



## Walmart Healthy Communities Program

Dear LULAC Council:

On behalf of LULAC and the Walmart Foundation, we welcome you to apply for the 2016 Walmart Healthy Communities Program. We are delighted to continue our partnership with the Walmart Foundation in addressing health disparities in the Latino community by promoting proper nutrition and healthy diets.

Unhealthy eating habits can be linked to serious health issues, including diabetes and obesity, both of which are prevalent issues within the Latino community. 10.4% of Latinos over the age of 20 have been diagnosed with diabetes and 38% of Latino youth between 2 and 19 years of age are overweight and 21% are considered obese. Obesity can be the underlying factor for many health issues such as asthma, cardiovascular and liver disease, and type 2 diabetes.

The Walmart Healthy Communities Program brings resources to local communities and strives to create localized solutions through comprehensive programming. LULAC and the Walmart Foundation invite you to join this collaborative effort and make a change within your local community.

Through this Request for Proposals (RFP), LULAC will award 10 grants up to \$10,000 to our local LULAC councils and/or community partners. Recipients of the grant will create programming that encourages the integration of fruits and vegetables into daily diets and promotes more home cooked meals.

In the attached RFP, you will find more information about this grant opportunity. Should you have any questions about the enclosed eligibility criteria or submission guidelines, please contact Declan Kingland, LULAC National Health Programs Coordinator via email at [DKingland@LULAC.org](mailto:DKingland@LULAC.org) or by phone at (202) 735-3581.

Proposals must be submitted by 6:00 p.m. PST, February 15<sup>th</sup>, 2016. We thank you for your commitment to your community and look forward to working with you.

Sincerely,

Brent Wilkes  
National Executive Director  
League of Latin American Citizens  
1133 19<sup>th</sup> Street NW, Suite 1000  
Washington, DC 20036



## Walmart Healthy Communities Program

**APPLICATION RESPONSE DEADLINE:**  
**Monday, February 15, 2016 6:00pm PST**

### Key Grant Requirements:

Program Requirements	Reporting Requirements
<ul style="list-style-type: none"> <li>• At least 30 people will participate in council led programming from beginning to end.</li> <li>• The same 30 people must complete; an application, entrance survey and exit survey.</li> <li>• Each participant must sign a health pledge and engage at least 4 people in their family to make a healthy commitment.</li> <li>• Commit to hosting a 6-month program with two meetings per month.</li> <li>• Council must collect post program survey results from all program participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Submit and implement a proposed budget. Retain and submit all receipts.</li> <li>• Submit event sign in sheet and pictures monthly.</li> <li>• Submit 120 pledges to LULAC.</li> <li>• Collect interesting anecdotes and remarks about program from participants.</li> <li>• Maintain a record of in-kind support or other funding that helped augment your program(if any)</li> </ul>

### Key Dates:

<b>Grant Proposal Due</b>	February 15, 2016; 6:00 pm PST	Submit to DKingland@LULAC.org
<b>Notification of Awardees</b>	March 1, 2016	Applicant councils will be notified on regarding selection of awardees
<b>6 Month Program Period</b>	March 1, 2016 – August 31, 2016	Selected councils must host their program during this time period. <i>Exemptions will be granted on a case by case basis</i>
<b>Final Program Reports Due</b>	September 31, 2016	Event reports must be submitted monthly to DKingland@LULAC.org
<b>Collection of 3 Month Follow Up Survey</b>	November 31, 2016	Follow Up Survey Data must be submitted to DKingland@LULAC.org

## Background Information

### About LULAC

The League of United Latin American Citizens (LULAC) is the largest and oldest Hispanic organization in the United States; works to advance the economic condition, educational attainment, political influence, housing conditions, health, and civil rights of Latinos. Annually, LULAC engages its network of 135,000 community volunteers, over 1,000 local councils, 60 community technology centers and 14 LULAC National Educational Service Centers to empower Hispanic families through direct service programs and advocacy in 35 states, the District of Columbia and Puerto Rico.

