

Proposal to Provide Grant Services to Funders of Obesity Prevention

Physical Activity & Nutrition (PAN) Branch
North Carolina Division of Public Health

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Proposal to Provide Grant Services to Funders of Obesity Prevention

EXECUTIVE SUMMARY

Rationale

Community, state and national organizations are working to fund projects that address obesity and chronic disease through nutrition and physical activity. However, they may not have the staff to provide comprehensive oversight, management and technical assistance to the projects they want to fund. The Physical Activity and Nutrition (PAN) Branch has the experience and expertise to provide these services. PAN offers a multi-level obesity prevention program with Community Development Specialists who work extensively throughout the state to develop relationships and provide technical assistance and training. The PAN Branch offers technical assistance and support in a wide range of program-specific areas including: Nutrition, Physical Activity, Communications/Media Relations, Worksite Wellness, Faith-Based Initiatives and Evaluation.

Community Grant Services

The PAN Branch seeks to collaborate with a diverse range of organizations to implement community grants that address obesity and chronic disease. These grants will change the physical and social environments in organizations and communities. Partner organizations will provide funding as well as guidance on the focus and structure of their grants. The PAN Branch will administer the funding and provide technical assistance to the grantor and grantees. These community grants will result in new partnerships, innovative projects and healthier people across North Carolina.

The Physical Activity and Nutrition Branch

The PAN Branch is housed within the North Carolina Division of Public Health. The PAN Branch promotes increased opportunities for physical activity and healthy eating through policy and environmental change.

Our Purpose

To sustain funding for community grants that address obesity and related chronic disease by changing physical and social environments in organizations and communities across North Carolina.

Expected Outcomes

PAN will deliver efficient, effective community grants that advance the mission of Eat Smart, Move More North Carolina (ESMM NC); a statewide movement to help communities, schools and businesses eat smart and move more. PAN Branch Grant Services will make it easier to fund community grants, helping funders invest in the health of North Carolina's communities and giving them greater ownership of the ESMM NC movement.

"I'm convinced that guidance from the PAN Branch improved the outcomes of grants we funded, and the final report we received has influenced our process going forward."

—Kevin Cain, President & CEO, John Rex Endowment

THE PHYSICAL ACTIVITY AND NUTRITION BRANCH

Mission & Vision

The Physical Activity and Nutrition (PAN) Branch is housed within the Chronic Disease and Injury Section of the North Carolina Division of Public Health. The PAN Branch works to promote increased opportunities for physical activity and healthy eating through policy and environmental change.

- **PAN Branch Mission:** To reverse the rising tide of obesity and chronic disease among North Carolinians by helping them to eat smart, move more and achieve a healthy weight.
- **PAN Branch Vision:** A healthy North Carolina where people eat smart and move more, reducing disease and economic burden and improving their daily quality of living. Each day in an individual's life is filled with physical activity and healthy eating at school, work, faith centers and in the community.

The PAN Branch is a member of the Eat Smart, Move More NC (ESMM NC) Leadership Team, a multi-disciplinary team composed of over 70 statewide partners working together to increase opportunities for healthy eating and physical activity. ESMM NC is a statewide movement that works to help communities, schools and businesses make it easy for people to eat healthy food and be physically active. ESMM NC encourages individuals to think differently about what they eat and how much they move, and to make choices that will help them feel good and live better. The PAN Branch and the ESMM NC movement share the same mission.

Location

The PAN Branch is based in Raleigh, and serves the citizens of North Carolina.

Years of Operation

The PAN Branch has been working to promote physical activity and healthy eating since October 1997.

Why PAN?

- The PAN Branch works directly with 83 local Health Departments in 98 counties.
- The PAN Branch brings a multi-sector, interdisciplinary perspective to projects that change communities' understanding of the causes of obesity and related chronic disease. PAN Branch staff providing technical assistance have years of experience working at the community level, helping them understand the needs of grantees and tailor grants to diverse settings.
- The PAN Branch's strong track record of implementing evidence-based initiatives has resulted in CDC choosing North Carolina as one of the 25 states that it funds for obesity prevention. The Branch's constant contact with CDC ensures that staff members stay abreast of the latest research-based and practice-based evidence for obesity prevention.

