Western Maternal and Child Health Nutrition Partners - Nutrition Leadership Network
RFP for Training and Technical Assistance Opportunity

I + PSE Approaches to Childhood Obesity Prevention in Rural Communities Project

Background

The Western Maternal and Child Health Nutrition Partners provides its membership of State nutrition leaders in the 13 Western states with technical assistance (TA) and continuing education (CE) activities through its annual Nutrition Leadership Network (NLN) meeting (http://mchnutritionpartners.ucla.edu/index.html). This work is supported through MCHB’s Division of MCH Workforce Development. The 13 Western states cover more rural communities and have a higher density of American Indian/Alaska Native (AI/AN) populations than any other region in the country. Those living in rural areas and AI/AN populations are disproportionately affected by health disparities, including obesity, which uniquely positions the Western Partners and its NLN membership to apply innovative, effective approaches to combat childhood obesity.

Solutions are urgently needed to prevent obesity, but few strategies have proven successful long-term or at the population level. However, in contrast to individual approaches, healthy eating and active living (HEAL) initiatives that include Individual +Policy, Systems, and Environmental (I + PSE) actions realize greater impact (See Appendix A). This comprehensive approach garners greater reach, higher dose response, long-term outcomes, and sustainability. Appropriately, PSE components are now required for USDA-funded food assistance and nutrition education programs, most notably SNAP-Ed and EFNEP. PSE strategies are defined as:

- **Policy change** may occur at organization, community, Tribal, and/or public policy levels, including modifications to procedures or organizational practices, creation of laws, ordinances, resolutions, mandates, regulations, or rules.
- **System change** results from adjustments to the infrastructure that impacts all elements of an organization, institution, or framework. System change may also result from combined effects of policy and environmental change.
- **Environmental change** is the result of modifications to built or natural settings, including physical spaces within organizations, institutions, or public areas.

Goal: Request for Proposals (RFP)

The goal of this RFP is to enable MCH nutrition leadership teams in four Western states to activate broad partnerships and launch comprehensive childhood obesity strategies using the I+PSE conceptual framework for action.

This RFP responds to the needs assessment of NLN members from the 2018 NLN meeting, who identified I + PSE training as a priority. Successful applicants will leverage existing training modules from the University of Minnesota’s Systems Approaches for Health Communities (https://extension.umn.edu/nutrition-education/systems-approaches-healthy-communities), and other materials including tailored TA to guide state teams, including Tribal and community organizations in developing robust childhood obesity strategic plans for rural and/or AI/AN communities. Outcomes will offer opportunities for scale and spread and inform I + PSE science and practice.
The project period for this project is September 1, 2018 – August 31, 2019. By the close of the project period, each team is expected to produce a plan of action using I+PSE methodologies and submit a letter of support signed by a community partner with whom they plan on working. At the end of the project period, the completed plans of action will be evaluated for inclusion of: 1) sufficient resources for implementation; 2) commitment of essential partners; 3) alignment with state childhood obesity plan (including reaching State Performance Measures); 4) potential changes in infrastructure/systems to promote sustainability; 5) potential ability to reduce state healthcare costs (e.g., build in cost-benefit indicators); and 6) feasibility of replication in other states.

Criteria for Application
Applicants should provide:
1) A brief description of current healthy eating, active living (HEAL) activities in your organization with the goal of childhood obesity prevention;

2) A brief description of proposed activities for this RFP, including:
   a) which of the activities identified in #1 will be used as a springboard for this project, and why (NOTE: applicants may build on the I+PSE work completed during the 2018 NLN and/or a new activity that they would like to propose);
   b) the population and/or audience to be served (i.e., demographics and potential number reached);
   c) the specific type of activity to be provided;
   d) the theoretical model to be used, if any, to support the activity;
   e) the tiers of the I+PSE Conceptual Framework in which the activities are aimed (see Appendix A); and
   f) how you will determine the potential success of the activity.

3) Information about your team members. Who will be working with you on this project? Indicate:
   a) who your proposed community partner(s) is/are;
   b) the nature of your relationship; and
   c) evidence of working with that community partner.

4) A signed copy of the Letter of Support (template provided in Appendix B) from your direct supervisor indicating agreement to proceed with the proposed project and allowing you time to participate in the training and TA activities.

The proposal should not be longer than two pages, single-spaced, using 1-inch margins, and 12-point font. The signed Letter of Support (see template) will be a third page and does not count toward the 2-page limit. Applications should be submitted in MS-Word or pdf format and sent via email to: Leslie.Cunningham-Sabo@colostate.edu. Applications are due on September 14, 2018 by 11:59 pm (PST).

You are strongly encouraged to use the rubric provided in Appendix C of this RFP as you develop your proposal. This rubric will be used to score and evaluate proposals.
Summary Q & A

1. **Who is Eligible to Apply?**
   MCH State nutritionists in the thirteen western states served by the NLN and their respective team members from Tribal and community organizations.

2. **What will Applicants Receive if Accepted?**
   Accepted applicants (trainees) will gain access to the I-PSE training modules from the University of Minnesota’s Systems Approaches for Healthy Communities as well as other materials including tailored TA to guide them and their teams (including Tribal and community organizations) to develop childhood obesity strategic plans for rural and/or AI/AN communities.

3. **What will Applicants be Expected to Deliver?**
   By the close of the project period, each team is expected to produce a plan of action using I-PSE methodologies and submit a letter of support signed by a community partner with whom they plan on working.

