

NC Fruits & Veggies Mini Grant

*Application Must be
Received by October 15, 2009*



2010

Information Packet and Application Form
UPDATES: (See Pages 5,6, and 11)

WHAT?

The N.C. Fruits & Veggies Nutrition Coalition is pleased to announce the **N.C. Fruits & Veggies 2010 Mini Grant**. This initiative was created to assist organizations with implementing results-oriented programs and activities that support the Coalition's vision of North Carolinians eating more fruits and vegetables as well as the overall goals and objectives of the Eat Smart, Move More North Carolina Initiative (www.EatSmartMoveMoreNC.com). Mini Grants are available to N.C. organizations that support and promote the mission of the NC Fruits & Veggies Nutrition Coalition which is to build a healthier North Carolina by increasing access to and consumption of fruits and vegetables. Awards will be given to up to four (4) organizations for a maximum amount of \$1,000 each. The grant period is January 1, 2010 to August 31, 2010.

*The goals of the N.C. Fruits & Veggies Mini Grant are to:

- increase the awareness of the health benefits of eating fruits and veggies
- increase the availability of fruits and veggies in a variety of settings
- increase the consumption of all fruits and veggies

WHY?

Why your organization should apply for a Mini Grant...

Benefits to your organization include:

- \$1,000 to be used in the funding of your efforts to increase access to and consumption of fruits and vegetables
- Recognition at a special presentation during the 2010 NC Fruits & Veggies Nutrition Coalition Symposium
- Statewide publicity via the N.C. Fruits & Veggies Nutrition Coalition Web site and listserv
- An opportunity to share your organization's successes with others across the state who care about improving nutrition
- One free admission to the 2010 NC Fruits & Veggies Nutrition Coalition Symposium

WHO?

The N.C. Fruits & Veggies Mini Grants are available to numerous types of organizations such as:

- Community/Civic Groups
- Faith-based
- Healthcare
- Schools/Childcare Centers
- Business/Worksites/Other
- Government Entities

* Research shows that people who eat more generous amounts of fruits and vegetables as part of a healthy diet have reduced risk of chronic diseases, including stroke, type 2 diabetes, some types of cancer, and perhaps heart disease and high blood pressure. The medical costs associated with diet-related illnesses are enormous. In North Carolina, the annual cost of poor nutrition, overweight and obesity is estimated to be over **12.1 billion** by North Carolina Prevention Partners. A significant part of this economic burden is diets that are too low in fruits and vegetables, and too high in unhealthy types of fat. A healthier diet, which includes eating more fruits and vegetables, could help decrease medical costs, lost productivity, and lost lives. It only makes sense for organizations to invest in promoting good health. Supporting fruits and veggies messages and access are two great ways to do this.

WHEN?

- All Mini Grant applications must be received by October 15, 2009.
- Grant recipients will be notified by November 18, 2009.
- Funds will be distributed to grant recipients on January 5, 2010.
- Mid-Project report due on April 15, 2010.
- End of Project report due on September 30, 2010.
- Success story and photos due on September 30, 2010.

HOW?

Applying for a Mini Grant involves the following steps:

1. Complete the application form included in this packet.
2. Use the Application Checklist included in this packet to make sure the review committee receives your completed application packet by October 15, 2009.

CRITERIA USED IN CHOOSING GRANT RECIPIENTS:

- Applications are encouraged from either Coalition members or non-members.
- Only **one** grant will be awarded per county.
- **Bonus points** will be awarded to organizations promoting North Carolina produce.
- Evaluation and selection of grant recipients will be done by a panel of N.C. Fruits & Veggies Nutrition Coalition members. Decisions will be made based on the following criteria:
 - **Groundwork Development:** The extent to which the organization has effectively planned for the proposed initiative
 - **Impact:** The extent to which the proposed initiative addresses some, or all, of the goals of the Mini Grant (listed on page 2 of this application) and the likelihood that the proposed goals will be achieved.
 - **Scope:** The extent to which the proposed initiative includes a range of partners and participants in the community
 - **Uniqueness:** The extent to which the proposed initiative contains creative elements that make it different from other similar initiatives
 - **Policy and/or Environmental Change:** The likelihood that the proposed initiative will have a lasting effect by influencing policies and/or altering the environments of the target population
 - **Capacity of Organization:** The likelihood that the applying Organization can accomplish the proposed initiative
- If applicable, the committee strongly suggests that you compile information and materials concerning your efforts into either: 1) a 3-ring notebook; or 2) a PowerPoint presentation to submit **along with** your grant application.

