to connect to local parks, allowing children to safely travel to parks and seniors to plan safe walking routes.

- **Community level**
 - networked parks connect communities
 - increase access to parks
- **Interpersonal level**
 - increase opportunity for community interaction
 - social supports for physical activity
 - potential to change norms

Working Example



Local organizations provide family-based programming in networked parks to encourage parental support of their children's physical activity.

Working Example



Local organizations provide family-based programming in networked parks to encourage parental support of their children's physical activity.

- Interpersonal level: programs influence family dynamics
- Individual level: parents and children learn new skills & attitudes

Working Example



- **Collaborators**
 - Department of Transportation
 - Department of Recreation
 - Neighborhood Associations
 - AARP
 - Faith based organizations
- **Matching funds**
 - Philanthropic organization
 - Donated staff, programming, etc.
- **Evaluation**
 - Impact and process (e.g. street closures, reach, use)
 - Multiple perspectives (parents, kids, seniors, local gov)

How to Apply



- Letter of Intent
- Complete application
 - Application Narrative
 - Letters of Support
 - Budget and Budget Justification
 - Description of Matching Support
 - ✦ Pledge Agreements
 - Additional Documents

Letter of Intent



- **Purpose**
 - Helps you strengthen your concept
 - Helps us plan workshops
 - Helps us identify reviewers

Letter of Intent

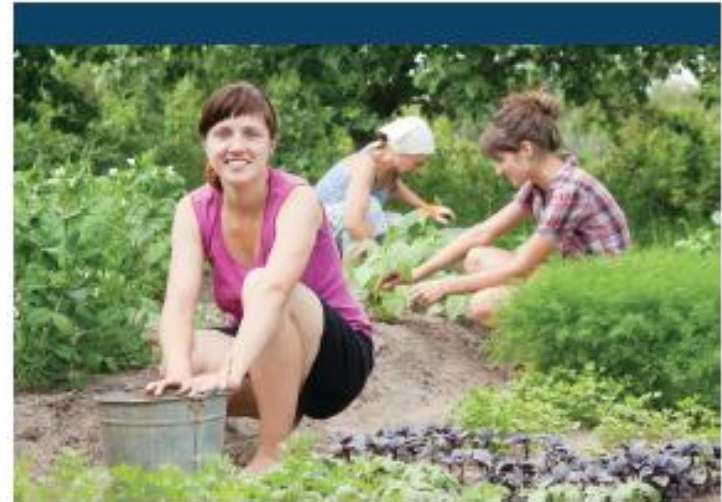


- **Parts of LOI**
 - Project Summary
 - Project Description
 - Community Setting
 - Qualifications of Applicant Organization
 - Partner Organizations
 - Matching Funds

Letter of Intent



- **Formatting**
 - Black type
 - 12-point, Arial font
 - 1.5 line spacing
 - 1” margins
 - 3 page maximum



Timeline



- Oct – Nov 2011 - Regional Informational Workshops
- Jan 13, 2012** - **Deadline for Receipt of Letters of Intent**
- Feb - Apr 2012 - Technical Workshops for Applicants
- Apr 30, 2012** - **Deadline for Full Applications**
- May - Jun, 2012 - Expert Review of Grant Applications
- Jun 15, 2012 - Recommendations Presented to Foundation Board
- Jul 15, 2012 - Announcement of Challenge Grant Recipients
- Sep 1, 2012 - Start Date for Challenge Grant projects

What's Next?



- Periodic website updates
- February – April 2012: Technical workshops and/or conference calls to provide guidance on program development and evaluation.
 - Goals
 - Strategies
 - Evaluation Outcomes

www.ourhomelouisiana.org/challenge

Challenge for a Healthier Louisiana - Our Home, Louisiana - Windows Internet Explorer

http://ourhomelouisiana.org/programs/challenge/

Challenge for a Healthier Louisiana < Our Home, ...

