

Cooley Dickinson Hospital



Healthy Communities Grants Announcement & Information

Introduction

If you had the resources, what would you do to make your community a healthier place to live, work and play? We know the people in the Pioneer Valley are focused on building healthier communities and we are pleased to be able to offer a chance to help put your ideas into action. Cooley Dickinson Hospital is required to set aside funds to support community health initiatives as part of its agreement with the Massachusetts Department of Public Health to approve the purchase of major cancer treatment equipment. The Healthy Communities Committee, a subcommittee of the Board of Trustees, oversees the distribution of this money and is excited to release two grant opportunities to benefit communities in its service area:

Capacity Building Grant to *build capacity for local leadership* to effect change at the system and policy levels in at least one of the following areas: 1) Increase healthy eating and access to healthy, affordable food; 2) Increase physical activity. One applicant will be selected. Grant award will be **up to \$15,000**.

Community Projects Grants to *implement projects, programs or policies* that effect change in at least one of the following areas: 1) Increase healthy eating and access to healthy, affordable food; 2) Increase physical activity. Multiple applicants will be selected. Grant awards will be **up to \$5,000**. A total of \$10,000 is available. The committee anticipates funding 2-3 projects.

Background

Cooley Dickinson Hospital is engaged in a process to better understand the health needs of the communities in its service area. As part of that process, we have published a *2011 Community Health Assessment*, which includes data on a variety of health indicators for Hampshire and Franklin Counties, as well Amherst, Easthampton and Northampton. We also administered the *Northampton Survey Project*, a door-to-door survey completed during summer 2010 which focused on health behaviors and environmental choices relating to healthy eating and physical activity among residents of Northampton. Cooley Dickinson Hospital also hosted a community-wide forum in March to discuss the results of both health assessments and where participants generated promising strategies to address health issues in the region. As a result of these various activities, the Cooley Dickinson Hospital Healthy Communities Committee has decided to release these two grant opportunities for eligible groups and organizations in its service area.

Links to the Reports

2011 Community Health Assessment

www.cooley-dickinson.org/about/community-health-assessment

Northampton Survey Project

www.cooley-dickinson.org/about/northampton-community-survey-project

Additional Information

Groups and organizations are welcome to apply for both grants; however, the committee will only award one grant per group or organization.

Healthy Communities Committee members who work for groups or organizations that submit a grant proposal will be required to recuse themselves from the review process.

GUIDELINES for *Capacity Building Grant*

Guidelines for projects

Competitive applications should meet all of the following guidelines:

- The project's main goal should be to create a structure to *build capacity for local leadership* to effect change at the system and policy levels in *at least one* of following areas: 1) Increase healthy eating and access to healthy, affordable food; 2) Increase physical activity.
- Geographic scope may be limited to a specific city or town, or may be county-wide. (Please refer to the list of cities and towns in the Cooley Dickinson service area below).
- Project should be informed by, or build upon, information presented in the *2011 Community Health Assessment* or the *Northampton Survey Project* (if applicable). For links to these online documents, see the Introduction.
- Projects are encouraged to make use of collaborative relationships with other groups for the purposes of sharing resources, participatory decision making, and increased impact in the community.

Eligible organizations: Must be a 501(c) (3) tax-exempt organization, or can establish an affiliation with a 501(c) (3) organization.

Organizations located in the CDH service area are eligible to apply for funding:

Hampshire County: Amherst, Belchertown, Chesterfield, Cummington, Easthampton, Goshen, Granby, Huntington, Middlefield, Northampton, Pelham, Plainfield, South Hadley, Southampton, Ware, Westhampton, Williamsburg, Worthington

Franklin County: Ashfield, Bernardston, Buckland, Charlemont, Colrain, Conway, Deerfield, Enfield, Erving, Gill, Greenfield, Greenwich, Hawley, Heath, Leverett, Leyden, Monroe, Montague, New Salem, Northfield, Orange, Rowe, Shelburne, Shutesbury, Sunderland, Warwick, Wendell, Whately

Deadline: All applications must be received via email by **12:00pm on Monday, June 20, 2011**. The applicant will be notified by July 8, 2011 if selected to receive a grant.

Budget: Grant award will be **up to \$15,000**. One applicant will be selected.

Timeline: Projects must start no later than Sept. 30, 2011. They must be completed no later than Sept. 30, 2012.

Reporting: This application must be completed in full in order to be considered. The selected applicant will be asked to submit a final report at the end of the granting period.

Additional expectations of the selected applicant: The selected applicant will be expected to consider the Cooley Dickinson Hospital Healthy Communities Committee as a community partner once the structure is developed. The selected applicant will be offered a minimum of 10 hours of free technical assistance by the Western Massachusetts Center for Healthy Communities to be utilized over the course of the grant period.

Some examples of qualifying projects:

- A local coalition working on public health issues expands its reach to work on access to healthy food and physical activity policy change.
- A non-profit organization creates a coalition to work on access to healthy food and physical activity policy change.
- A group of concerned parents partner with a local agency to build advocacy power to push for changes in school wellness policies.
- A non-profit organization focused on food and fitness issues launches a series of networking forums to connect community members to policy-makers.
- A local organization creates a city or county-wide youth council to advocate for food and fitness issues.

Guidelines for submission

Submit your application to Jeff Harness (Jeff_Harness@Cooley-Dickinson.org) before **12:00pm on Monday, June 20, 2011**. Applications must be received by email, with answers to the questions in the application attached as a Word document. A return e-mail will be provided to verify receipt of your application. If you do not receive a reply within two days of sending your application, call right away: (413) 540-0600 x101 (the offices of the Western Massachusetts Center for Healthy Communities).