### About LULAC's Latinos Living Healthy Initiative

In 2010 LULAC launched the Latinos Living Healthy initiative to address existing disparities for vulnerable communities of color and advance health equity for all Americans. Latinos face several disparities including high rates of chronic and preventable illnesses, hunger, poverty and low rates of health insurance coverage. These factors directly affect our health and contribute to an overall greater risk of poor health outcomes. This issue is complex and requires creative solutions at the local level.

### Snapshot of Latino Health

The Latino community faces a number of health disparities. Many factors, including language and cultural barriers, lack of access to preventive care, and the lack of health insurance often shape health in the Latino community. These factors are often behind certain health issues being prevalent within the community. According to the Centers for Disease Control and Prevention (CDC), the leading causes of illness and death in Hispanics include heart disease, cancer, unintentional injuries (accidents), stroke, and diabetes.

Diabetes is a widespread health issue in the Latino community. 10.4% of Latinos over the age of 20 have been diagnosed with diabetes. Some of the contributing factors of diabetes are excess weight and lack of physical activity. Obesity is also a prevalent health issue in the Latino community and is greatly affecting youth. 38% of Latino youth between the ages of 2 and 19 are overweight and 21% are considered obese, which puts them at increased risk for type 2 diabetes, asthma, cardiovascular disease and liver disease.

Oftentimes more expensive healthy options hard when working on a budget. These financial hurdles are exacerbated as well because Latino families tend to shy away from federal assistance. In 2011, 40% of Latino households eligible for the Supplemental Nutrition Assistance Program (SNAP) did not apply and take advantage of the resources available to them. It is not only personal meal choices though as school lunches can also be an attributing factor. Latino students have fewer healthy food options than their white peers; in fact, in 2010, only 37% of Latino students had access to a salad bar at school.

Through the Walmart Healthy Communities Program, LULAC and the Walmart Foundation aim to bring communities together and create localized solutions to combat these barriers to a healthier way of life.

## Scope and Use of the Grant

### Walmart Healthy Communities Program Description and Goals

As part of LULAC's Latinos Living Healthy initiative the Healthy Community Program grants will continue to engage our extensive nationwide network of community volunteers and their councils in a movement to dispense information and resources regarding the causes, effects and outcomes of health issues that affect Latinos across the United States and Puerto Rico. LULAC National will offer ten (10) grants up to \$10,000 to our local LULAC councils and/or community partners. This initiative's goal is to work with our partners and support programs to create a positive impact by: (1) increasing servings of fruits and vegetables consumed, and (2) increasing number of home cooked meals.

LULAC Councils are given the flexibility to design frameworks that take into account local nutrition concerns, resources, & support systems but designed programs must incorporate the following components:

- Cooking Demonstrations
- Nutrition Information Sessions using the Bodyworks or similar curriculum
- Maintaining a Food Journal
- Healthy Recipe Sharing
- Group Grocery Shopping

A sample program outline that includes these components can be found on page 5 of this packet.

Proposals with a physical activity component will be considered but not a requirement in this grant cycle. Successful proposals will present creative, localized, and sustainable programs with short-term & long-term measurable effects that build on community involvement.

## Applicant Qualifications

*10 grants of \$10,000 will be awarded to councils that meet the criteria outlined below.*

- Be a LULAC Council in good standing or a 501(c3) organization.
- Be willing to work with LULAC National for marketing and outreach activities.
- Provide timely final reporting data or as requested.
- Participate in conference calls and other meetings or check in calls as requested.

## Proposal Submission

The proposal package should be approximately five (5) typed pages including the cover page. You can save this packet once completing the fields and email to [DKingland@LULAC.org](mailto:DKingland@LULAC.org) (subject line: Healthy Communities Program) or print and fax to (202) 833-6135 no later than 6:00 PT on February 15, 2016.

## Reviewing, Funding, and Notification Process

All qualified proposals will be considered by a review panel and evaluated on the criteria within the Call for Proposals. Final decisions on grant recipients will be made and announced in writing by March 1, 2016.