**Key Dates**
- Application Release: August 17, 2018
- Q & A Webinar: August 24, 2018, 12 pm (noon) PST/1 pm MST
- Application due: September 14, 2018, 11:59 pm (PST)
- Project period: September 1, 2018 – August 31, 2019
# APPENDIX A

I+PSE Conceptual Framework for Action

<table>
<thead>
<tr>
<th>I + PSE Framework</th>
<th>Description</th>
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<tbody>
<tr>
<td>Strengthen Individual Knowledge &amp; Skill</td>
<td>Enhance personal, individual, or household's capability of healthy eating and active living</td>
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<tr>
<td>Promote Community Education</td>
<td>Reach groups of people with information and resources to promote healthy eating and active living</td>
</tr>
<tr>
<td>Educate Providers</td>
<td>Inform providers or intermediaries who will transmit skills and knowledge of healthy eating and active living to others</td>
</tr>
<tr>
<td>Foster Coalitions &amp; Networks</td>
<td>Convene groups and individuals around healthy eating and active living to meet broader goals and greater public health impacts</td>
</tr>
<tr>
<td>Change Organizational Practices</td>
<td>Adapt regulations and procedures by shaping norms that support healthy eating and active living</td>
</tr>
<tr>
<td>Modify Physical Spaces</td>
<td>Change physical spaces or setting within organizations or larger public environments that support healthy eating and active living</td>
</tr>
<tr>
<td>Inform Policy &amp; Legislation</td>
<td>Develop strategies to change laws, regulations, and policies that support healthy eating and active living</td>
</tr>
</tbody>
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APPENDIX B

Letter of Support Template

September 14, 2018

APPLICANT’S NAME
TITLE
ADDRESS

Dear APPLICANT’S NAME,

It is my pleasure to support your application in response to the Western Maternal and Child Health Nutrition Partners, Nutrition Leadership Network (NLN) Training and Technical Assistance (TA) Opportunity for Individual + Policy, Systems, and Environmental (I + PSE) strategies to prevent childhood obesity.

This application will be used to support training in these methods and includes TA using modules from the University of Minnesota’s Systems Approaches for Health Communities and other materials tailored to guide states in developing robust childhood obesity plans of action for rural and/or American Indian/Alaska Native (AI/AN) communities.

The expected outcomes of this project will offer opportunities for scale and spread and inform I + PSE science and practice. The funding period for this project is: September 1, 2018 – August 31, 2019. By the close of the project period, each team is expected to produce a draft plan of action using I + PSE methodologies and submit a letter of support signed by a community partner with whom they plan on working. The completed plans of action will be expected to demonstrate: 1) sufficient resources for implementation; 2) commitment of essential partners; 3) alignment with state childhood obesity plan (including reaching State Performance Measures); 4) potential changes in infrastructure/systems to promote sustainability; 5) potential to reduce state healthcare costs (e.g., build in cost-benefit indicators); and 6) feasibility of replication in other states.

The Western Maternal and Child Health Nutrition Partners will support state-tailored activities by paying for access to the training modules and providing TA sessions to assist with action plan development. As your direct supervisor, I agree to allow you and your team members at LOCATION OF EMPLOYMENT, to take the time to participate in these training and TA
sessions to meet the goals of plan development and forge new and/or renew community partnerships.
Sincerely,

SUPERVISOR’S SIGNATURE

SUPERVISOR’S NAME
TITLE
APPENDIX C

Scoring Rubric for Request for Proposals – Childhood Obesity Prevention

**Applicant:**  
**Reviewer:**

**Requirements:**

- [ ] Met submission deadline of September 14, 2018
- [ ] Includes a signed letter of support from supervisor (see template provided)

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Missing, unclear or irrelevant to the RFP</th>
<th>Included but is vague, inconclusive or correlation to RFP goals is weak</th>
<th>Clearly stated and the correlation to RFP goals is adequate</th>
<th>Clearly stated and the correlation to the RFP goals is strong</th>
<th>Score X Weight</th>
<th>Total</th>
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<tbody>
<tr>
<td>1) Background</td>
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<tr>
<td>a) Describes the current healthy eating, active living (HEAL) and childhood obesity prevention activities in the organization</td>
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<tr>
<td>2) Proposed Activities for this RFP</td>
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<td>a) Identifies activities to use as a springboard for this project, and why. Activities may build on the I+PSE work completed during the 2018 NLN</td>
<td>0</td>
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<td>2</td>
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<td>b) Identifies the populations and/or audiences served (demographics/#)</td>
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<td>c) Specifies type of activities provided</td>
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<td>d) Identifies a theoretical model used, if any, to support activities</td>
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<td>e) Indicates the I+PSE tier(s) in which activities are aimed at changing</td>
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<td>f) Describes how they will determine the potential success of the activity</td>
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<td>3) Organizational Team and Community Partners</td>
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<tr>
<td>a) Describes potential community partners to support proposed</td>
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<td>3</td>
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7
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<tr>
<th>activities</th>
<th>Missing, unclear or irrelevant to the RFP</th>
<th>Included but is vague, inconclusive or correlation to RFP goals is weak</th>
<th>Clearly stated and the correlation to the RFP goals is adequate</th>
<th>Clearly stated and the correlation to the RFP goals is strong</th>
<th>Score X Weight</th>
<th>Total</th>
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<tr>
<td>b) Describes the nature or capacity of community relationships</td>
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<td>c) Provides evidence of working with community partners</td>
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Total (max points = 123)

General Comments:

Final Recommendation:

☐ Yes, I recommend this RFP to be supported

☐ Yes, I recommend this RFP to be supported, but with the following revisions

Revisions:

☐ No, I do not recommend this RFP to be supported

Rationale: