



**2019 COMMUNITY HEALTH IMPROVEMENT PLAN PARTNERSHIPS  
PROPOSAL APPLICATION**

Please make sure to email all necessary documents with your completed, signed and dated application. Necessary documents are listed below:

1. Cover letter on organizational letterhead;
2. Completed and signed Proposal Application;
3. Itemized budget (including source of 1:1 match);
4. Completed IRS W-9 form;
5. IRS 501(c)(3) letter - if requested funding is exempt from payment of income tax;
6. If awarded, you must complete the Mid-Year and/or Final Reporting forms upon request.

Email your completed documents to [Jacqueline.Dow1@dph.ga.gov](mailto:Jacqueline.Dow1@dph.ga.gov). Please include "2019 CHIP Partnerships Proposal" in the subject line.

For more information, contact Jacqueline Dow at (770) 514-3106 or [Jacqueline.Dow1@dph.ga.gov](mailto:Jacqueline.Dow1@dph.ga.gov).

**I. Organizational Information**

Name of Organization: Enter text here.		
When was the organization established? Enter text here.	Annual Organization Budget: Enter text here.	
Tax ID #: Enter text here.	Tax Status: Enter text here.	
Website: Enter text here. Enter text here.		
Address: Enter text here.		
City: Enter text here.	State: Enter text here.	Zip Code: Enter text here.
Contact Name: Enter text here.	Contact Title: Enter text here.	
Contact Phone #: Enter text here.	Contact Email: Enter text here.	

Please provide a brief summary of your organization's history, mission and goals (max 100 words):  
 The 1998 merger of Scottish Rite Children's Medical Center and Egleston Children's Healthcare System created Children's Healthcare of Atlanta. In 2006, Children's assumed operations of Hughes Spalding Children's Hospital, and in 2009, The Marcus Institute became part of Children's system as Marcus Autism Center. Children's mission is to make kids better today and healthier tomorrow. Our specialized care helps children get better faster and live healthier lives. Managing more than a million patient visits annually, Children's offers access to more than 60 pediatric specialties and ranks among the top children's hospital in the county by U.S. News and World Reports.

Is your organization an active member of the following community health coalitions?  
 Cobb2020     Live Healthy Douglas     Both  
 No, but if funded, we will commit to join a workgroup most aligned to our request.

**III. Grant Request Information**

Project Title: Strong4Life Blueprint Program	
Project Start Date: 3/1/2018	Project End Date: 2/28/2019
Total Project Budget: \$40,000	Amount Requested: \$20,000
Proposed number of people to be impacted and/or directly served by this initiative: 100,000	
Counties served by the proposed initiative: <input type="checkbox"/> Cobb <input type="checkbox"/> Douglas <input checked="" type="checkbox"/> Both	
Please describe the target population served by the proposed initiative (max 20 words):	

Youth participating in out-of-school programming, including parks and recreation, afterschool, camps and staff who serve them.

Does the target population experience health disparities as identified in the [2016 Community Health Assessment](#)?  
 Yes    No   If Yes, please explain how (max 100 words): Many out-of-school programs include children and families who experience health disparities. Some youth-serving organizations, like parks and recreation programs, include health and social equity in their founding principles. Our intention is to target organizations who already work with children and families experiencing, or at risk for experiencing health disparities, in an effort to create a healthy environment for those who need it most.

Please select the type of initiative you are proposing (select all that apply):

Policy Development                       Systems Improvement                       Built Environment Project  
 Health Policy Education                       Improved Clinical Access Pilot                       Socio-economic Change  
 Health Equity Promotion                       Health Equity Policy Development

Please list up to three (3) SMART objectives for the proposed initiative

Objective	Target
1. Recruit 5 youth-serving organizations to participate in the Strong4Life Wellness Blueprint program, and at least 3 will take the online self-assessment.	August 2018
2. For organizations that take the online self-assessment, provide ongoing technical assistance for one identified nutrition or physical activity change. Technical assistance includes in-person visits, email and phone support to implement new practices and overcome barriers. Examples of a nutrition or physical activity change include improved access to healthy foods or water in vending machines or concession stands, setting nutrition guidelines for meals and snacks served to youth, setting minimum standards for physical activity in youth programs or implementing nutrition education into youth program curriculum.	December 31 <sup>st</sup> , 2018
3. Each participating organization will have a draft wellness policy by February 1 <sup>st</sup> , 2019 and an implementation plan than includes measurable targets.	February 1, 2019

Our organization agrees to complete the required mid-year and final reporting forms upon request.

#### IV. Project Narrative

Describe the project: 1) What is the goal? 2) How will it impact the targeted population? 3) What activities will take place to carry out the project and accomplish its objectives? (max 500 words)

1. The goal of the Strong4Life Wellness Blueprint program is to build upon the resources and opportunities of youth-serving organizations to promote a culture of wellness. Program objectives include providing technical support for the development, implementation and evaluation of a comprehensive, evidence-based wellness blueprint; developing tools and resources to facilitate health and wellness promotion; and providing advocacy for wellness efforts in youth-serving organizations.
2. In order to prevent and treat childhood obesity, children need to experience a healthy environment in all the places they live, learn and play. Community-based organizations focused on youth-development represent an untapped resource for child and adolescent health promotion and obesity prevention. They can help bridge the gap between strategies that target the school and home environments, by increasing access to healthy foods and beverages, providing opportunities for physical activity, and serving as healthy role models for kids. Participating organizations benefit by having access to a registered dietitian and health educator, technical

assistance to develop a wellness policy, and time/material support to enhance nutrition and physical activity practices. Children benefit from experiencing a healthier overall environment, for example, more nutritious snacks, more opportunities to be physically active, or healthy habits education. Families benefit when they have access to programs that provide a healthy, safe environment for their children, and an affordable cost and convenient location (like those sponsored by parks and recreation, and public schools). Staff also benefit from a workplace that is committed to wellness.