Our Home, Louisiana

ABOUT PROGRAMS EVENTS NEWS MEDIA CENTER

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Challenge for a Healthier Louisiana

Obesity is fast becoming the most important public health problem of the 21st century. It's most pronounced in the Southern region. Among the 50 states, Louisiana currently ranks sixth for adult obesity, and fourth for childhood obesity.



Our environment shapes the way that we make decisions to be physically active or to eat healthy. Communities, neighborhoods, schools, home and workplace environments can all influence people's decisions with respect to lifestyle choices.

THE GOAL

The goal of the Blue Cross' Challenge for a Healthier Louisiana program is to support communities in the implementation of healthy eating and active living programs along with environmental change initiatives that support healthier communities for children and families across Louisiana.

Read More about the Purpose and Approach of this program.

[Go >](#)

THE AWARD

Each Challenge Grant will award between \$250,000 to \$1,000,000 for a one- to three-year funding period. **Challenge Grant** awards must be matched dollar-for-dollar by resources, either cash or in-kind, identified by the applicant. At least one-half of the matching support must be a cash match. Applications that do not include assurance of adequate matching funds will not be accepted.

[How to Apply](#)

Challenge Grant Links

- CHALLENGE FOR A HEALTHIER LOUISIANA
- PURPOSE AND APPROACH
- ASSISTANCE & CONTACT INFORMATION
- HOW TO APPLY
- ALL ABOUT FUNDING & WORKSHOPS

Download Brochure

Download the Challenge Grant brochure for a printable version of the information presented on this site.

[Download \(PDF\)](#)

Upcoming Events

October 12, 2011 - Baton Rouge
Challenge Grant Workshop
2:00 pm, Workshops

October 20, 2011 - Lafayette
Challenge Grant Workshop
9:00 am, Workshops

October 26, 2011 - Alexandria
Challenge Grant Workshop

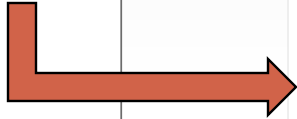
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Internet | Protected Mode: On

8:48 AM
10/6/2011

www.ourhomelouisiana.org/challenge

RFP



How to Apply « Our Home, Louisiana - Windows Internet Explorer

http://ourhomelouisiana.org/programs/challenge/how-to-apply/

You are here: [Home](#) » [Programs](#) » [Challenge for a Healthier Louisiana](#) » [HOW TO APPLY](#)

How to Apply

Applicants will be required to electronically submit the following components as described in detail on this website:

1. [2012 Challenge Grant Program Letter of Intent](#)
2. Complete Application including:
 - ✓ Application Narrative
 - ✓ Letters of Support
3. Budget and Budget Justification
4. Description of Matching Support Including Pledge Agreements

Downloads

- [Challenge Grant RFP](#)
- [Budget Template](#)
- [Cover Page Template](#)

In fairness to all applicants, Letters of Intent and/or Applications received after the respective deadlines will not be accepted.

Applicant Eligibility

Organizations eligible to submit an application under this announcement are limited to Louisiana-based 501(c)(3) nonprofit agencies. An organization (primary applicant) may not submit more than one application. Communities may apply for multiple projects, however, across different agency applicants.

Selection Criteria

The Pennington Biomedical Research Center will assemble an expert panel for the review of applications for the Blue Cross' Challenge for a Healthier Louisiana. Following the review process, a list of rank-ordered applications, along with the review scores, will be presented to the Blue Cross and Blue Shield of Louisiana Foundation Board of Directors for final selection of projects. Funding for challenge grants is at the sole discretion of the Blue Cross and Blue Shield of Louisiana.

Challenge Grant Links

- [CHALLENGE FOR A HEALTHIER LOUISIANA](#)
- [PURPOSE AND APPROACH](#)
- [ASSISTANCE & CONTACT INFORMATION](#)
- [HOW TO APPLY](#)
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9:00 am, Workshops

October 26, 2011 – [Alexandria Challenge Grant Workshop](#)
9:00 am, Workshops

Start your own Meetup

Contact Information



For more on the BCBSLA
Foundation:

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For more on the grant program
and criteria:

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Louisiana State University System

QUESTIONS?



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