



Good Food Guidelines SPAN Project

SHIP LOCAL PUBLIC HEALTH APPLICATION GUIDE

March 8, 2019

Good Food Guidelines SPAN Project

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1. Overview

In 2018, the Minnesota Department of Health (MDH), Office of Statewide Health Improvement Initiatives (OSHI) received a five-year CDC State Physical Activity and Nutrition Program (SPAN)¹ grant. Through the SPAN funding, OSHII will implement scalable, evidence-based strategies that are state- and locally-led with a focus on advancing health equity. Locally-led strategies will impact specific settings (e.g. worksites, maternity centers, parks and recreation areas and other public spaces), and will be implemented by Local Public Health (LPH) partners through Minnesota's Statewide Health Improvement Partnership (SHIP) and their community partners.

One component of the SPAN grant is the Good Food Guidelines Pilot Project. MDH will fund a subset of LPH agencies and their community partners to pilot a community-based approach to food guideline implementation. Awarded LPH agencies will work in partnership with local communities to implement food guidelines in local government and community settings, prioritizing settings where children, families and/or people experiencing health disparities work, learn and play.

Awarded LPH partners will be asked to implement food guidelines as described in the "Smart Food Choices: How to Implement Food Service Guidelines in Public Facilities."² This project will be conducted in two cohorts of two communities. The timeline for each cohort is as follows:

Cohort 1: June 3, 2019 to November 30, 2021 **Cohort 2:** May 1, 2021 to September 30, 2023

1.1: Important Dates

COHORT 1

- March 8, 2019 Cohort 1 applications released
- March 20 2019 Informational webinar
- April 8, 2019 Application due
- April 22, 2019 Applicants notified of award
- June 3, 2019 Pilot-related activities begin
- November 30, 2021 Pilot-related activities end

COHORT 2 (Tentative dates)

- February 1, 2021 Cohort 2 applications released
- February 12, 2021 Informational webinar
- March 1, 2021 Application due
- April 14, 2021 Grantees notified of award

¹ CDC-RFA-DP18-1807

² <https://www.cdc.gov/obesity/downloads/smart-food-choices-how-to-implement-food-service-guidelines.pdf>

- May 1, 2021 Pilot-related activities begin
- September 30, 2023 Pilot-related activities end

2. Background

Dietary behaviors are multifaceted and are an outcome of many factors, including the surrounding physical environment, such as in the food available in work or school settings.³ This means that organizations and public places that offer food are influential venues to engage when addressing healthy food access.⁴ Establishing healthy food procurement policies and guidelines in a variety of settings leads to increased availability and consumer purchasing of healthy food.^{5,6} For example, in 2008, New York City created the “NYC Standards for Meals/Snacks Purchased and Served” policy, which resulted in 12 city agencies adopting healthy food procurement policies and nutritional standards for meals/snacks. As a result, more than 260 million meals and snacks are impacted annually.⁷ Furthermore, if procurement policies are instituted at numerous organizations and public places in a geographic area, these policies bring together diverse stakeholders to create a unified food movement, and influence the food supply chain.^{4,8}

Specifically in Minnesota over the last nine years with SHIP funding, LPH partners and MDH have collaborated to increase the availability of healthy foods through establishing food guidelines in schools, workplaces, childcare, health care, and community settings. LPH and MDH have also partnered using community engagement practices to conduct Health Equity Data Analyses (HEDA), which sought to identify the root causes of health disparities within communities. To continue to build on this collaborative work, MDH supports using a Community Based Participatory Approach (CBPA) to implement food guidelines in Minnesota communities for the Good Food Guidelines Project.

CBPA is a collaborative, systematic framework that acknowledges and respects the strengths that the community and partners bring to the process.⁹ The CBPA process allows community

³ Story M, Kaphingst KM, Robinson-O’Brien R, Glanz K. Creating healthy Food and Eating Environments: Policy and Environmental Approaches. *Annu Rev Public Health*. 2008. 29: 253-272.

⁴ U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015–2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at <http://health.gov/dietaryguidelines/2015/guidelines/>.

⁵ Raine KD, et al. Healthy Food Procurement and nutrition standards in public facilities: evidence synthesis and consensus policy recommendations. *Health Promot Chronic Dis Prev Can*. 2018. 38:1, 6-17.

