

2010 Call for Proposals—Round 2

Brief Proposal Deadline

February 25, 2010



Robert Wood Johnson Foundation

Communities Creating Healthy Environments

Improving Access to Healthy Foods and Safe Places to Play in Communities of Color

Purpose

Communities Creating Healthy Environments (CCHÉ) is a national program of the Robert Wood Johnson Foundation (RWJF) that aims to prevent childhood obesity by increasing access to healthy foods and safe places to play in communities of color. The program will advance RWJF's efforts to reverse the childhood obesity epidemic by 2015 by supporting diverse, community-based organizations and federally chartered tribal nations in the development and implementation of effective, culturally competent policy initiatives to address childhood obesity at the local level. Through this call for proposals (CFP), RWJF will award grants for policy advocacy to improve food and recreation environments in up to 10 communities at high risk for obesity.

Eligibility Criteria

Given the importance of cultural competence to the success of the initiative, eligible applicants must have a track record of at least two years of successful community organizing and policy advocacy to address health-related problems in communities of color. Both the leadership and membership or constituencies of any applicant organization should reflect the communities they seek to serve. Given the program's particular focus on young people, youth-led organizing groups and community-based groups with youth-organizing components are strongly encouraged to apply. Applicants must secure a cash match of at least 10 percent of RWJF funding for the grant period. Organizations that currently receive funding from an industry, corporation, business or other entity or subsidiary of such an entity that markets low-nutrition food and/or beverage products to youth are not eligible to apply.

Selection Criteria

Proposals will be reviewed and scored based on the following criteria:

- The applicant is able to convey clearly environmental problems that may contribute to childhood obesity facing the community/ies in which the applicant plans to work, as well as the relationship between childhood obesity and other community issues.
- The applicant is based in a community/ies where childhood obesity and related health problems are significant.
- The community has available resources that can be leveraged to address these problems (e.g., collaborations, support, existing policies and funding).
- The proposed outcomes and methodology for achieving these outcomes are sound, and they are outlined within a coherent, community-based strategy.
- The applicant is able to convey a clear assessment of the food and recreation equity context.
- The applicant organization has a strong infrastructure, including a strong track record of fiscal management.
- The proposed project has the potential to generate new information/innovation/breakthroughs to increase children's access to healthy foods and safe places to play.

The applicant or community has the capacity to sustain the work beyond the grant period.

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Key Dates and Deadlines

- **January 19–February 12, 2010**
Optional regional information sessions for potential applicants to learn more about the initiative. Visit www.ccheonline.org for dates, locations and registration information.
- **February 6, 2010 (11 a.m. ET)**
Optional Web conference for potential applicants.
- **February 25, 2010 (3 p.m. ET)**
Deadline for receipt of brief proposals.
- **April 7, 2010**
Applicants notified of submission status and select applicants invited to submit full proposals.
- **May 13, 2010 (3 p.m. ET)**
Deadline for receipt of full proposals.
- **July 6–14, 2010**
Site visits to prospective finalists.
- **July 30, 2010**
Notification of finalists.
- **October 1, 2010**
Funding initiated.

Inquiries

For information on the program, eligibility criteria and the application process please contact the NPO:

Ditra Edwards, *deputy director*

Phone: (202) 234-5921

E-mail: cche@thepraxisproject.org

www.ccheonline.org

We encourage all applicants to read the complete details about the program found in the full call for proposals brochure at www.rwjf.org/cfp/cche2.

For more information about funding opportunities from the Robert Wood Johnson Foundation, visit Grants at www.rwjf.org.

Sign up to receive Funding Alerts on upcoming calls for proposals at www.rwjf.org/services.



Total Awards

- A total of up to \$2.5 million will be awarded in this round of funding for policy advocacy grants in up to 10 communities nationwide.
- Awards are for up to \$250,000 per site.
- Grants are for a three-year period scheduled to commence in October 2010.

Use of Grant Funds

Grant funds may be used for project staff salaries, consultant fees, data collection and analysis, meetings, supplies, project-related travel, and other direct project expenses, including a limited amount of equipment essential to the project. In keeping with RWJF policy, grant funds may *not* be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, or as a substitute for funds currently being used to support similar activities.

How to Apply

Proposals must be submitted through the RWJF Grantmaking Online system. There are three stages in the competitive proposal process: (1) all applicants submit a brief proposal that describes the project; (2) invited applicants submit a full proposal and line-item budget for a grant; and (3) up to 15 prospective finalists are selected to participate in site visits to inform the final selection process.

www.ccheonline.org