Application for *Capacity Building Grant*

Instructions

Please complete the following questions to the best of your ability. Please limit your responses to a total of two typed, single-spaced pages, in 12-point font with 1-inch margins. The budget can be included on a third page in a table format. Please type your responses in a Word document. Include your organization's name at the top of each page, along with the type of grant you are applying for (Capacity-Building or Community Projects).

1. What organization is applying for this grant?
2. Who is the contact person for this application?
3. If funded, the check should be made out to _____
and mailed to (full address) _____
4. Please give a brief description of your project.
5. What are the goals or outcomes of this project?
6. How will you achieve the goals or outcomes?
7. What structure do you propose to accomplish your goals?
8. Who will you partner with to accomplish your goals (agencies/groups/initiatives)?
9. How do you plan to use the results of the *2011 Community Health Assessment* or the *Northampton Survey Project* (if applicable)? For links to these online documents, see the Introduction.
10. Please explain how this project will further the applicants' ability to create change at the system or policy levels after the grant is completed.
11. What is the estimated timeline?
12. Please provide a detailed estimated budget.
 - a. Total cost
 - b. Staffing/consultant
 - c. Stipends
 - d. Meeting expenses, such as food, rental of space
 - e. Materials/equipment
 - f. Travel expenses
 - g. Other
13. Include any other relevant details.

GUIDELINES for *Community Projects Grants*

Guidelines for projects

Competitive applications should meet all of the following guidelines:

- Projects goals must be related to *at least one* of the following categories: 1) Increase healthy eating and access to healthy, affordable food; 2) Increase physical activity.
- At least one of the project's goals should be to work towards a change at the policy or system level in the community. We understand that achieving this type of long-term change requires more resources than this grant allows, but we will prioritize applications that support steps towards change at the policy or systems level. See below for project examples.
- Projects should be informed by, or build upon, information presented in the *2011 Community Health Assessment* or the *Northampton Survey Project* (if applicable). For links to these online documents, see the Introduction.
- Projects are encouraged to make use of collaborative relationships with other groups for the purposes of sharing resources, participatory decision making, and increased impact in the community.
- Priority will be given to projects that benefit underserved populations, and may include any of the following: people of color, people who are low-income, people who live in subsidized housing projects, people who speak English as a second language, immigrants, veterans and people who are mentally or physically disabled.

Eligible organizations: Any group with a good idea. Grants will not be awarded to individuals.

Groups located in the CDH service area are eligible to apply for funding:

Hampshire County: Amherst, Belchertown, Chesterfield, Cummington, Easthampton, Goshen, Granby, Huntington, Middlefield, Northampton, Pelham, Plainfield, South Hadley, Southampton, Ware, Westhampton, Williamsburg, Worthington

Franklin County: Ashfield, Bernardston, Buckland, Charlemont, Colrain, Conway, Deerfield, Enfield, Erving, Gill, Greenfield, Greenwich, Hawley, Heath, Leverett, Leyden, Monroe, Montague, New Salem, Northfield, Orange, Rowe, Shelburne, Shutesbury, Sunderland, Warwick, Wendell, Whately

Deadline: All applications must be received via email by **12:00pm on Monday, June 20, 2011.**

Applicants will be notified by July 8, 2011 if they have been selected to receive a grant.

Budget: Grant awards will be **up to \$5,000**. A total of \$10,000 is available. The committee anticipates funding 2-3 projects.

Timeline: Projects must start no later than Sept. 30, 2011. They must be completed no later than Sept. 30, 2012.

Reporting: This application must be completed in full in order to be considered. Selected applicants will be asked to submit a final report at the end of the granting period.

Additional expectations of chosen applicants: All selected applicants will be expected to participate in at least one group networking session with other applicants between Sept. 30, 2011 and June 30, 2012 (dates to be announced).

Some examples of qualifying projects:

- Increase utilization of a safe routes to school or walking program
- Implement a complete streets policy at the city or town level
- Create a community garden at a low-income housing complex
- Increase healthy, affordable food at retail outlets
- Preserve and protect open space in urban neighborhoods
- Create or expand a farm-to-school program
- Create a joint-use agreement with a local school to allow school facilities to be available to the community after hours
- Increase usage of SNAP benefits at local markets
- Establish a food policy council at the city or town level

Guidelines for submission

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Application for *Community Projects Grants*

Instructions

Please complete the following questions to the best of your ability. Please limit your responses to a total of two typed, single-spaced pages, in 12-point font with 1-inch margins. The budget can be included on a third page in a table format. Please type your responses in a Word document. Include your organization's name at the top of each page, along with the type of grant you are applying for (Capacity-Building or Community Projects).

1. What group or organization is applying for this grant?
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3. If funded, the check should be made out to _____
and mailed to (full address) _____
4. Please give a brief description of your project.
5. What are the goals or outcomes of this project?
6. How will you achieve the goals or outcomes?
7. Who will you partner with to accomplish your goals (agencies/groups/initiatives)?
8. How do you plan to use the results of the *2011 Community Health Assessment* or the *Northampton Survey Project* (if applicable)? For links to these online documents, see the Introduction.
9. What systems/policy change will your project seek to affect?
10. Who/how many people will your project benefit?
11. As a result of this project, what will change and how will this change be sustained?
12. What is the estimated timeline?
13. Please provide a detailed estimated budget.
 - a. Total cost
 - b. Staffing/consultant
 - c. Stipends
 - d. Meeting expenses, such as food, rental of space
 - e. Materials/equipment
 - f. Travel expenses
 - g. Other
14. Include any other relevant details.