⁶ Niebyski ML et al. Healthy Food Procurement Policies and Their Impact. *Int J Environ Res Public Health*. 2014; 11(3); 2608-2627.

⁷ Lederer A, Curtis CJ, Silver LD, Angell SY. Toward a Healthier City: Nutrition Standards for New York City Government. *Am J Prev Med*. 2014; 46(4): 423-428.

⁸ Lo J, Delwiche A. The Good Food Purchasing Policy: A Tool to Intertwine Worker Justice with Sustainable Food System.

⁹ Israel, BA, Schulz AJ, Parker EA, Becker AB. Review of Community-Based Research: Assessing Partnership Approaches to Public Health. *Annu Rev Public Health*. 1998; 19:1, 173-202.

members to contribute their knowledge and wisdom, build their capacity, help collect information, as well as support the implementation and evaluation of the process.¹⁰

Access to healthy food can be a challenge in Minnesota, which ranks 7th worst in the nation for the share of residents with access to healthy foods. Successful approaches to overcome this have been driven by community demand. For example, North Market, a full-service grocery store, opened in 2017 as a result of community members coming together to organize and increase the demand for healthy food access in their neighborhood. In Bird Island, MN, when the only grocery store announced it was closing, community members came together to purchase the store in order to ensure access to healthy food. While these examples go beyond implementing food guidelines, they illustrate the importance of building community ownership of healthy food access. In summary, the goal of this project is to take a community-based participatory approach to improve healthy food access, prioritizing low food access communities, through implementation of food guidelines in a geographic area.

3. Activities and Funding

Multi-year Funding Commitment. The SPAN Good Food Guidelines pilot project will support two cohorts of two LPH agencies and their communities for \$32,000 per year (totaling \$80,000 per LPH partner over 2.5 years) to create and implement community-driven solutions using food guidelines. The maximum annual award for each Good Food Guidelines participant is \$32,000. Good Food Guidelines recipients will receive 50% of their annual award during the last six months of the grant, for a maximum award amount of \$80,000 over two and a half years.

It is anticipated that before the pilot, LPH partners will:

- **Select a community** based on qualitative and quantitative data collected through community conversations, HEDA, community food assessment, WIC data, and/or U.S.D.A data about food deserts (<https://www.ers.usda.gov/data-products/food-access-research-atlas/go-to-the-atlas.aspx>) or the food environment (<https://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas/>).
- **Determine populations** that would be affected by the implementation of food guidelines. Priority populations identified by MDH are children, families and people experiencing health disparities

It is anticipated that during the pilot, LPH partners will:

- **Engage community members** to develop shared goals and objectives through conducting a community food assessment. This will inform decisions about where food guidelines are desired and can be implemented and will help to identify community assets and barriers to implementation.

¹⁰ Minkler M, Blackwell AG, Thompson M, Tamir H. Community-Based Participatory Research: Implications for Public Health Funding. *Am J Pub Health.* 2003. 93(8): 1210-1213. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1447939/pdf/0931210.pdf>

