

MICHIGAN HEALTH ENDOWMENT FUND

2021 NUTRITION & HEALTHY LIFESTYLES REQUEST FOR PROPOSALS

2021 NUTRITION & HEALTHY LIFESTYLES GRANT TIMELINE

March 2, 2021	Grants portal open to applicants
March 22, 2021	Concept papers due by 5 p.m. (highly encouraged)
April 29, 2021	Applications due by 5 p.m.
August 12, 2021	Awards announced
September 1, 2021	Earliest project start date

A. PROGRAM OVERVIEW

Michigan boasts one of the most agriculturally diverse economies in the country. Yet, our rate of food insecurity is higher than the national average. Poor nutrition and a lack of physical activity contribute to the prevalence of childhood obesity, which can, in turn, lead to a host of chronic health issues and other challenges, from diabetes to poor academic performance. Moreover, low-income populations, racial and ethnic minorities, and other marginalized communities are often disproportionately affected, leaving too many already disadvantaged children and older adults even further behind.

The goal of the Michigan Health Endowment Fund is to improve the health and wellness of Michigan residents, with an emphasis on children and older adults. To achieve this goal, the Nutrition & Healthy Lifestyles program seeks proposals that address obesity, access to healthy food, health disparities, and health equity.

Potential obesity reduction and health management activities include:

- Healthy eating interventions for children or older adults
- Physical activity interventions for children or older adults, including adaptive sports and inclusive recreation
- School health approaches to promote healthy eating and physical activity among children, including social-emotional learning strategies
- Initiatives that address the social determinants of obesity and healthy food access

- Interventions that address obesity, high blood pressure, and diabetes among pregnant or soon to be pregnant women or that address the nutrition and healthy lifestyles needs among high-risk pregnant or soon to be pregnant women.

Potential healthy food access activities include:

- Systemic approaches to expand the availability of healthy food
- Voluntary healthy food service guidelines or sodium standards in institutions that serve children or older adults (e.g. congregate meals for seniors and food served in after-school programs)
- Food as medicine programs (e.g. food prescription programs and culinary medicine)
- Policy initiatives that increase access to healthy food

REDUCING HEALTH DISPARITIES AND PROMOTING HEALTH EQUITY

Embedding equitable elements into programs reflects the Health Fund’s commitment to improving the health of children and older adults in Michigan. To this end, the Nutrition & Healthy Lifestyles program will consider programs that:

- Benefit or increase access for populations most affected by a health issue
- Remove barriers to health
- Empower communities
- Engage community leaders to share in decision-making

Health Disparities

Differences in the incidence, prevalence, mortality, and burden of diseases and other adverse health conditions that exist among specific population groups in the United States. (National Institutes of Health, 2002)

Health Equity

Achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.” (Centers for Disease Control and Prevention, 2020)

Community Empowerment

Achieved when marginalized or oppressed individuals and groups gain greater control over their lives and environment, acquire valued resources and basic rights, and achieve important life goals and reduced societal marginalization. (Community Engagement Key Function Committee Task Force, 2011)

CROSS-CUTTING GOALS

The Health Fund has identified two cross-cutting goals to improve health in Michigan. While these two goals are essential to the work of the Health Fund, projects that are not able to address them will still be considered.

WORKFORCE DEVELOPMENT

The Health Fund is specifically interested in proposals to implement new approaches that build and strengthen the health workforce. Projects addressing this goal must include workforce development as part of a nutritional or health-based project; those that solely focus on training individuals for a health-related career will not be considered.

INTEGRATION

The Health Fund is specifically interested in models that systematically integrate nutrition services, medical care providers, and other non-traditional partners to meet a person's health needs, no matter where they seek care.

B. MEASURABLE HEALTH OUTCOMES

To be considered for funding, all proposals must identify basic evaluation plans including **measurable health outcomes**, with the understanding that all health outcomes may not be achieved within the grant period. While some outcomes are specific to your program or project, The Health Fund strongly encourages applicants to use indicators that can speak to the effectiveness of the interventions as it relates to systemic, behavioral, or biological changes. These indicators include:

- Physical activity minutes
- Fruit and vegetable consumption
- Behavioral change
- Local sales data
- Body mass index measurements pre- and post-intervention in clinical settings

Some projects will focus more on structural changes that facilitate positive behavioral and biological change. In this case, a detailed qualitative evaluation should speak to the system impact of the grant award.

All proposals are required to submit a document outlining a proposed project evaluation approach. This document should not exceed 3 pages in length. This evaluation approach could be a logic model or a theory of change or another format. The document should describe the relationship between project activities, outputs, short- and long-term outcomes, and overall impact(s). Templates are provided [here](#).

The Health Fund is also interested in initiatives that may reduce the cost of healthcare. If applicable, applicants will be asked to explain if the initiative leads to any potential or actual healthcare cost savings.

