



(REVISED)

***Healthy States* Grant Program:
Wellness in the Workplace and Community**

The National Governors Association Center for Best Practices (NGA Center) invites states to apply for grants under the NGA Center *Healthy States* Grant Program. The following document is a revised request for proposals representing a change in funding sources, and replaces the previously released effort. These grants are made possible with the generous support of private sector donations.

The NGA Center *Healthy States* grant program builds on the momentum created by NGA Chair Mike Huckabee's *Healthy America* initiative. This initiative has been designed to motivate and guide action by the nation's governors to combat the epidemics of unhealthy lifestyles and obesity among Americans. The initiative has laid out a rationale for gubernatorial action and a menu of options and resources for governors to consider and use. These resources are available on-line at <http://www.nga.org/ci>.

The *Healthy States* grant program will offer challenge grants to states to spur state adoption of wellness initiatives. **This funding will be for the development and implementation of efforts around worksite and/or community wellness** (see *Healthy America* resources for more information on what may be included in these arenas). Currently, the NGA Center is negotiating a separate grant program targeting child obesity; however, the funding has not yet been secured.

The NGA Center will award grants to up to 14 qualified states for up to \$100,000 for one year from the date of the award. Only proposals submitted by the governor will be accepted. **Proposals under this revised announcement must be received by Noon ET on June 27, 2006 to be eligible.**

General Information

The *Healthy States* grant program will focus on planning and implementation efforts in workplaces and communities to spark commitments among key state leaders to advance healthy lifestyles. Applicants should create action plans that include the goals of the program and identify how the grant will drive change toward improved health and wellness for constituents through worksites and/or community-based programs.

During the grant period, the NGA Center will provide states with customized technical assistance and will offer strategic guidance on turning momentum into action. Grants can be used to fund activities advanced in the *Creating Healthy States: Actions for Governors* document (see <http://www.nga.org/ci> for more information). Applicants may seek additional ideas for action planning in *Creating Healthy States: Building Healthy Communities* and *Creating Healthy States: Building Healthy Worksites* issue briefs (see <http://www.nga.org/ci>).

The NGA Center may withdraw or modify this RFP as it deems appropriate. The current schedule for this program is as follows:

- May 1, 2006 RFP released to states
- May 15, 2006 Bidder's conference call
- June 27, 2006 Deadline for submission of grant proposals
- August 2006 Grant awards announced
- September 2006 Grant period commences
- March 2007 Mid-Year reports due
- September 2007 Grant period concludes

Funding Sources for this Grant

In addition to resources from the NGA endowment, the NGA Center is using donations from the private sector to fund this grant program on community and worksite wellness. The NGA endowment will provide approximately \$150,000 to this effort. A total of \$1.125 million was received from the following companies in the amounts listed:

<u>Company</u>	<u>Donation</u>
AstraZeneca	\$250,000
Novo Nordisk	\$200,000
Aetna	\$100,000
General Mills	\$100,000
Johnson & Johnson	\$100,000
PepsiCo	\$100,000
Pfizer	\$100,000
Wal-Mart	\$100,000
Anheuser-Busch	\$75,000

Note: This grant program no longer includes any funds from Altria/Kraft. The NGA Center will not retain any portion of these private sector funds.

Selection Committee

The NGA Center will convene an independent selection committee that will evaluate the applications and make recommendations for awards. The committee will be comprised of leading national experts in worksite and community wellness programs and initiatives.

Bidder's Conference Call

On Monday, May 15 from 3-4 p.m. ET, the NGA Center will host a conference call for interested applicants to offer guidance and address specific questions about the RFP. The NGA Center will forward detailed information on this call to all governors' offices prior to the call date. Governors' advisors may also contact **Joyal Mulheron, Senior Policy Analyst**, at jmulheron@nga.org or 202-624-5364 with individual questions at any time.

Allowable Grant-funded Activities

Grants can be used to fund the following types of activities directly related to the activities described in the state's proposal. Examples of allowable expenses include:

- Time and travel expenses for staff, consultants, and experts;
- Travel and meeting expenses for meetings with consultants, technical assistance providers, officials in other states, and/or stakeholders in the state;
- Producing relevant publications and on-line resources;
- Developing communications materials that promote healthy lifestyles in workplace settings and community environments; and
- Supporting pilot projects, demonstration program, and other implementation efforts.

Grant funds cannot be substituted for normal state business activities or expenses. Grant funds cannot be used for lobbying or for purchasing equipment (such as computers).

Matching Requirement

States must secure a match totaling 25 percent of the grant award. The matching funds can be cash or in-kind donations (personnel costs) from state, federal, or private sources. Funds provided for a match must be used to support the project.

State matching contribution need not be applied at the exact time or in direct proportion to the expenditure of the grant funds; however, the full matching share must be expended by the end of the grant period. Applicants must supply a brief statement in their application stating a plan for securing match funding during the tenure of the grant.

Grantees must maintain records that clearly show the source, amount, and timing of all matching contributions. Contributions (cash or in-kind) shall be accepted for cost sharing or matching purposes when such contributions meet the following criteria:

- Are verifiable from the grantee's records;
- Are necessary and reasonable for proper and efficient accomplishment of project objectives; and
- Are allowable under the applicable federal cost principles as detailed in OMB Circular A-87.

Awards

NGA Center will enter into a sub-grant agreement with grantee states. The agreement will be for one year and not exceed \$100,000 or the state's submitted budget.