COMMUNITY GRANTS

PAN Branch Community Grants support local health departments and their community partners in developing sustainable policy and environmental changes in their communities. These grants support North Carolina citizens to become more physically active, make healthy food choices, and prevent and reduce overweight and obesity. Through funding from the Centers for Disease Control and Prevention and the state of North Carolina, the PAN Branch has successfully administered over

189 community grants. PAN Branch Community Grants have brought together communities, fostered partnerships and facilitated sustainable changes. Through these changes, youth move more in the classroom and eat healthier in the cafeteria; communities have built paths, greenways and parks, worksites offer physical activity breaks and health vending options; faith communities have built trails and support healthy eating.

Recent Examples

Funder: John Rex Endowment
2007-2010—Five three-year community grants
\$120,000 each

- \$641,000 additional dollars leveraged by grantees
- 141,000 citizens of Wake County impacted
- 50,000 new park maps
- 7,725 linear feet of new trails, greenways & sidewalks
- 121 new park & points of interest signs
- 59 publications, presentations & earned media opportunities
- 55 new or enhanced partnerships

“We set up big maps of the area and asked our community members to show us what they wanted. It was very interesting to see all the ways they viewed the community and how many people seemed to want the same things.” —Grantee

Funder: Centers for Disease Control and Prevention
2009-2010—12 one-year community grants
Up to \$20,000 each

- \$40,000 leveraged by grantees in additional resources
- 33,000 North Carolinians impacted
- 85 partnerships made by grantees with community organizations
- 50 work sites, 30 childcare centers, 14 schools and eight churches acted as intervention sites
- 51 new policies or practices implemented
- 43 physical changes made to facilities or environments

“Youth at Union Grove Missionary Baptist Church lead physical activity breaks and provide healthy snacks during Youth Bible Study. The children are now asking for them every week and the parents notice their enthusiasm for wanting to live healthy.” —Grantee

TECHNICAL ASSISTANCE

Service Description

The PAN Branch will work with partner organizations to develop grant projects that embody the vision of the funding organization and further the mission of the Branch and the ESMM NC movement.

Grant services available to partner organizations and grantees include:

- Managing the Request For Proposal (RFP) process
- Evaluating applications and recommending grantees to funders
- Guiding implementation of multi-level evidence-based practices
- Guiding implementation of communications strategies
- Adapting approaches to different populations and environments
- Monitoring progress and capturing critical data
- Composing annual reports for funders
- Evaluating process and outcomes
- Capturing and writing success stories
- Building sustainable partnerships in funded communities
- Identifying additional sources of funding

Evaluation & Quality Assurance

A vital component of PAN Branch technical assistance is helping communities identify realistic and effective ways to evaluate and document grant processes and outcomes. The PAN Branch will work

with funders to identify the deliverables they expect from funded communities and help communities meet funder expectations.

Progress Monitoring and Reporting (PMR) System

PAN Branch staff drew from years of experience consulting with local health departments to develop the PMR system, which PAN uses to monitor and evaluate the work of its grantees. Future grantees can employ this system to report to the PAN Branch and the funder(s) monthly regarding progress on their obesity prevention action plans. Data utility is a core value of the reporting system, which is designed to place the lightest reporting burden possible on grantees while ensuring the collection of relevant data for two purposes: (1) allowing PAN staff to tailor technical assistance to ensure that it is as effective as possible and (2) collecting process and outcome data to be aggregated, reviewed and used by the Branch for programmatic guidance and reporting to funders.

The PMR System features user-friendly, point and click planning and reporting processes. The system walks grantees through policy and environmental change categories and a menu of strategies for assessment, partnership development, outreach, sustainability and more to create their action plans. On the reporting end, the PMR prompts users to report each month on action plan objectives and other key areas of interest such as new resources generated and media coverage.

MARKETING

Market

The market for the PAN Branch's grant services includes foundations, government agencies and other organizations who want to make a measurable and sustainable impact with their grants, but do not have the capacity or expertise to provide comprehensive grant services to their grantees.

The PAN Branch will leverage 14 years of experience addressing obesity issues to partner with these funders to build the capacity of community partners and implement evidence-based interventions that support sustainable policy and environmental change.

