



# Schools | Healthy Communities Grant Application Form

Crow Wing Energized along with the Statewide Health Improvement Program (SHIP) is working to help community members of Crow Wing County live longer, healthier lives by decreasing obesity and tobacco use and exposure, which are the leading causes of chronic disease, disability and death.

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## Crow Wing Energized Guiding Principles

We seek:

- To create and sustain a united approach to improving health and wellness in our community and surrounding area.
- Collaboration towards solutions with multiple stakeholders (e.g. schools, worksites, medical centers,) to improve community engagement and commitment focused on improving community health.
- To prioritize evidence based efforts around greatest community good that can be achieved through our available resources.

Healthy Communities grants are available for community partners to implement projects that align with the Crow Wing Energized guiding principles as well as SHIP's financial guide (see page 4 of application).

Expenditures/projects ultimately require approval from the Minnesota Department of Health (MDH), which oversees SHIP.

## Things to consider when applying

**Who Can Apply:** Organizations serving or within Crow Wing County, including but not limited to: Neighborhood, youth, or environmental groups; faith-based organizations; health care organizations; civic or citizens' associations; economic development agencies; local government entities; local businesses; school districts and workplace wellness partners will have separate granting opportunities. Applicants are not required to be incorporated 501(c)3 organizations.

If you have received a grant previously from Crow Wing Energized and are looking to sustain a previous project, please connect with Cassie Carey by e-mail at [Cassie.Carey@CrowWingEnergized.org](mailto:Cassie.Carey@CrowWingEnergized.org) to have further discussion about your specific needs, and the granting process!

## Grantee Responsibilities

- All expenses must be connected to the proposed project defined in the application and contribute to the project by the end of the grant period. The grantee is responsible for keeping documentation to support all grant expenditures for six years from the end of the grant.
- Applicants proposing new community gardens or farmers' markets, or healthy changes in indoor spaces should have written permission to use the land or space needed, if applicable.
- All grantees must complete communication tools to help support efforts as well as any other evaluation requirements that may be requested throughout the grant cycle.
- All school grantees will be expected to complete the **Alliance for a Healthier Generation School Health Index (SHI)** in order to assess health disparities and needs within the school. Refer to SHI document on the last page of the grant for more information.
- All grantees must complete a final brief narrative report due **September 30, 2017**.
- Grantees are expected to incur and spend 100% of granting funds before **September 30, 2017**.

## Application Timeline & Process

Applications will be accepted via *email*. The Review Committee (Crow Wing Energized Community Leadership Team members) which meets monthly will recommend proposals for funding, and applicants will be notified as soon as possible if they are awarded funds. The SHIP Coordinator (see contact information on page 3 of application) will work with each grantee to develop a contract. Upon completion of the contracting process, project funds will be disbursed and program implementation can begin.



*Suggested (but not limited to) strategies to consider for application*

**Schools:**

- All schools will be expected to complete the **Alliance for a Healthier Generation School Health Index (SHI)** in order to assess health disparities and needs within the school. Refer to SHI document for more information.
- **Safe Routes to School:** We are partnering with schools, parents and communities so that more kids can walk and bike to school safely and easily.
- **Active school day:** We are partnering with schools, parents, and students to encourage what is known as "Active Schools." This includes offering more recess, quality physical education, and activity breaks in the classroom, among other strategies.
- **Healthy school foods:** We encourage partnering with schools, parents, and students to increase the availability of fruit and vegetables and decrease sodium, saturated fat, and added sugars in school lunches, breakfast programs, snacks, and food in the classrooms.
- **Farm to School:** We can connect local farmers to schools to increase the number of local fruits and vegetables children eat during the school day while also lowering their intake of sodium, saturated fat and added sugar.

**Community:**

- **Active living:** We want to collaborate on making safer crosswalks, more bike paths, and more sidewalks in which will make it easier to not only get active, but to get around.
- **Healthy eating:** We are encouraging partnerships with community members and to enhance farmers markets, as well as healthier food in vending machines and concessions, corner stores, and community gardens in order to give people more access to healthy foods, at a more affordable price.

