

CHE Healthy Living Grant Proposal Training

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Agenda

1. Introductions
2. Best Practices
3. Overview of This Process
4. Following the Planning Model
5. Utilizing Data
6. Building the Plan
7. Next Steps and Discussion



Best Practices



Goal

- Recommend best practices for healthy living programs developed or adopted by non-profit agencies in Lincoln that seek funding from the Community Health Endowment (CHE)
- Consider how to best integrate such practices in order to improve the overall success of healthy living programming in Lincoln



Development Process

- Visit Agencies
- Revisit Workplace Practices/Research
- Formulate Conclusions
- Determine Resulting Best Practices
- Gather Feedback
- Consider Implementation Strategies



Best Practices

1. Demonstrated commitment to the wellness of the agency's staff
 - a. Benefit the staff and support their commitment to the programming
 - b. Set a good example for participants
2. Demonstrated commitment by the Executive Director and Board to the programming



Best Practices

3. Connection of the programming with the priorities of prospective participants
4. Plan to attract participants—establish relevancy and incentives
5. Focus on small, measureable components that make up the foundation of a larger plan (short-term goals and actions within a long-term vision)



Best Practices

6. Concentration on groups that can be worked with for significant periods of time
7. Focus on changing habits/behaviors rather than just exposure to new things
8. Assessment of participants (habits, biometrics, health data)
9. Consideration of ways to develop community among participants



Best Practices

10. Strategy to use facilities/food/products available to participants after programming ends
11. Blueprint to continue program after CHE funding ceases



Implementation Strategies

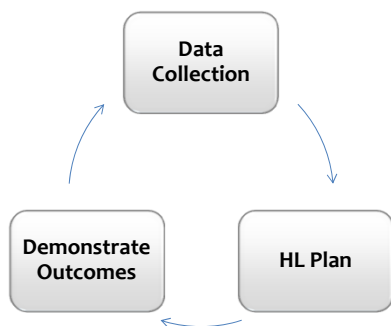
- Application Process/Forms
- Training Session
- Funding Criteria
- Alignment of Agencies with PHL
- Supportive Network/WorkWell
- Multiple Year Awards



Planning Process Overview



Planning Model



1. Data Collection
2. Healthy Living Plan
 - Goals
 - Program Intervention
 - Population
3. Demonstrate Outcomes



Utilizing Data



Importance Of Data Collection

1. Develops baseline
2. Needs & Interests
3. Allows you to measure change
4. Builds connections
5. Keeps you focused on action and results



Examples Of Objective Data

- Blood pressure
- Cholesterol (good and bad)
- Height/Weight or BMI
- Body composition
- Triglycerides
- Glucose
- Flexibility
- Blood Profile
- Gender
- Age
- Education level
- Ethnicity
- Language breakdown



Types Of Subjective Data

- Survey
- Attendance
- Participation
- Engagement
- Self-report



Pre and Post Data

Pre-Project Data

- Make sure you collect a baseline
- Demonstrate your starting point
- Use more than one measure
- Data should focus on your goals

Post-Project Data

- Demonstrate your outcomes
- How you got from Pre to Post
- Post data should be compared to your defined goal
- Post data should reflect the appropriateness of your intervention



Developing Sustainability

- Ensure that your program can continue after grant dollars have been used.
- Build processes and internal infrastructure to continue to effect your outcomes.
- Stay focused on target and goal



Determining Interventions

High Need + High Interest = Good Intervention Possibility

*Sometimes we find a high need, but not a lot of interest.
May need to introduce the intervention and provide incentives.*



Results and Outcomes

Planning To Gain Best Possible Outcomes:

- Why – did you collect the data?
- Who – was included in your data set/how many responded?
- When – was the data collected?
- What – did you find out?



Data Collection Tips

- Use multiple data sources
- Commit to honesty in analyzing data
- Remember that all the information is confidential
- Use incentives to drive participation if possible
- Commit to collecting data at beginning and end of program
- **Keep it simple** – don't turn this in to a doctoral dissertation



Why Do I Need to Collect Data?

1. Data will help determine the roadmap for project plan
2. Validates your program interventions and plans
3. Demonstrates results



Building The Plan



The Value of Planning

- Focus on priority health issues
- Formalize your efforts
- Measure impact and validate your program
- Provide outcomes and sustainability



Use the Smart Objective Outline



Use the Smart Objective Outline



1. **Who** is involved?
2. **What** are the desired outcomes?
3. **How** will progress be measured?
4. **What** are the criteria for success
5. **When** will the outcome occur?



The Objective

WHO Is your target...

- Males under 40
- Your members
- Children 5-12
- Certain ethnicity



The Objective

WHAT (Let your data decide!)

- What do you want to do?
- Decrease overweight/obesity
- Decrease inactivity



The Objective

HOW MUCH

How much do you want the behavior to change?

- Include your baseline (from ___% to ___%)

Participation measurements and changes

- Looking for unduplicated counts
- Only want repeat participants if appropriate to intervention



The Objective

BY WHEN

- Set a date! Most plans are set on a twelve month calendar; however, it may be reasonable to set a longer or shorter date – based on funding and intervention type.
- **Example:** It is now January but we are just kicking off our family walking program. We are collecting data regarding current activity level in February, building a 90 day walking challenge, and comparing our pre and post data to see if activity level went up. Additionally, we may be looking at other data to measure program impact.



CHE Reporting Expectations

- CHE will ask for data two times during your workplan year
- CHE will ask for budget and financials quarterly
- Other anecdotal information may be used to help demonstrate your progress

The Objectives

What is wrong with this objective?

- Increase the percentage of employees that meet the Surgeon General's Guidelines for physical activity by 3%.