***WHY IS POLICY AND ENVIRONMENTAL CHANGE SO IMPORTANT?**

One time events such as a healthy eating presentation can help increase awareness of the importance of eating fruits and vegetables. But will these one time events lead to changes in behaviors? Yes and no, depending on an individual's willingness to change his or her behavior. With organizational policy and environmental changes, everyone, not just small groups of motivated or high-risk individuals, has the opportunity to benefit from changes made at an institutional level that promote healthy eating over a sustained length of time.

What are Healthy Policy Changes?

Healthy policy changes are additions to or modifications to laws, regulations, formal, and informal rules, as well as standards of practice of an organization for the purpose of establishing healthy behaviors.

What are Healthy Environmental Changes?

Healthy environmental changes are additions to or modifications to a physical setting for the purpose of promoting healthy behaviors.

Characteristics of Events vs. Policy and Environmental Changes:

Events:

One time
Unique
Usually does not result in behavior change
Individual Level
Not part of an ongoing plan
Short in duration

Policy & Environmental Changes:

Ongoing
Repeated
Promotes behavior change over time
Policy Level
Part of an ongoing plan
Long term

Examples of Policy and Environmental Changes (adapted from the Eat Smart, Move More: North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases 2007-2012 ---www.EatSmartMoveMoreNC.com):

- Develop a worksite or faith community policy that makes fresh fruits and vegetables available during meals at all meetings or organization-sponsored events.
- Daycares establish a policy to serve fresh fruit and vegetables during snack times instead of sugary snacks
- Create a school wellness team that will work to improve access to fruits and vegetables and incorporate fruit and vegetable promotion and access into the local wellness policy
- Work with local farmers to establish a weekly mini-mobile farmers' market at worksites
- Create space for a garden at a school or day care where children plant, harvest, and enjoy eating fresh fruits and vegetables each season
- Establish a healthy eating station in school cafeterias, where students can select fresh fruits and vegetables at lunch time
- Conduct trainings for teachers on how to integrate health education about fruits and vegetables into their academic curriculum
- Work with farmers to increase the availability of fruits and vegetables that can be sold locally.
- Increase access to a variety of affordable fruits and vegetables in grocery stores and convenience stores

Checklist for NC Fruits & Veggies 2010 Mini Grant Application

- UPDATE: If you plan to submit an application, please send an email to nutrition@ncmail.net by October 9, 2009 (include your name, organization and county).**
- Complete the application form included in this packet.
- UPDATE: Make sure budget is appropriate (does not exceed \$1,000) and meets allowable expenses criteria. (See Page 6)**
- If applicable, assemble a “brag book” to submit **with** your grant application. The brag book can either be in the form of a notebook, or you may design an electronic brag book using PowerPoint.
- Submit your completed application and any additional materials, including brag book, if applicable. Application and additional materials must be received by October 15, 2009.
 - **If you are mailing your application and additional materials**, please mail to:
Mailing address for US Postal Service:
Physical Activity and Nutrition Branch
1915 Mail Service Center
Raleigh, NC 27699-1915
Attention: Diane Beth

Physical Location Address for FedEx / UPS
Physical Activity and Nutrition Branch
5505 Six Forks Road
Office 3-D22
Raleigh, NC 27609
Attention: Diane Beth
919-707-5221
 - **UPDATE: If you are submitting your application and “brag book” electronically, please send via email to diane.beth@ncmail.net**

The N.C. Fruits & Veggies Nutrition Coalition, formerly known as the N.C. 5-A-Day Coalition, began in 1996 with 5 members, and the Coalition has grown to over 421 members representing 80 of the 100 North Carolina counties and the Cherokee Reservation. Membership is comprised of representatives from government, academia, industry, media and other non-profit and private organizations. The N.C. Fruits & Veggies Nutrition Program is housed in the Physical Activity and Nutrition Branch, N.C. Division of Public Health. In order to launch and coordinate programs, the N.C. Fruits & Veggies Nutrition Coordinator works closely with the N.C. Fruits & Veggies Nutrition Coalition, led by a Steering Committee. Together, the Coordinator and Coalition Steering Committee guide Fruits & Veggies Nutrition initiatives in North Carolina. Coalition members plan and implement activities at the local level. To learn more about the program or become a Coalition member, visit www.fruitsandveggiesnc.com.

