

HEALTHY EATING ACTIVE LIVING PROMOTION
Request for Proposals (RFP)
SF Study Center and SFPDPH Community Health Equity and Promotion Branch

June 2, 2017

To: Interested Applicants

From: San Francisco Study Center in partnership with Community Health Equity and Promotion Branch, San Francisco Department of Public Health

I. Overview of Requested Services

Chronic diseases are largely preventable, yet they remain the leading cause of premature morbidity and mortality in California, and the main source of increasing health costs in the United States. Chronic diseases are responsible for 7 in 10 deaths among Americans each year and account for nearly 75% of the nation's health spending. Disparities exist by ethnicity including for heart disease, cancer, stroke and diabetes. Overall, African American men and women have the highest death rates in SF.

Although health is directly influenced by the environment, people often associate chronic diseases with personal choices such as eating too much or exercising too little. However, addressing the chronic disease epidemic is more complicated than simply telling people to exercise and eat fruits and vegetables. Social, physical and political environments shape our behavior; for those reasons, a multilayered approach across the spectrum of prevention (See page 4 or [here](#) for more) is important. Together, these strategies (education, coalitions/mobilizing communities, systems changes, policy) create the settings that make the healthy choice the easy choice.

This funding opportunity has been developed by the San Francisco Department of Public Health in alignment with the Shape Up Coalition's strategic plan and priorities. Read [Shape Up SF's strategic plan](#). The San Francisco Department of Public Health has staffed the Shape Up San Francisco Coalition since its inception in 2006.

The San Francisco Study Center, in partnership with Community Health Equity and Promotion Branch, San Francisco Department of Public Health, is now accepting applications with the intent **to fund up to three (3) community-based organizations (CBOs) to do projects in alignment with the three priority areas listed below. A total of \$30,000 is currently available, with a minimum of \$10,000 awards and a maximum of \$30,000.** The funding priorities are:

- 1) Increasing access to healthy foods
- 2) Increasing opportunities for physical activity; and
- 3) Decreasing consumption of sugary drinks/increasing consumption of tap water

Awards will fund an implementation period that will run from (approximately) August 15, 2017 through June 30, 2018. Awardees will negotiate a Memorandum of Understanding (MOU) and budget with project staff. The MOU will further specify deliverables and ensure that the project meets all San Francisco Study Center requirements. Funds will be distributed through the San Francisco Study Center, a fiscal agent selected by the San Francisco Department of Public Health.

Preference will be given to groups that reach underserved neighborhoods and special populations at risk, especially African American, Latino and Asian populations. Funding is restricted to non-profit community based organizations. Groups that are not established non-profits may apply with a 501(c)3 non-profit as fiscal sponsor.

Project requirements include: a designated project coordinator, and submissions of brief monthly progress updates, meetings as requested, email exchanges, and one final report to describe what has been accomplished

during the project period. Funded agencies must keep and provide accurate records of all funded activities. Expenditures must be fully documented and comply with San Francisco Study Center requirements. Funds are distributed as reimbursement of expenses in carrying out the project.

Each grant is for a community-focused outreach, education, and organizing project by a community group or agency. The project must meet the following criteria:

- 1) Project focuses on one of the three priority areas;
- 2) Project will be based on evidence and/or best practices; and
- 3) Project addresses populations experiencing the greatest health disparities.

Project examples include:

- Work with youth to design and create a mural in a community that is disproportionately burdened by chronic diseases like heart disease, type 2 diabetes or tooth decay. Mural topics must reflect one or more of the three priority areas.
- Pilot project for parents to support classroom teachers to teach PE first thing in the morning.
- Educate low income immigrant communities about the importance of drinking water and test the water safety in their home.

II. Important Dates and Times:

1. June 2, 2017: Request for Proposals released.
2. June 5 –June 19, 2016: Bidders email questions. Questions about the RFP will be answered here and posted at <http://shapeupscoalition.org/rfp>.
3. June 16 – EMAIL intent to apply so that we know how many applications to expect.
4. July 6, 2017: **RFP responses due no later than 12 noon**, Attn: Marianne Szeto, 25 Van Ness Ave., Suite 500, San Francisco, CA 94102. Please see pages 5-7 for the application and forms.
5. Week of July 10, 2017 (Tentative): Technical Review Panel to score proposals.
6. July 24, 2017 (Tentative): Award Notification letters sent out.
7. Week of August 7, 2017 (Tentative): MOUs developed and signed.
8. August 15, 2017 – June 30, 2018: Expected term for community projects.