**Tobacco:**

- **Tobacco-free outdoor spaces:** We encourage working with outdoor spaces around Crow Wing County to become tobacco free.
- **Tobacco-free campuses:** We encourage working with colleges around Crow Wing County to become tobacco-free. Tobacco-free campuses role model tobacco-free living as the norm, both supporting non-tobacco users from smoking and encourage those who do smoke to quit.
- **Tobacco-free housing:** We are encouraging working with multi-housing units around Crow Wing County to become tobacco free.
- **Tobacco reduction in the mental health setting:** We are encouraging working with mental health workers and homes in assisting with the reduction of tobacco use and the education of tobacco cessation.

**Workplace Wellness:**

We would like to partner with businesses, schools, and faith communities to help them start and build their worksite wellness programs. We can help employers who want to encourage physical activity, healthy eating, encourage breast feeding, tobacco cessation and policy support, as well as stress reduction. With this the goal is to maximize productivity, reduce absenteeism, and lower health care costs, and increase employee satisfaction.

**Health care:**

We would like to help link with community services and state and local prevention efforts, as well as clinicians to help reduce obesity, lower tobacco use and exposure, and support breastfeeding for families.

**Mental Fitness:**

We would like to build networks throughout the county to equip citizens in achieving resilience, increase the practice of intentional choices to reduce stress and anxiety, and educate to increase the community knowledge on mental fitness so individuals can make positive choices regarding their overall health.



**Application deadline(s)**

Check one:  **Round 1** – April 15, 2017;  **Round 2** – April 30, 2017;  **Round 3** – May 26, 2017

Due to the great deal of anticipated community partnerships, later deadlines may be cancelled if all funds have been awarded. For the best chance of being funded, we suggest applying early!

For further information on fundable projects and allowable expenses, as well as to send your completed applications please send an e-mail to:

Jackie Thurlow – *Crow Wing Energized Community Health Specialist*  
523 North Third Street  
Brainerd, MN 56401  
218-821-6975  
[Jacqueline.Thurlow@CrowWingEnergized.org](mailto:Jacqueline.Thurlow@CrowWingEnergized.org)

**The Alliance for a Healthier Generation School Health Index:**

Before submitting and completing the application for the Healthy Communities Grant, please make sure to complete the Alliance for a Healthier Generation School Health Index (SHI). For more information on how to complete this application please refer to the SHI attachment at the end of this grant.

The application consists of a project proposed action plan, timeline, and budget outline. Briefly describe your projects by answering the questions in each section. (Please limit yourself to five pages)

Organization \_\_\_\_\_

Point Person \_\_\_\_\_

Accountable Team Member(s) \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Fax \_\_\_\_\_ Date \_\_\_\_\_

**Project Overview**

Please provide a brief description of your proposed project. (<250 words)



Proposed Action Plan

Applicants should answer the questions and fill in the action plan below to describe their proposed plans.

**What are the goals and objectives of your proposed project?**

**How is your project relevant to Crow Wing Energized guiding principles and the citizens of Crow Wing County?**

**Who are the community stakeholders and partners with whom you will be collaborating on this project, and what is their role in your project?**

**Describe the population(s) you expect to impact through this project. Please be specific and provide any demographic information you have available.**

**Describe how you will know this project was successful. Specifically, how will you measure the progress towards the stated goals and objectives?**

**Describe how this project would create a policy, system, or environment change to make healthy choices easier.**

**Describe how this project will be sustained, or continue to be funded beyond October 31st, 2017.**



**Proposed Timeline**

Below outline the key activities you plan to implement to complete the proposed project. Describe the staff that will be responsible for each activity and the timeline to complete each activity.

Key Activities	Person Responsible	Timeline

Allowable and Unallowable Expenditures: can be referenced in pages 23 -35 of the following SHIP grantee specific financial guide: <http://www.health.state.mn.us/healthreform/ship/docs/ship4/financial.pdf>

Please review these guidelines to ensure that your request meets the criteria prior to submitting your application.

**Proposed Budget**

Provide a detailed numerical budget, with narrative as appropriate; demonstrating need for the funding requested to implement your action plan. Grant dollar amounts will range from: \$501.00 – \$2,500.00. If applicable, please provide artifacts that support your detailed budgets—such as an invoice from a vendor you plan to utilize.

Crow Wing Energized encourages local purchasing in its operations and grant funding. Local businesses are generous with their volunteerism and financial support of nonprofit organizations, including many health and wellness initiatives. That’s why we strongly recommend that CWE grantees explore local options before using our funds to buy online or outside the community, even if it means paying a little more.

