Minnesota Department of Health

# Community partner application

Promoting Heart Health and Diabetes Prevention

6/21/2021

## Project Overview

Nutrition, physical activity, mental health, and access to care all impact heart disease and diabetes. In addition, physical activity and nutrition offer benefits to mental and emotional well-being. This campaign aims to prepare and support people in their health journey, recognizing there are many steps between being aware and making changes. Most people understand diabetes or heart disease is a problem – and that they may be at risk – but making significant lifestyle changes can be challenging, confusing, frustrating, and defeating.

Applicants will support MDH to connect people with or at-risk for heart disease or diabetes with information and resources to build skills, gain confidence, and access support to make lifestyle changes easier, affirming, and reflective of their community needs and strengths.

While some factors to health are outside of individual control, the following four areas were selected as they can positively impact heart health and diabetes outcomes and are areas that individuals can feel confident about making changes to improve their health:

* **Physical activity**
  + Work should focus on changing attitudes, perceptions, and confidence about physical activity and exercise, or providing information and resources to help people move more.
* **Mental health and stress**
  + Work should aim to provide support options and information to help people manage stress and mental health symptoms, or to affirm and validate the importance of mental health, resiliency, and healing.
* **Nutrition and healthy eating**
  + Work should focus on changing attitudes and buildings skills/confidence to support good nutrition. A specific eating behavior can be selected, such as consuming fruits and vegetables, promoting water instead of sugary beverages, etc.
* **Overcoming barriers to health**
  + Work should focus on highlighting culturally-relevant solutions, but also acknowledging the reality of social determinants of health and their contribution to disparities.

This work can be more holistic with a wellbeing focus, acknowledging that healthy lifestyle can look different for different communities, and behaviors like healthy eating, physical activity, supporting mental health, and managing stress, can all help prevent and manage chronic diseases. This campaign provides funding to community-based organizations to lead with their lived experience and uplift artists in the community to promote heart health and diabetes prevention in their communities.

While lifestyle factors can help reduce the risk of developing diabetes or heart disease, MDH recognizes that other factors outside of an individual’s control, such as intergenerational trauma, systemic racism and other barriers, prevent diverse communities from achieving optimal health. COVID-19 has brought additional challenges to these communities and highlights the need for community-led approaches to support individuals in their lifestyle change journey. Community organizations that have broad representation and interest in pursuing a community-driven educational campaign may apply.

*Please note: For this application, the term community is inclusive and may be used for a geographic, cultural, or ethnic community or group.*

## Applicant Details

Selected partners can receive up to $14,000 through July 2022. Please provide organization details below.

Organization Name:

Organization Mailing Address:

Applicant Name:

Applicant Email:

Applicant Phone Number:

Please provide your state vendor number:

**All applicants must provide a state vendor ID number.** You have a vendor number if you have received a grant from the Minnesota Department of Health in the past. If you do not have a state vendor number or are unsure what your number is, please visit the [Swift Supplier Portal](https://supplier.swift.state.mn.us/psp/fmssupap/SUPPLIER/ERP/h/?tab=SUP_GUEST). For assistance, please contact [Erin.McHenry@state.mn.us](mailto:Erin.McHenry@state.mn.us).

## Application

Please complete the questions below.

### Background

1. **Which topic area related to heart health and diabetes prevention would you like to focus on for your community?** (*See the project overview on page 1 for more detailed breakdown of focus areas.)*

Write answer here.

1. **What cultural community do you hope to reach with this project? Please be specific.** *(See definition of “community” on page 1)***.**

Write answer here.

This funding opportunity is intended to be a partnership. Your project idea must relate back to one of the 4 focus areas highlighted in the project overview on page 1, but creativity is encouraged! MDH recognizes that responding to various needs in the community can support wellbeing and manage or prevent diabetes and heart health issues.

1. **What behavior or messaging goal would you like to address?** *(For example: Building skills, awareness, and interest in walking; Promoting familiar foods to encourage better eating; etc.)*

Write answer here.

1. **Describe the need in your community for messaging or information about health and wellbeing.** *(This could include data on health disparities, the impact of COVID-19 pandemic on the health of your community, anecdotal stories about need, or other community factors that could impact health such as racism, poverty, lack of access to care, language barriers, etc.)*

Write answer here.

1. **Please describe any previous relevant work around community engagement, organizing, or communications, especially related to health or health disparities, that makes you well-prepared to do this work.**

Write answer here.

1. **What about this project interests your organization and why would you like to be involved?**

Write answer here.

### Project Details

Selected partners will help gather information, messaging gaps, and needs about wellbeing in their community. This may include organizing and facilitating different touchpoints of community engagement or feedback loops, such as testing potential messages. MDH and the marketing contractor will work with talent (artists, writers, actors, designers, creators, musicians, etc.) from that community to help develop creative materials and content for the campaign.

1. **How would you engage your identified community to gather information and feedback about your chosen focus area?**

Write answer here.

1. **What communications channels do you already have established to reach the specific community? How would you use those channels to share information about diabetes, heart health or overall lifestyle behaviors to support wellbeing?**

Write answer here.

1. **Describe how your organization would approach identifying community members to participate in development of creative campaign materials.** *Please note that community talent will be compensated separately.*

Write answer here.

1. **What is your capacity to work with MDH and contractor Russell Herder through summer 2022? What is your capacity to continue engaging community members around wellbeing after the project ends?**

Write answer here.

1. **Please complete the itemized budget on page 4.**

Write answer here.

### Optional: Other Information

* Are there other partners who would support or collaborate with you on this project?
* How can MDH support you in your work?
* Do you have an interest in serving as a community convener to provide feedback on the 2030 Cardiovascular Disease and Diabetes Plan? If yes, someone from MDH will reach out to you directly.

## Budget

Please include an estimated budget to the best of your ability. Please itemize to include wages and supplies.

Wages:

Supplies:

Other costs:

Total cost:

Total cost should not exceed $14,000. The review committee will make a determination about the exact amount for each grantee based on the scoring criteria and funding availability.

## Evaluation and Reporting

MDH expects selected partners to provide periodic communications and progress. Each partner will be required to submit a simple evaluation report to MDH. MDH will provide a template for the report.

*I acknowledge and agree to provide ongoing progress and to submit a final evaluation report.*

## Application Submission

Please send completed applications to [Erica.Chung@state.mn.us](mailto:Erica.Chung@state.mn.us) by 11:59 pm on July 9, 2021. Any questions or clarifications can also be sent to Erica Chung.

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06/21/21

To obtain this information in a different format, call: 651-201-5000