## Sample Program Timeline

	<b>Topic</b>	<b>Notes</b>	<b>Items submitted to LULAC National</b>
Session 1	Where are you now?	From <i>Body Basics</i>	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Entrance Survey</li> <li>• Group Picture</li> </ul>
Session 2	Set Goals and Plans	From <i>Body Basics</i>	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> </ul>
Session 3	Understanding Healthy Eating	From <i>Body Works</i> , understanding what serving sizes are	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> </ul>
Session 4	Food Activity/ Community Meal	<p>Participants in program will be split into groups; each group will be assigned vegetables and fruits that they must use for their meal.</p> <p>Potluck will be held during class.</p> <p>They will talk about the importance of incorporating vegetables and fruits into daily meals.</p>	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> </ul>
Session 5	Benefits of Physical Activity	From <i>Body Works</i>	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> </ul>
Session 6	Cooking Demonstration	Participants in the program will receive a card with some healthy recipes.	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> <li>• Sample of the recipe card</li> </ul>
Session 7	Workout Activity/ Zumba Session	Participants in the program will participate in a 30 minutes Zumba class	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> </ul>
Session 8	Shopping and Cooking	Participants in the program will learn how to shop and make healthy, convenient, and inexpensive meals at home.	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> </ul>
Session 9	Community Garden	Participants in the program will be informed about the importance of community gardening.	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> </ul>
Session 10	Supporting a Healthy Family at Home	Participants will learn tips on how to create a healthy environment at home.	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> <li>• Flyer Provided</li> </ul>
Session 11	Easy at-home exercises	Participants in the program will receive a class on workouts they can do at home.	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> </ul>
Session 12	Reflection and Next Steps	<p>Participants in the program will reflect on all they have learned during the program</p> <p>They will discuss future plans on how they will maintain their healthy nutrition practices.</p>	<ul style="list-style-type: none"> <li>• Attendance Sheets</li> <li>• Pictures</li> <li>• Exit Survey</li> </ul>



**Program Application Packet Cover Sheet**

<b>Applicant's Name</b>	<b>Council # (if applicable)</b>
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<b>Phone Number / Email Address</b>	<b>LULAC Region</b>
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<b>Org/Council Address</b>	<b>City</b>	<b>State</b>	<b>Zip Code</b>
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<b>Council Program Coordinator</b>	<b>Council President</b>
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**WRITTEN PORTION**

- 1.) Applicant's Demonstrated Capacity to carry out this work. (Maximum of 1/2 page)**
  - a. Provide a brief description of your organization's mission, history, and community achievements.
  - b. If applicable, describe any past experience your council has had with health interventions.
  - c. Identify at least 2 partners who will help ensure successful completion of your program.  
*Inclusion of a Letter of Support by partner organizations is requested but not required. If not submitted, additional materials may be requested during the award determination process.*
  
- 2.) Describe the nutrition need in your community. (Maximum of 1/2 page)**
  - a. Describe the impact poor nutrition has on your community. Are there existing programs in your community that address this issue?
  - b. Why is it important to implement this program in your specific community?
  - c. How will your program address this issue at the community level? What novel or unique program elements will you incorporate to make your program more locally or culturally competent?
  
- 3.) How will you ensure that the program meets participant requirements? (Maximum of 4 pages)**
  - a. Outline how you will ensure that your program will reach a minimum of 30 consistent participants during the program period.
  - b. Brief timeline outlining expected logistical work or milestones throughout your program.
  - c. Communications activities around your program. Describe how you plan to announce and promote your program.
  - d. How will you utilize the grant funding (*i.e.* Supplies, transportation, printing, promotion, etc.)
  - e. Do you have any in-kind support or other funding you can leverage to further the reach of this effort?
  
- 4.) Mandatory Attachments (Include in email or fax):**
  - a. Proposed Program Timeline (*can be amended with your consent during award determination process*)
  - b. Proposed Program Budget (*can be amended with your consent during award determination process*)
  - c. 2 Letters of Support

**Applicant's Demonstrated Capacity to carry out this work. (Maximum of 2,500 characters)**

**Describe the nutrition need in your community. (Maximum of 2,500 characters)**

**How will you ensure that the program meets participant requirements? (Maximum of 20,000 characters)**