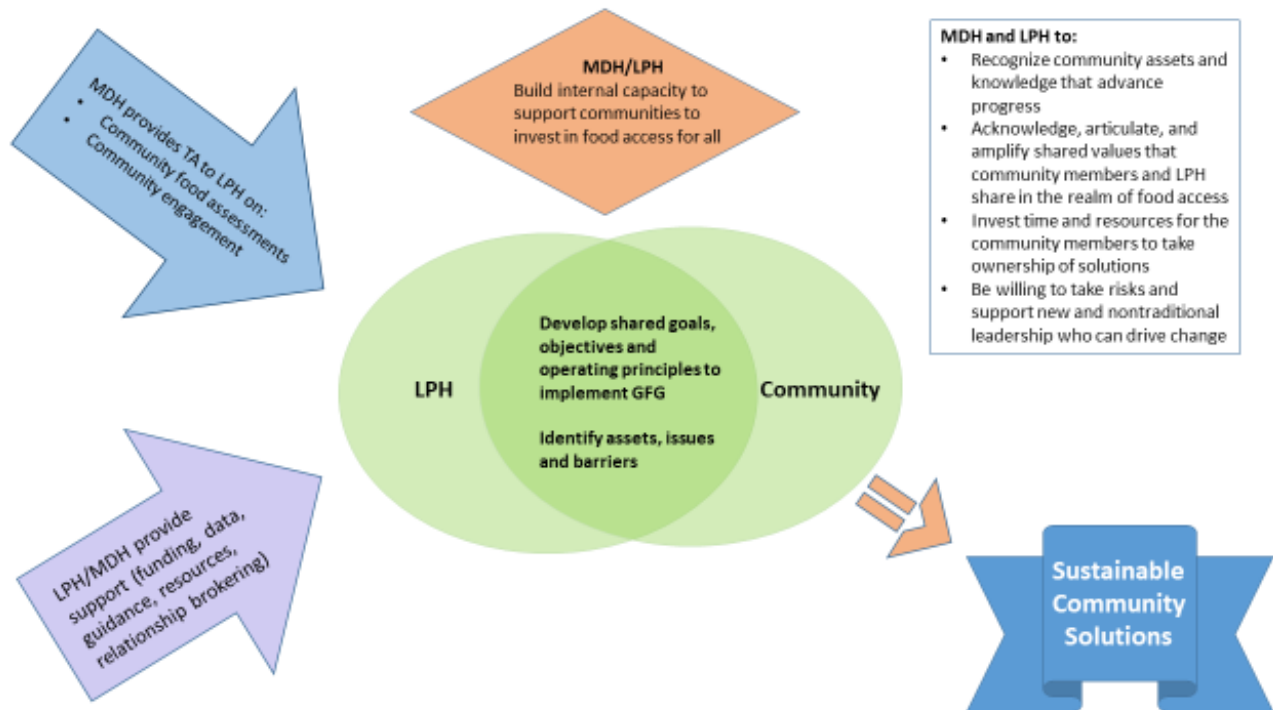
- **Implement food guidelines** in public and/or privately owned facilities including parks, fitness centers, faith-based organizations, government buildings, arenas/stadiums, community/recreational centers, museums and libraries. Funds from this grant cannot be used to implement food guidelines at schools, retail stores (grocery stores, convenience stores, gas station stores, etc.), farmers markets, or food shelves.
- **Participate in the Good Food Guidelines Learning Collaborative.** All SPAN Good Food Guidelines participants, including community partners, will participate in a learning collaborative. The advantages of a learning collaborative are that it enhances problem-solving skills, inspires critical thinking, promotes cross-community learning, and creates a supportive environment for learning.

Anticipated Structure:

Year 1: Good Food Guidelines participants will meet 3-4 times for trainings and meetings via conference calls and webinars. Participants will also receive ongoing support from MDH staff.

Years 2 to 2.5: Good Food Guidelines participants will meet 2-3 times via conference calls and webinars. It is expected that in years 2-2.5 that the group meetings will be more focused on peer-to-peer sharing. Participants will continue to receive ongoing support from MDH staff.

Figure 1: Good Food Guidelines Framework



Reporting Requirements. LPH partners must submit:

- First year progress report
- Final report that includes:
 - Description of work
 - Lessons learned
 - How the work made a difference

Evaluation Requirements. Good Food Guidelines participants and their community partners must participate in the evaluation of the SPAN Food Guidelines work to understand the successes and challenges in implementing food guidelines with a community approach. MDH will work with LPH participants to assure the approach meets the needs of the LPH agency, the community and MDH.

Communication Requirements. Good Food Guidelines participants and community partners must work closely with MDH communications staff to create and carry out a communications plan.

Budget. Over the course of the grant, it is recommended that Good Food Guidelines LPH participants distribute at least 25% of the funding to their community partners to develop and implement solutions. Good Food Guidelines participants are encouraged to increase the amount of funding distributed to their community partners as the grant project progresses.

Use of Funds. Good Food Guidelines LPH partners can spend grant funds on:

- Staffing (recommendation up to \$15,000 per year)
- Staff training
- Travel to and from community meetings
- Communication materials
- Contractors
- Support for community members, including:
 - Meeting space
 - Transportation to food guidelines events/activities
 - Meeting supplies and accommodations

Your community partners can spend grant funds on:

- Training
- Staffing
- Solutions (community-driven solutions, including programs, PSE change, coalition formation, advocacy, communications, and materials)

4. Eligible Applicants

SHIP-funded LPH partners are eligible to apply. The LPH partners must collaborate with community members, community leader(s) and/or community organization(s) to develop and implement Food Guidelines.