C. PROPOSAL REVIEW CRITERIA

The intent of the Health Fund is to solicit innovative proposals that only aligns with the priorities of the organization but also on the needs of Michigan communities. Proposals are evaluated holistically on the basis of the following criteria below. We understand that some proposals may not be as robust in some of these elements. In this case, we encourage applicants to illustrate their intent and concrete action steps to fulfill some of these elements.

- **Strategic alignment.** The project aligns with the Health Fund’s mission, strategies, and goals and focuses on improving the health of Michigan children and/or older adults.
- **Long-term impact.** The project has the potential to achieve significant long-term impact by implementing effective models or supporting needed innovation
- **Clear outcomes.** The project has clear outcomes and the potential to have a measurable impact on improving health.
- **Collaboration.** The project demonstrates a high degree of collaboration
- **Health equity.** The project benefits populations that are most affected by a health issue.
- **Access to care.** The project increases access to resources for those most affected by the health issue and removes barriers to health.
- **Empowering communities.** The project empowers communities to support their ongoing health needs or challenges, and it engages with community leaders to share in decision-making.
- **Sustainability.** The project has the potential to be sustainable after the end of the grant period.
- **Replication.** The project has the potential for replication in other settings, including opportunities to learn, disseminate knowledge, and inform public policy.

D. RESOURCES

The following resources might be useful tools to consider as you develop a proposal. This is not an exhaustive list and is intended as a sample:

- [The ALICE Project](#)
- [Food Access in Michigan Project \(FAIM\)](#)
- [Kids Count](#)
- [Michigan County Health Rankings](#)
- [Michigan Food Environment Scan](#)
- [Michigan Food Security Council Recommendation](#)
- [Michigan Good Food Charter](#)
- [Michigan Model for Health](#)
- [Prescription for Health Implementation Guide](#)
- [Project Healthy Schools](#)
- [Self Sufficiency Standard for Michigan](#)
- [What Is Culinary Medicine and What Does It Do?](#)
- [Whole School, Whole Child, Whole Community \(WSCC\) Model](#)

E. ELIGIBILITY CRITERIA

To be eligible to apply for a grant under this program, an eligible organization must:

- Be recognized by the Internal Revenue Service as a nonprofit organization;
- Be based in Michigan;
- Have a current certified financial audit; and
- Have at least 1 FTE.

Local units of government and the State of Michigan are also eligible to apply.

EXCLUDED FROM FUNDING CONSIDERATION

- ✗ Proposals used to maintain an existing program or used solely to fill a budget gap for current services
- ✗ Health-related emergencies*
- ✗ Ongoing program operations and staffing
- ✗ Clinical research
- ✗ Capital projects
- ✗ Loans
- ✗ Litigation
- ✗ Lobbying activities
- ✗ Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability, or gender

The Health Fund Board of Directors has sole responsibility for all grant decisions.

*The Health Fund might in some situations consider support to address longer-term rebuilding or other needs following emergency situations.

F. GRANT AMOUNT

The Health Fund expects to award grants up to \$500,000. An organization may not apply for a grant that is larger than 20% of its annual operating budget.

No more than 10% of the total grant budget may be allocated to indirect/administrative costs.

You may apply for a one or two-year grant, but the total request cannot exceed \$500,000. Please be sure to clearly identify your funding requests per year in your proposal.

The Health Fund anticipates awarding a total of \$7,000,000 for this grant round.

G. APPLICATION PROCESS

CONCEPT PAPERS

The Health Fund strongly encourages concept paper submissions of up to two single-spaced pages in Word or as a PDF for review and feedback prior to submission. While not required, previous applicants have stated this process was very helpful in development of a full proposal.

The concept paper should include the following sections in this order:

1. Project title
2. Organizational name
3. Description of health problem with a focus on groups and localities that experience disproportionate impact
4. Description of proposed intervention including measurable outcomes
5. Key collaborative partners and their roles
6. Information specific to either of the Health Fund's crosscutting goals (Workforce Development or Integration – more information in Section A)
7. Sustainability plan
8. Description of potential for replication, sharing of knowledge, or to inform policy
9. Estimated budget (Note: a detailed budget breakdown is not required. However, please include an overview of what the budget would cover)

Concept papers should be sent to rfp@mihealthfund.org and must be submitted any time before 5:00 p.m. on March 22, 2021. We expect to receive a large number of concept papers and will respond as quickly as possible in the order they were received.

Concept papers received after the deadline will not be reviewed.

APPLICATIONS

Applications must be submitted electronically through the Health Fund website using the Grants Portal. [CLICK HERE TO VISIT THE GRANTS PORTAL.](#)

Note: **The portal requires you to use Google Chrome.**

Applicants will first be required to create an account. It may take 48 hours for your account to be approved. Once approved you will receive login credentials via email.

While the grants portal does not have a word limit function, we require applicants to keep the total narrative within the equivalent of 10 pages using standard 12-point type and one-inch margins. Please note: the work plan does not count toward the 10-page limit.

Full proposals must be received by 5:00 p.m. on April 29, 2021. Proposals received after the deadline will not be considered.