III. Application Process

To apply for funding, complete the attached application and submit one (1) original and three (3) copies by 12 noon on July 6, 2017 to: Marianne Szeto, SF Department of Public Health, 25 Van Ness Avenue, Suite 500, San Francisco, CA 94102. Applications will be read and scored by a panel of three content experts. The project start date is tentatively set for August 15, 2017.

All applications will be evaluated using the criteria below in Section IV. Organizations receiving the highest scores will be funded. Funded organizations will then work with staff to create an MOU, detailed work plan, and final budget.

Please email questions about the RFP to Marianne Szeto at chep@sfdph.org. Answers will be posted at <http://shapeupscoalition.org/rfp>.

IV. Evaluation Criteria.

Note: A rating of “not at all” by at least 2 or 3 of the panelists in any criteria within Section C or D below shall be sufficient to drop an application from consideration.

A. Organizational Focus: 10 points

- A. How well does the organization’s mission include community education, healthy eating or active living for populations disproportionately burdened by chronic disease?

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

B. Organizational Experience Working on Community Issues: 20 points (10 pt each)

- A. How much experience does the organization have in healthy eating and active living?

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

- B. How much experience does the organization have with African American, Latino, or Asian populations?

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

C. Proposed Project or Program Description: 50 points

- A. How well did the applicant describe their program’s theory of change? (15 pt)

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

- B. How much does the project or program focus on one or more of three funding priority areas? (5 pt)

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

- C. How likely will the project impact populations experiencing the greatest health disparities? (15 pt)

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Likely</i>
0-4	5-7	8- 10

- D. How likely is it that the project or program will be sustainable or have long term impact? (15 pt)

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Likely</i>
0-4	5-7	8- 10

BONUS: Does the project or program address multiple levels of the Spectrum of Prevention? (2 pt)

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

D. Administrative Capability: 20 points

- A. Is the budget reasonable; do budget line items match proposed activities? (10pt)

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

- B. Does the applicant/fiscal sponsor demonstrate capacity to accept funding and implement the program? (5pt)

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

- C. Is the organization or fiscal sponsor capable of administering the project or program? (5pt)

<i>Not at all</i>	<i>Somewhat</i>	<i>Very Much</i>
0-4	5-7	8- 10

V. Additional Information

The Spectrum of Prevention is a systematic tool that promotes a multifaceted range of activities for effective prevention. It shows the layers and levels of activities and strategies that need to occur *at the same time* in order to make a large impact on a complex social issue such as traffic safety. Prevention comes from social norms change *and* environmental change. To effectively create a paradigm shift (i.e. a culture of traffic safety) supportive of prevention efforts, change must occur on both the macro and micro levels of the spectrum. Traditional prevention efforts have focus on

the micro levels (levels 1 through 3), targeting individuals, communities, and direct service providers. While direct service work is crucial to educating and empowering individuals, macro level efforts (levels 4 through 6) institutionalize and sustain social norms change. The Spectrum of Prevention has been used nationally in prevention initiatives targeting traffic safety, violence prevention, injury prevention, tobacco control, nutrition, and fitness.



APPLICATION FORM & COVER SHEET

To apply, please answer all of the questions in this application and submit **one (1) original and three (3) copies**, by **12 noon on July 6, 2017** to Marianne Szeto, SF Department of Public Health, 25 Van Ness Avenue, Suite 500, San Francisco, CA 94102. All applications must be received by this date and time. **Please use this sheet as a Cover Page and attach answers to the numbered questions below.**

Name of the Organization: _____

Address: _____

Telephone: _____ Fax: _____

Contact Person: _____

Email: _____

2. Indicate the priority area(s) your organization is applying for through this application

- Healthy Food Physical Activity Sugary Drinks/Tap Water

3. Proposal Narrative must **not exceed 4 pages** and must meet the following parameters

- ✓ Times New Roman ✓ Font size: 12 ✓ 1 inch margins ✓ 1.5 spacing between lines

PROPOSAL NARRATIVE

A. Project Approach Please describe what type of project or program you are planning to implement in your community. **This is the KEY question.** Please be as detailed as possible. Be sure to address all the evaluation criteria on page 3, including:

1. Describe your theory of change. That is, what evidence or experience are you using to guide your program? For example, if students get daily PE, they will have the foundational skills to be active for life.
2. Target population and demographics, anticipated reach, intervention description and frequency.
3. The outcomes your project will achieve in the funding period.
4. How the project addresses priority area(s).
5. How the project will address strategy (ies) across the Spectrum of Prevention.
6. How the project prioritizes the needs of populations experiencing greatest health disparities.

B. Organizational Capacity (not to exceed 1 page). Briefly describe:

1. Your group or agency's mission or focus.
2. Your group's activities or programs.
3. The community (ies) your organization serves.
4. A non-profit organization needs to either apply for or be the fiscal sponsor of each applicant. If your group or agency is not registered as a 501(c)3 non-profit, please briefly describe your fiscal sponsor, its mission, goals, and objectives. Please include the tax identification number and a copy of the 501(c)3 letter or equivalent. **Applicants that do not include this information will be ineligible and will not be considered.**

Do not exceed 4 pages. Readers will be instructed to stop reading at the end of page 4. This page limit **does not** include the cover page (this sheet) or the budget forms.

C. Budget and budget justification – see attached templates.

Contact Person (print)

Signature (REQUIRED)

Date

Applicant Name and Address:

Contract Term:

August 15, 2017 to
June 30, 2018

BUDGET FORM

EXPENDITURES	August 1, 2017 to June 30, 2018	
	Requested	In-kind / Leveraged
Personnel Expenditures:	\$ __, __ __ __	\$ __, __ __ __
Salaries	\$ __, __ __ __	\$ __, __ __ __
Fringe Benefits	\$ __, __ __ __	\$ __, __ __ __
Total Personnel Expenses	\$ __, __ __ __	\$ __, __ __ __
Operating Expenses:	\$ __, __ __ __	\$ __, __ __ __
Supplies & Materials	\$ __, __ __ __	\$ __, __ __ __
Meeting Space	\$ __, __ __ __	\$ __, __ __ __
Local Travel	\$ __, __ __ __	\$ __, __ __ __
Consultants	\$ __, __ __ __	\$ __, __ __ __
Other (specify):	\$ __, __ __ __	\$ __, __ __ __
	\$ __, __ __ __	\$ __, __ __ __
	\$ __, __ __ __	\$ __, __ __ __
	\$ __, __ __ __	\$ __, __ __ __
	\$ __, __ __ __	\$ __, __ __ __
	\$ __, __ __ __	\$ __, __ __ __
	\$ __, __ __ __	\$ __, __ __ __
Total Operating Expenses	\$ __, __ __ __	\$ __, __ __ __
Total Expenses	\$ __, __ __ __	\$ __, __ __ __

Contact Person (print)

Signature

Date

SAMPLE
BUDGET JUSTIFICATION

Salaries & Fringe Benefits Expenses:

Salary

- \$20/hr x 400 hrs for Community Organizer = \$8,000.00
- \$15/hr x 200 hrs for administrative support = \$3,000.00

Total Salary = \$11,000.00

Fringe Benefits (FICA, Social Security, Pension) at 25% = \$2,750.00

Total Salaries & Fringe Benefits Expenses \$13,750.00

Operating Expenses:

Material & Supplies

- Office supplies (paper, pens, envelopes, etc.) = \$250.00
- Printing materials such as brochures and flyers = \$2,000.00
- Mailing(s) materials to residents in specific neighborhoods = \$500.00

Total for supplies = \$2,750.00

Meeting Space

3 workshops in communities x \$400 per workshop = \$1,200.00

Consultants

- \$20/hr for 50 hrs for Spanish translation = \$1,000.00
- \$20/hr for 50 hrs for Chinese translation = \$1,000.00

Participant incentives:

15 participants x 2 workshops x \$10 gift certificates = \$300

Total Operating Expenses \$6,250.00

TOTAL EXPENSES: \$20,000.00