5. Application Submission Instructions

Applicants are strongly encouraged to submit applications electronically via the link:
<https://apps.health.state.mn.us/redcap/surveys/?s=4PCJ9JY3MJ>

For an application to be complete, it must include:

1. Application
2. Letter of Support from LPH Director and/or CHB Administrator (see 5.2 for details)
3. Budget Summary (see 5.3 for further details)

Application materials including Application Form and Budget Summary are located on the SHIP Healthy Eating Basecamp Site (<https://3.basecamp.com/3777019/buckets/4020802/vaults/1643356818>). If you do not have access to this basecamp project, please email Healthy Eating at Health.HealthyEating@state.mn.us.

Applicants who are unable to submit electronically may submit their application via mail using the Word version of the application. If submitting by mail, please submit a single printed copy bound with a paper clip (do not staple). Applications may not be hand-delivered to MDH. Applications submitted by mail must be sent to:

Minnesota Department of Health
Office of Statewide Health Improvement Initiatives
Attn: Food Guidelines
PO Box 64882
St. Paul, MN 55164-0882

Applications must include all required application materials listed above. Do not provide any materials that are not requested in this application (e.g., memoranda of understanding [MOUs] or additional letters of support), as such materials will not be considered or evaluated.

By submitting an application, each applicant warrants that the information provided is true, correct and reliable for purposes of evaluation for potential grant award. The submission of inaccurate or misleading information may be grounds for disqualification from the award. All costs incurred in responding to this application is the responsibility of the applicant.

5.1: Application Deadline

All electronic applications must be submitted no later than 11:59 p.m. Central Time, April 8, 2019. If applications are mailed, they must be postmarked by or on April 8, 2019, and received by MDH no later than April 15.

Late applications will not be accepted. It is the applicant's sole responsibility to allow sufficient time to address all potential delays caused by any reason whatsoever. MDH will not be responsible for delays caused by mail, delivery, computer or technology problems. The applicant will bear all costs incurred in applying.

5.2: Letter(s) of Support

In addition to the application form, include a letter from your local public health director and/or community health board administrator stating their support of the Good Food Guidelines Project. The letter(s) can be uploaded with the online application or mailed with the application.

5.3: Budget Summary

The final document needed to complete the Good Food Guidelines application is the budget summary for the first year of the project. The budget summary document can be uploaded via the electronic application or mailed with the application. The budget summary will be assessed for its completeness and realistic forecasting of expenses. It is strongly recommended that the LPH agency not exceed \$15,000 in staffing in a year and 25% of funds are given to your community partners through the course of this project. Indirect costs are limited to your federally approved indirect cost rate or up to 10% of the total grant award. Final budgets will be negotiated upon award.

6: Application Selection and Review Process

6.1: Review Process

Funding will be allocated through a competitive process with review by a committee representing MDH staff, agency partners and other state agency staff. MDH will review all committee recommendations and is responsible for award decisions.

6.2: Selection Criteria and Weight

Each reviewer will review and score the applications assigned to their team individually using a score sheet. Reviewers will score each application on a 60-point scale with 20 points for demonstrated community need and 40 points for demonstrated capacity and readiness. This

standardized scoring system will determine the extent to which each applicant meets the selection criteria for this grant.

The review team will then participate in a review meeting where applications are discussed as a team. Reviewers will be able to modify their individual scores based on discussions at the review meeting. At the end of the meeting, team members will make recommendations to MDH based on the scoring criteria and discussion.

MDH will make final decisions on all Good Food Guidelines applications and will balance the recommendations by the review teams with other factors including, but not limited to:

- Application scores
- Representation of populations experiencing health inequities
- Demonstration of understanding food guidelines
- Assurance of continued progress on existing SHIP strategies as outlined in current work plans.

Lastly, MDH will balance 1807 grant awardees by geographic distribution.

6.3: Notification

MDH anticipates notifying all applicants of funding decisions via email by April 22, 2019. All notices of award and non-award will be sent via email to the contact person listed in the application.

There may be negotiations to finalize an LPH partner's work plan and budget before a grant agreement can be made final ("executed"). Once a work plan and budget have been agreed upon, a grant agreement can then be executed with the applicant agency being awarded the funds. The effective date of the agreement will be June 3, 2019, or the date on which all signatures for the agreement are obtained, whichever is later. The grant agreement will be in effect until November 30, 2021, contingent on satisfactory grantee performance and funding availability.