3. First, program leadership talks with a Strong4Life team member to discuss the program. An organization representative then takes an online training and self-assessment tool to help each organization understand the role they play in childhood obesity prevention and health promotion, and to see how their current practices align with recommendations. The Strong4Life team member then helps the organization identify areas where they are already meeting recommendations and set goals around a few areas where they would like to improve. Because every organization has its' own need and priorities, technical assistance is individualized, but can include things like staff training; ideas for including healthier choices in youth programs, concessions, catering, and staff meetings; a vending machine assessment; sample verbiage for vending contract bids; tips for increasing physical activity in youth programs and in the workplace; healthy habits activity ideas for kids or parents; healthy habits content for newsletters, website or social media; attending wellness council meetings. When funding permits, providing material items to support organization efforts is helpful. For example, materials for healthy habits activities (like printed curricula, a sugar demonstration, posters, equipment to encourage activity, sticker etc.), signage with healthy messaging, water bottles for staff to model drinking water, fruit-infuser beverage dispensers for events, etc.

How does the project align with the CHIP goals and strategies? (max 200 words)

This project aligns with CHIP goals within the Healthy Lifestyles & Health Eating goals. A written wellness policy and technical support will help with strategies, including:

- Increase community knowledge on recognizing appropriate portions and making healthy food and beverage choices.
- Increase organizational and programmatic changes focused on healthy eating.

Although not a stated target environment, a written wellness policy will help promote and strengthen out-of-school time policies and programs that increase physical activity.

How will the project be sustained beyond the funding period? (max 200 words)

The program's goal is to build upon the resources and opportunities of youth-serving organizations to promote a culture of wellness. By providing technical assistance and support, we build the capacity of partner organizations to identify, implement, and monitor needed improvements related to nutrition and physical activity within their own programs. By advocating to leadership, the need for a written wellness policy, we support sustainable efforts that change the practices of an organization. As organizations transition from wellness policy development and implementation (which may take about a year), into sustainment, fewer time and material resources are required of Strong4Life. Children's Healthcare of Atlanta has the capacity to support wellness policy sustainment beyond the funding period.

What is the source of funding you are requesting CDPH to match? (max 100 words)

Funding will come from the Children's Healthcare of Atlanta, Strong4Life operational budget.

How will you inform the target population of this effort? (max 200 words)

Strong4Life will recruit out-of-school time programs utilizing existing relations with Children's Healthcare of Atlanta such as community liaisons, Cobb/Douglass public health, schools and other community partners. Within participating organizations, we engage leadership and help them determine the best way to communicate wellness efforts to staff and the people they serve. Strong4Life frequently provides staff training regarding the wellness policy, preferably in conjunction with organization leadership. Communication to program participants is dependent upon the selected

goals of the organization. For example, if an organization chooses to provide healthier vending options, that may be communicated through signage near the machine. Or, if an afterschool program commits to providing 30 minutes of physical activity each day, they may communicate that through their daily schedules. Strong4Life also provides a sample letter home to families if they wish to share their wellness policy.

Describe any non-profit community organizations with whom you will partner on this project? (max 200 words)  
We plan to recruit from parks and recreation (Cobb County, Douglas County, City of Marietta, Kennesaw, Douglasville, and others); public schools within Cobb and Douglass county; MUST Ministries (serving Cobb); and others as identified through community partners.

Please suggest ways you may recognize Cobb and Douglas Health for its support. (max 200 words)  
Children’s will co-brand materials with the CDPH logo. For example, parking signage, banners, and other program materials. CDPH will also be recognized in training presentations and reports as wellness blueprint supporter.

**V. Program Evaluation**

What type of evaluation will be utilized to measure success of the project? (Check one box)

- Summative Evaluation
- Process Evaluation
- Outcome Evaluation
- Impact Evaluation

Click the link for definitions and to learn more about different types of evaluation: <https://cyfar.org/different-types-evaluation>

How will you measure success of the project? (max 400)

1. The written wellness policies will be documented and analyzed to determine alignment with best practices, as well as achievable changes within the participating organization.
2. The identified nutrition or physical activity change will be tracked, documenting specific actions taken to implement and sustain change. The documentation will be included in the ongoing technical assistance.
3. Participating organization will take an additional survey in January 2019 to document overall improvements in nutrition and physical activity practices, barriers, and plans for the future.

What data will be collected to measure success of the project? (max 200)

- Amount of fruit consumed
- Amount of vegetables consumed
- Amount of water consumed
- Minutes of physical activity
- Weight loss
- Intended behavior change

Please indicate your intended method(s) of data collection. Check all that apply.

- Survey
- Key informant interview
- Focus group discussion
- Other: \_\_\_\_\_

What software will be utilized to analyze data collected for the project? (e.g., Excel, STATA, SPSS, SAS) (max 200)

STATA

Please insert the inputs, activities, outputs and outcomes of the project into the logic model listed below.