Evidence of Reaching Market

As a branch of the NC Division of Public Health charged with promoting healthy eating and physical activity, the PAN Branch is in optimal position to provide technical assistance and facilitate community-based efforts for funding organizations. The PAN Branch has used funding from the Centers for Disease Control and Prevention, John Rex Endowment, the Kate B. Reynolds Charitable Trust, the Robert Wood Johnson Foundation and the state of North Carolina to implement community grants.

PAN's staff is its best and most valuable resource. PAN Branch staff is sought after across the state and nation to provide expertise in the area of obesity prevention. To get a closer view of PAN's staff visit <http://www.ncpanbranch.com/staff.html>.

PAN Staff includes experts in:

- Marketing & Communications
- Physical Activity
- Public Health Methodology
- Evaluation
- Nutrition
- Worksite Wellness
- Surveillance
- Fiscal Management
- Built Environment

PAN Staff's qualifications include:

- Eighteen Masters-level public health professionals
- Ten Registered Dietitians
- Three Certified Health Education Specialists (CHES)
- Three social marketing and communication specialists
- Nine fitness certified
- Two certified NC public school teachers
- Four graduates of the CDC National Obesity Course
- Ten graduates of the National Physical Activity and Public Health Practitioners Course

“If you need one-on-one, all you have to do is call them (state technical assistance leads) and they get right back to you.”

—Local Grant Coordinator, Childhood Obesity Prevention Demonstration Project

FINANCIAL MANAGEMENT

Cost of Grant Services

The PAN Branch will work with each funding organization to identify the most effective way to pay for the costs of administration, oversight and staff time on their project. The North Carolina Public Health Foundation will serve as the fiscal agent.

Funding Goals

The PAN Branch wants to sustain funding for community grants that address obesity and related chronic disease throughout North Carolina.

Return on Investment

The impact of community grants is exponential. Communities often use grants as a springboard to expand projects and exceed their original expectations. For example:

- In Watauga County, partners launched a school-based ESMM NC program that increased daily physical activity for staff and students and created wellness policies, such as restricting the use of food as classroom rewards. Local stakeholders were so enthusiastic about the initiative that they donated an additional \$10,000 worth of money and materials and mobilized volunteers to increase the program's impact.
- In 2004, Granville County created a master greenway plan with an \$11,000 community grant. Upon approval of the plan, local partners continued to advocate for more greenways, which encouraged the county to set aside \$225,000 in future spending. This initial investment helped leverage an additional \$1.1 million in federal transportation funding in 2008.
- Forsyth County expanded their walk-to-school program at Kimberly Park Elementary

PAN partners with diverse organizations to provide the best possible support:

- **Land Use and Transportation Planning**
e.g., Active Living By Design
- **Worksite Wellness**
e.g., North Carolina Prevention Partners
- **Evaluation**
e.g., Eat Smart, Move More University Collaborative
- **Local Food Systems**
e.g., North Carolina Cooperative Extension
- **Coalition Building**
e.g., North Carolina Department of Commerce
- **Afterschool**
e.g., North Carolina Center for Afterschool Programs
- **Faith Communities**
e.g., North Carolina Council of Churches
- **Marketing**
e.g., The Woodbine Agency

School, where 46% of the students now walk to school. Funds were also used to create Walking Wednesday Adventures, a physical activity challenge for students, parents and teachers, in which 98% of classrooms participated. In addition, organizers provided training for teachers, installed exercise equipment and led community outreach programs such as fitness nights and a celebratory Walk to School event.

The services outlined in this document present an opportunity for ESMM NC Partners and other funders to facilitate new community grants that are consistent with the ESMM NC mission. This service will make it easier for ESMM NC Partners to invest in the health of North Carolina's communities and give them greater ownership of the ESMM NC movement. Most importantly, funded communities receiving technical assistance from the PAN Branch will receive the support they need to realize sustainable policy and environmental change.

“The North Carolina state program has shown long-standing support of community-based interventions through their consistent provision of funding over the past eight years and the development of numerous resources for community professionals. Their emphasis on high quality communication messages directly enhances the efforts of community coalitions. PAN is a leader in facilitating change in local communities and has the evaluation system to measure that change.”

—Sarah Kuester, Public Health Advisor, Centers for Disease Control and Prevention



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