UPDATE:
Allowable Expenses/Budget Items for the 2010 NC Fruits & Veggies Mini Grants

Funds may be used for:

Materials, equipment (see exceptions below), supplies and resources needed to implement the proposed intervention

Examples include: curricula, materials, signage, educational and promotional materials (including educational extenders) and resources or installation of permanent structures or surfaces

Please Note: Use of funds to purchase incentives for program participants will be restricted to no more than 10% of the total amount of funding requested.

Sub-contracted services necessary to carry out a portion of the programmatic effort or for the acquisition of routine unique goods or services needed for the proposed intervention* (should be limited to services that are unique to the effort and not a contractor who conducts routine services). Applicant should be able to show how the unique goods or services contribute to the sustainability of the efforts. If in doubt, contact Diane Beth - diane.beth@ncmail.net -for guidance. This can include installation of permanent structures or surfaces.

Examples might be a contracting with a Master Gardener (or whomever) to assist with implementing a community garden, contracting with someone to design and build a fruit and vegetable stand, a performing clown for fruit and vegetable promotional events or handy-man to construct a stage, or contract expenses towards a new healthy vending machine merchant.

Training expenses** (for training(s) that will be provided as part of the intervention)

Examples include: space rental, training materials, speaker fees, substitute teacher fees

Travel and staff development** (note: travel must be computed at rates up to the current State regulations)

Administrative costs such as postage and office supplies

**** Applicant should be able to show how these budget items will contribute to sustainable/recurring efforts**

Funds may NOT be used for:

Replacement of funds from other sources from currently budgeted expenses (i.e. current staff positions)

Office equipment or computer hardware

N.C. Fruits & Veggies Mini Grant 2010 Application Form

(All applicants complete / Page 1 of 4)

Contact Person's Name	
Title	
Company/ Organization	
Address	
City	
County	
Zip	
Phone	
Fax	
E-mail	
Web site URL	

Did your organization receive a 2008 Fruits and Veggies Star Award? Yes No

Please note: Answers to this question are for information purposes only. Previous Star Award winners will be eligible for a 2010 Fruits & Veggies Mini Grant.

Are you submitting a brag book with your application? Yes No

In the space below, please list the name of the organization or partnership that is applying for this grant. This may be different from your employer's name. For example, an employee of Sample County Health Department may choose to submit an application on behalf of the Sample County Nutrition Coalition. The organization/partnership listed in the space below will be used in the press release, Symposium materials, and on a plaque if your organization is selected for a grant.

Name of organization or partnership applying for this grant:

**DEADLINE FOR APPLICATIONS:
October 15, 2009**

NC Fruits & Veggies 2010 Mini Grant Application Form

(All applicants complete / Page 2 of 4)

Provide a brief narrative for each of the following.
Please limit your total responses to no more than 5 pages (12 pt. font, single line spacing).

1. BRIEF DESCRIPTION OF ORGANIZATION

2. DESCRIPTION OF TARGET AUDIENCE Describe the population your initiative will impact. Include any specific characteristics such as age, income status, race/ethnicity, gender, urban/rural, disabilities, etc. Also include the estimated number of people who will be impacted by your initiative.

3. DESCRIPTION OF INITIATIVE Please describe your initiative, including steps you will take to implement it.

4. PARTNERS Please list partner names along with a description of how you will work with them (what their contribution to the initiative will be).

5. EVALUATION PLAN Describe specific measurements you will use to determine the success of your initiative. Include the ways that you will collect data (if applicable).

6. POLICY AND ENVIRONMENTAL CHANGE Explain how this initiative will result in policy and/or environmental change.

7. NORTH CAROLINA PRODUCE If applicable, describe the ways your initiative will promote local/state grown fruits and vegetables.