Category	Description	Amount Requested	Amount of In Kind or other secured funding
Staffing Costs		<i>Staffing costs may not be covered, but can be captured in the In Kind category</i>	(capture volunteer hours as well) – can use 23.07 as the average per hour worth.
Educational & Promotional Material			
Equipment & Supplies			
Training			
Other Community partners or collaborations and how they impact your work		XXXXXXXXXX XXXXXXXXXX	
<b>Total Amount:</b>			



**Grant Review Grading Criteria**

The Crow Wing Energized Steering Committee will meet monthly to discuss and pass funding for the healthy community grant applications.

*The following will be the grading criteria in which you should take into consideration for your application.*

40 points **Program Quality** - *How likely is the request to make an impact?*

- \_\_\_\_ / 5 points Does the request fit the goals and guiding principle of Crow Wing Energized?
  - \_\_\_\_ / 5 points How likely are the proposed activities to make an impact on behaviors (diet, physical activity, or mental health)?
  - \_\_\_\_ / 5 points Are the goals measurable, specific, tied to outcomes and appropriate for audience?
  - \_\_\_\_ / 5 points Is the request focused with depth/scope that is appropriate to the organization?
- \_\_\_\_ total x 2 = \_\_\_\_ total score for Program Quality

30 points **Sustainability** - *Will the request leave a lasting impact after the funds have been spent?*

- \_\_\_\_ / 5 points Will the majority of funding be spent on development (start-up, reusable materials/ equipment) or delivery (staff, travel, incentives, food) costs? (Note: higher scores should go to requests with more development costs and limited delivery costs) Does the funding request meet the SHIP guidelines? Please see the SHIP financial guide on page 16-35 for allowable and unallowable expenses.  
<http://www.health.state.mn.us/healthreform/ship/docs/ship4/financial.pdf>
  - \_\_\_\_ / 5 points Is the request part of a partnership and/or collaboration?
  - \_\_\_\_ / 5 points Are the budget expenses realistic and justifiable?
  - \_\_\_\_ / 5 points Are there components of the program that will increase sustainability?  
Does the proposal include a policy, system, or environment change to make the healthy choice the easy choice?
- \_\_\_\_ total x 1.5 = \_\_\_\_ total score for Sustainability

20 points **Target Audience** - *Does the request target or include any of the priority populations (low socioeconomic, aging, mental health)?*

- \_\_\_\_ / 5 points
- \_\_\_\_ total x 4 = \_\_\_\_ total score for Target Audience

10 points **Reach** - *How many people will be affected by the request?*

- Who is the primary audience?
  - Who (if anyone) is the secondary audience?
- \_\_\_\_ / 5 points
- \_\_\_\_ total x 2 = \_\_\_\_ total score for Reach

**TOTAL points \_\_\_\_ / 100 points**



## School Health Index (SHI) Assessment Guide

The School Health Index (SHI) is a tool designed by The Alliance for a Healthier Generation to assess the current schools health and wellness status. The School Health Index is a self-assessment and planning guide that will enable you to:

- Identify the strengths and weaknesses of your school's policies and programs for promoting health and safety
- Develop an action plan for improving student health and safety, customizable to your school
- Build a team to help you make your school a healthy school
- Utilize free resources from the webpage to help build healthier students

The School Health Index will help you to provide your students with the knowledge and skills to lead healthy lives. Healthy students learn better. Studies show that healthy students:

- Perform better on tests
- Get better grades
- Attend school more often
- Behave better in class

### To complete the assessment:

1. Go to the Alliance for a Healthier Generation website at:  
[https://www.healthiergeneration.org/take\\_action/schools/](https://www.healthiergeneration.org/take_action/schools/)
2. Click on the orange button labeled: "My School"
3. Fill out the assessment with your wellness team
4. Add "Jackie Thurlow" to view the results of your assessment and email to:  
[jacqueline.thurlow@essentiahealth.org](mailto:jacqueline.thurlow@essentiahealth.org)
5. Complete the SHI before submitting the 2017 Crow Wing Energized Healthy Communities Grant Application.
6. If someone within your school as already started a profile with your school, work together to complete the assessment to provide extra feedback.

If there are any further questions to complete this assessment, contact Jackie Thurlow at (218)454-5901, or [jacqueline.thurlow@essentiahealth.org](mailto:jacqueline.thurlow@essentiahealth.org).

Also, check out the quick informational video on the assessment at: <https://youtu.be/E3kkFx24024>. Thank you!