The Objectives

- Increase the number of Malone Center participants that meet the Surgeon General's Guidelines for physical activity by 3%.

Who Malone Center Activity Participants

What Increase % meeting S.G.G. for physical activity

How Much 3% (what is the baseline?)

By When ? (by date?)



CHE Application Process

- Online – http://www.chelincn.org/grant_program
 - Ready to Apply
- Two Stage Application
 - Stage I - Letter of Interest (LOI)
 - Big idea, show impact
 - Stage II – By invitation only, more detail requested
 - Detailed budget – use template provided
 - Workplan - use template; refer to worksheet for examples of good objectives, etc.

Stage I – Letter Of Intent

- Project Summary
- Amount Requested from CHE
- Total Project Cost
- Funding Priority(ies) Addressed by the Project
- Project Description
- Healthier Community
- Partnerships, Outcomes & Sustainability
- Preliminary Budget
- Authorized Officer Signature

That's All!

Stage II – Full Application

- Project Summary*
- Amount Requested & Total Cost*
- Funding Priorities*
- Population to be Served
- Project Overview & Strategy
- Expected Barriers & Challenges
- Project Outcomes
- Applicant's Qualifications
- Project Work Plan
- Budget

continued . . .

Stage II – Full Application

- Other Sources of Support
- Budget Justification
- Sustainability
- Rationale
- Supporting Documents
 - Operating Budget
 - Income/Expense Statement
 - Audited Financial Statements
 - Board of Directors Roster with diversity statement
- Letters of **Commitment** (up to 3)
- Authorized Officer Signature

Workplan Examples

PROJECT OBJECTIVES

All project objectives should be measurable. Each objective should address:

- Who is involved?
- What are the desired outcomes?
- How will progress be measured?
- What are the criteria for success?
- When will the outcome occur?

	INCOMPLETE Example	MARGINAL Example	PREFERRED Example
Project Objective	To improve prenatal care to Native American women.	To increase the percentage of Native American women receiving first trimester prenatal care.	By June 30, 2011, increase the percentage of Native American mothers in Lancaster County who receive first trimester prenatal care from 65.8% (Healthy People 2010) to 76.0% as reported by birth certificate data.

PROJECT ACTIVITIES

Project Activities are the individual, specific tasks needed to accomplish each Project Objective. There may be multiple Project Activities for each Project Objective.

	INCOMPLETE Example	MARGINAL Example	PREFERRED Example
Project Activity	Provide health services to Native American women.	Provide three prenatal clinics to 50 Native American women.	Provide three prenatal clinics, including a medical exam, nutrition education, and well baby teaching at Clinic A, Clinic B, and Center C for at least 50 Native American women who are pregnant and have not received first trimester prenatal care. (Responsible Person: John Smith)



Community Health Endowment of Lincoln

Workplan Examples

TIMELINE
The timeline should describe the specific implementation schedule for each activity.

	INCOMPLETE Example	MARGINAL Example	PREFERRED Example
Timeline	7/10 - 7/11	Three clinics will be held by 03/31/11	Clinic A will be held in October, 2010; Clinic B will be held in January 2011, and Clinic C will be held in March, 2011.

EVALUATION PLAN
There are many reasons to conduct an evaluation of the programs and services you provide. For example, an evaluation can document the impact of your program; identify effective practices; communicate results of your program to stakeholders; allow you to compete for resources/funding; and identify staff training needs. CHE believes that evaluation is a necessary and practical activity that assesses whether the program's objectives are being met.

CHE is very focused on program outcomes. Therefore, applicants that include a strong evaluation component in their workplan will be best positioned to compete for funding.

Provide an evaluation plan for each Project Activity

	INCOMPLETE Example	MARGINAL Example	PREFERRED Example
Evaluation Plan	Clinics held	Three clinics held for 50 Native American women.	By 6/30/11, three clinics will be held to provide prenatal care to at least 50 Native American women who have not received first trimester care. (Responsible Person: John Smith)

Another Evaluation Plan example:

	INCOMPLETE Example	MARGINAL Example	PREFERRED Example
Evaluation Plan	Data collected	Birth certificate data collected from all Native American births.	By 6/30/11, birth certificate data will be collected and analyzed for all Native American births during the project year in Lancaster County to assess the impact of project services on overall access to prenatal care services by Native American women. (Responsible Person: Stella Jones)



Planning Template

WorkWell
WORKING TO MAXIMIZE HEALTH AND PRODUCTIVITY

Nebraska Society Council
3040 Cornerstone Hwy, Suite A10
Lincoln, NE 68504-1592
402-483-2311
www.workwellness.org

Project Plan – Example

Overall Goal: Increase prenatal care for Native American mothers

Objective	Activity (intervention)	Timeline & Specific Measures	Evaluation (impact/outcome)
Increase the percentage of Native American mothers in Lancaster County who receive first trimester prenatal care.	Prenatal Clinics to include a medical exam, nutrition, education, and well-baby teaching at Clinic A, Clinic B, and Clinic C for a minimum of 50 Native American Women.	Clinic A – March 23, 2014 • 25 potential participants Clinic B – May 20, 2014 • 30 potential participants Clinic C – August 3, 2014 • 28 potential participants	By September 30, 2014 birth certificate data will be collected and analyzed for all Native American births during the project year in Lancaster County to assess the impact of the project services on overall access to prenatal care by Native American Women.

Responsible Parties:
Project Lead = Jennifer Smith
Evaluation Lead = Sally Johnson

Promotion & Communication:
Flyer's in community center and grocery store, pamphlets and flyers to community churches and physicians, and announcements from Native American Cultural Center.



Next Steps

- Determine your decision to apply
- Review on-line grant system
- Understand grant process (consultative)
- CHE is here to help guide you and support you



Discussion