8. ACTION PLAN Please complete the chart on the following page. Additional pages can be used for each goal and/or objective. For each goal you plan to accomplish, please list a ****SMART Objective** along with your strategies/tactics for each objective. For each strategy/tactic please include the person (or position) who will be responsible for this strategy/tactic, the completion date, item(s) (if any) that will need to be purchased for this strategy/tactic, and the cost of these items.

****A SMART Objective** is an objective that is:

Specific- The objective clearly answers Who, What, When, Where and Why

Measurable-The objective can be measured to determine whether or not it was accomplished

Attainable-The objective can be attained during the initiative's time period

Relevant-The objective clearly relates to the overall goal

Time-Bound-The objective contains a specific deadline

NC Fruits & Veggies 2010 Mini Grant Application Form

(All applicants complete / Page 3 of 4)

Name of Organization:				
Goal:				
<input type="checkbox"/> increase the awareness of the health benefits of eating fruits and veggies <input type="checkbox"/> increase the availability of fruits and veggies <input type="checkbox"/> increase the consumption of fruits and veggies				
SMART Objective (Specific/Measurable/Attainable/Relevant/Time-bound):				
Strategy/Tactic:	Responsible Lead:	Completion date:	Item:	Cost:
Goal:				
<input type="checkbox"/> increase the awareness of the health benefits of eating fruits and veggies <input type="checkbox"/> increase the availability of fruits and veggies in a variety of settings <input type="checkbox"/> increase the consumption of fruits and veggies				
SMART Objective (Specific/Measurable/Attainable/Relevant/Time-bound):				
Strategy/Tactic:	Responsible Lead:	Completion date:	Item:	Cost:

N.C. Fruits & Veggies 2010 Mini Grant Application Form

(All applicants complete / Page 4 of 4)

Agreement between the N.C. Fruits & Veggies Nutrition Coalition Steering Committee and

Applicants who are selected as a recipient of a Mini Grant will receive \$1,000 to be used towards the implementation of their initiative. Recipients must agree to the following:

- The \$1,000 Mini Grant must be used for the purpose of promoting fruits and veggies within the grant recipient's organization's target population.
- Grant recipients will provide a mid-project report with receipts attached
- Grant recipients will provide an end of project report with receipts attached
- Along with the end of project report grant, recipients will submit a success story, using a template provided by the N.C. Fruits & Veggies Nutrition Coalition that best describes their initiative. The template can be accessed at www.fruitsandveggiesnc.com.
- Grant recipients will select one to three photos that best capture the spirit of their initiative, or shows one aspect of the initiative that others should be aware of. These pictures may be used in a number of ways including a mini-grant session at the annual Symposium, via the NC Fruits & Veggies listserv, or via our website. Please ensure that any pictures containing people in them have gone through proper "release and permission procedures" before sending to the Coalition. Send an electronic file (jpeg, tiff, gif) of the picture(s), along with an explanation of what the picture is about, to Diane Beth, diane.beth@dhhs.nc.gov.

Representatives from our organization have read the requirements above and, if selected as a recipient of a Mini Grant, we agree to follow the requirements.

Signature of Contact Person for Mini Grant Application

Signature of Supervisor or Financial Manager

In the space below, please indicate to whom a check should be made out if your organization is chosen as a Mini Grant recipient. (Please note that the NC Public Health Foundation serves as the fiduciary agent for the Coalition and so checks will come from them.)

Name on Check

Thank you for submitting an application for the N.C. Fruits & Veggies 2010 Mini Grant!

NC Fruits & Veggies Mini Grant Timeline

DATE	ACTIVITY
August 1, 2009	Save the Date Sent Announcing Grant Availability this Year and Informational Webinar
September 1, 2009	Application Available
September 15, 2009	Mini-Grant Informational Webinar (Time TBD)
October 9, 2009	“Intent to Apply” Email sent to Diane Beth (see page 5)
October 15, 2009	Application Due
November 18, 2009	Grant Recipients Announced
December 2009	Planning Month
January 5, 2010	Funds Distributed
January 1-August 31, 2010	Projects Implemented
April 15, 2010	Mid-Project Report Due
September 30, 2010	End of Project Report Due
September 30, 2010	Success Stories Due
TBD	Project Photo(s) Due