Meeting for Selected States

In **September** 2006, the NGA Center will host a meeting for awarded states to provide expert technical assistance, faculty advisement, and strategic guidance to support *Healthy States* efforts. The NGA Center will cover travel and lodging expenses for teams of state representatives from each state or territory selected as a *Healthy States* grantee. Application budgets should not reflect the cost attending this meeting.

Reporting and Payment Schedule

Upon execution of the sub-grant agreement, a payment constituting 50 percent of the full award will be advanced to the state. A mid-year report will be due in **March** 2007 detailing the state's progress towards its goals, tasks undertaken, and expenses compared to budget. The receipt of the mid-year report will be followed by a payment of 25 percent of the total grant.

States will submit a final progress report within 30 days of the close of the grant year. A fiscal statement detailing matching contributions should be submitted with the final report. The final report, including evidence of match funds and final expenses compared to the budget, will trigger payment of remaining grant funds up to the expended amount. Any unexpended or unmatched grant funds advanced to the state must be returned to the NGA Center at the end of the grant.

Each grantee state must agree to participate in an independent evaluation review of the *Healthy States* grant program and progress on state's goals and activities.

Required Proposal Content and Selection Criteria

Governors' offices are invited to submit a proposal for the NGA *Healthy States* grant program that addresses the selection criteria below. Proposals may not be longer than eight pages (this estimates six pages on the proposed use of funds and one-two pages on budgetary estimates, process oversight, and accountability), excluding Governor's letter and attachments. Proposals should be written in 11-point font and be single-spaced.

- **Governor's Letter** (required)
Each application must include a governor's letter to be eligible for the *Healthy States* grant program. The governor's letter must include: state name, name and contact information (name, title, address, phone, email, fax) for the application point of contact, team leader and fiscal agent for the grant.
- **Visions & Goals** (20 points)
Applicants should provide a vision for the proposed program of work and how the work will integrate, enhance, or advance wellness in the worksite and/or community. Additionally, the application should provide the goals to be completed over the tenure of the grant.
- **Team Membership** (20 points)
Participating states must create an interdisciplinary policy team, including a representative from the governor's office, to guide and implement this project, and must designate a team leader and fiscal agent. Please provide letters of interest and commitment from team members who are part of the executive branch (these letters are not included as part of the page limit, but should be submitted as an appendix). The membership of the team should include key decision-makers for worksite and/or community wellness planning and implementation strategies in the state. The team membership also should reflect a high-level of expertise to plan and implement a wellness program.

Preference will be given to applications from states that can demonstrate ongoing commitments to implementation strategies, including evidence that team members serve in positions to influence policy making.

- **Creating a Healthy State Action Agenda/Technical Approach** (40 points)
The *Healthy States* grant program is based on the tenet that states are incubators for national reform and action, and have a great impact on the health of Americans. Through the NGA Winter Forum and the array of materials developed as part of the initiative, governors have been fully informed about the challenges of creating a healthier America and the myriad opportunities for creating a culture of wellness. State leaders, governors and state legislators are in a unique position to drive statewide policy initiatives to measurably improve the state of health among their constituents.

Applications should describe the state’s vision or tentative plan elements for advancing a specific wellness agenda. Potential funded activities include efforts that advance or accelerate the following goals:

1. Educating the public about existing community resources to raise awareness of services and wellness opportunities.
2. Partnering with community organizations to communicate health information, encourage healthy lifestyles, and provide specific programs (such as health programs in churches, community centers, or senior centers).
3. Improving access to healthy options in disadvantaged communities.
4. Improving the “health” of state workplaces and the public sector workforce (including local state employees such as firefighters and police officers) through changes in the states’ employee benefit plans and/or other means.
5. Providing access to health coaching and other preventive services for state employee retirees, and/or at-risk community members.

Proposals should indicate which stakeholders the state hopes to bring to the table, the specific types of assistance that the state hopes to receive during the grant process, and a description of desired outcomes as a result of participation. To execute the proposed goals and visions, applicants must include a management and accountability strategy and how the state will meet the proposed program of work.

Preference will be given to applications that demonstrate a sustainable structure and implementation strategy beyond January 2007.

- **Environmental Scan & Readiness for Change** (20 points)
Applicants should include a review of current statewide initiatives related to healthy lifestyles in the workplace or community settings that impact the state goals for the grant program. Some considerations may include gubernatorial and policymakers commitments to address healthy lifestyles (e.g., Executive Orders, public service announcements); or consumer, employee, or the general public’s support for pursuing healthier lifestyles.
- **Detailed Budget** (required)
Applicants may submit funding requests up to \$100,000 for a one-year grant. The budget should be presented in the format outlined in Attachment A, and include documentation demonstrating how the state will meet the in-kind match requirement, as well as a budget narrative. Additional budget detail submitted will not be counted against the 8-page application limit.
- **Additional Considerations**
Applicants must be in good standing with NGA to be eligible for the *Healthy States* grant program. In addition, applicants must provide compelling evidence that the state will dedicate the staff time and resources necessary to participate in and benefit from the project.

Total Points = 100

Submission Information

Governors' offices must submit their proposal packages by noon Eastern Time on Tuesday, June 13, 2006. Paper or electronic submissions will be accepted. Applications should be submitted to:
Michelle Flanagan

National Governors Association Center for Best Practices

444 North Capitol Street, Suite 267

Washington, DC 20001-1512

202/624-5343

mflanagan@nga.org

This Request for Proposal is not binding on NGA Center, nor does it constitute a contractual offer. Without limiting the foregoing, NGA Center reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall NGA Center be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP.