

**Blueprint Seed Grant Final Report  
Submitted by the State of Alabama  
October 31, 2007**

## **Background and Overview**

Alabama has high obesity, heart disease, diabetes, and cancer rates. Poor nutrition and lack of physical activity are consistently listed as contributing factors to these high rates. Currently the problems are being addressed separately, with poor lifestyle choices being the overarching issue. Poor lifestyle choices can be targeted and improved through wellness programs. These programs can help participants become more aware of their choices and provide the skills to change unhealthy behaviors leading to improved health and wellbeing.

Upon receiving a seed grant from the Association of State and Territorial Public Health Nutrition Directors (ASTPHND) of \$2,500, leaders of the Nutrition and Physical Activity Division (NPA) of the Alabama Department of Public Health (ADPH) and the University of Alabama at Birmingham (UAB) were able to start the process of developing a comprehensive state wellness plan. The process has helped to prioritize efforts to improve the health and well-being of Alabama communities.

Developing the State Wellness Plan began with key leaders representing a diverse group with wellness interest from various health related task forces /councils, public health, academia, health care, education, businesses, and community groups being invited to a statewide meeting, forming a State Wellness Coalition.

At the first meeting, the State Health Officer issued the challenge of bringing the separate efforts together for a coordinated approach stating that the intent of the Wellness Coalition was not to undo or change the efforts in place, but to help develop the integrated plan for the entire State. The group was challenged to write a state plan that was realistic, yet used visionary methods to sustain a cultural change where people want to and are able to make healthy lifestyle choices to promote wellness. The action started with the group seeing the same vision, supporting a unified mission statement, and agreeing on a wellness model.

Eight venues were selected by the Coalition to be the focus areas of the Plan. The National Wellness Institute's Six Dimensions of Wellness Model and the Social-Ecological Model were analyzed and used in the development of the State Wellness Plan. As a final step in the process, the Coalition is using the MCH funded publication, Cornerstones of a Healthy Lifestyle: Blueprint for Nutrition and Physical Activity to apply relevant aspects.

## **Blueprint Cornerstones Addressed**

Three Cornerstones have been addressed by Alabama's seed grant project. The funds received provided a means of hosting a statewide meeting of key leaders, forming a State Wellness Coalition. This collaboration initiated new working partnerships (Cornerstone #2) and generated much more interest than expected. As news of the newly formed Coalition continues to spread across the state, requests to join the State Wellness Coalition are continuing to be received, and accepted. Current Coalition partners have suggested and brought their own partners into the group which has helped to build additional collaborative efforts.

The State Wellness Plan is evidenced based research, with best practices/ promising practices encouraged (Cornerstone #3). The State Wellness Coalition partners have relevant expertise and skills to support and guide community members in policy development and planning utilizing evidenced based research.

The concept of tailoring messages was well received by the State Wellness Coalition, however, due to limited funds; implementation of public awareness campaigns during preferred viewing and listening times is unattainable (Cornerstone #5). However, work will continue among the Coalition partners to include communication strategies within the State Wellness Plan to reach all populations. The development of Wellness Kits have been suggested by various Coalition partners for each of the targeted venues. This will provide an opportunity to incorporate tailored wellness messages within each kit. The possibility of developing the kits will be reviewed as the State Wellness Plan is finalized.

## **Opportunities as a result of the Seed Grant**

The new partnerships which have resulted from the formation of the State Wellness Coalition are too numerous to list but are so beneficial in regards to the opportunities that have been created by the sharing of information and knowledge.

Information about the Wellness Coalition and the development of the State Wellness Plan was provided at an Obesity Task Force meeting and a Comprehensive Cancer Control Coalition meeting. This presented an opportunity to recruit additional Wellness Coalition partners and raise awareness about the Blueprint.

## **Barriers and Lessons Learned**

An extensive search was done for other existing comprehensive wellness plans to potentially use as models for Alabama's process, but none were found. However, other states had various plans which contained some elements of wellness which could be used as starting points.

Another barrier encountered was determining how to define Wellness so that a realistic and workable plan could be written.

## **Other Funding Sources used for the seed grant project**

In-kind funding was provided for the time and travel of staff from the Nutrition and Physical Activity Division, Alabama Department of Public Health and the University of Alabama at Birmingham who worked on the seed grant project.

Wellness Coalition partners have offered and are providing free meeting spaces and lunches for participants as work continues on this project.

## **Words of Advice**

The application process for the seed grant is uncomplicated so we strongly encourage other states to apply. Especially since the possibilities of using and disseminating the Cornerstones of a Healthy Lifestyle Blueprint for Nutrition and Physical Activity are unlimited. In addition, the technical assistance from ASTPHND and the sharing of information with other seed grant funded states has been beneficial.

We greatly appreciate the opportunity to have been able to put together a State Wellness Coalition for the purpose of writing a State Wellness Plan for Alabama using the Blueprint as the basis. It is anticipated that the Coalition will be around for many years helping to implement and evaluate the strategies developed within the Plan.

## **ASTPHND Blueprint Report**

Submitted by the Kansas Department of Health & Environment  
Office of Health Promotion  
Physical Activity & Nutrition Program

A Statewide training was held in July using the Blueprint as the framework. This particular training focused on Cornerstone 1: Assure access to healthy foods and locations to engage in physical activity. The target audience was Chronic Disease Risk Reduction (CDRR) grantees. The CDRR grant program is administered by staff of the Office of Health Promotion and includes funding and technical assistance from the Physical Activity and Nutrition Program. The 3 primary areas of focus of the CDRR grants are to decrease tobacco use, increase physical activity, and increase fruit and vegetable consumption in Kansas communities. CDRR grantees include Local Health Departments, hospitals, recreation organizations, and Kansas State Research and Extension.

The training was designed to provide tools and information to CDRR grantees to: promote and/or develop market outlets featuring local produce to increase the consumption of fruits and vegetables; improve the nutritional environment of restaurants to make healthy choices more accessible; and promote and/or develop walking trails and related programs within communities to increase physical activity.

Presentations were given by key individuals in the following statewide organizations: Kansas Department of Health & Environment, Kansas State Research and Extension, Kansas Trails Council, Kansas Health Foundation, and the Kansas Department of Transportation. All of these organizations are an integral part in making greater progress towards work on all of the Cornerstones in the Blueprint.

The training focused on two key messages to be used in programs and events designed to increase access to fruits and vegetables and physical activity opportunities. They were: 1) Fruits & Veggies—More Matters™ and 2) Change Something (a Kansas Grown Mass Media campaign, see: [www.changesomething.org](http://www.changesomething.org)).

Training sessions included: 1) overview of Blueprint: mission, vision, guiding principals, goals, and the cornerstones; and 2) strategies to support cornerstone one, which included: (a) starting a Farmers' Market; (b) using Earned Media as a way of increasing awareness of local produce and trails; (c) receiving training on utilizing the messages, Change Something and Fruits & Veggies—More Matters; (d) building and promoting walking trails; (e) incorporating Safe Routes to School program and strategies into local communities; (f) implementing the Healthy Kansas Restaurant Award program in local communities; (g) utilizing Walk Kansas to promote local walking trails and pathways; (h) and increasing awareness of the Trail Mixx grant program which helps get youth, especially teenagers, involved in the trails building process. The website with the agenda, most presentations, and resources made available through this training can be found at: [http://www.kdheks.gov/lean/cdrr\\_pan\\_training.htm](http://www.kdheks.gov/lean/cdrr_pan_training.htm).

Forty-two people attended the training on site and 18 attended through Go-To meetings, a web-based meetings program. Local food from a locally owned restaurant was served for lunch in addition to locally made whole wheat breads from our own Capitol Midweek Farmers' Market for breakfast. An Archivist led a trail walk and all but 4 of the attendees went on the walk. This was a very exciting part of the day. Luckily the weather was beautiful. The response to this training was overwhelmingly positive.

Two key opportunities came up as a result of this funding. First, one of the presenters at the Blueprint training determined the Blueprint to be the perfect backbone for a mini-grants program she administers to local Kansas communities. The grant is called, “Get it–Do it” and provides grants up to \$3,000 to communities already working within the framework of Kansas Pride (The Kansas PRIDE program is a volunteer, grassroots effort to improve the quality of life in local communities) to promote physical activity. In their RFP, they use the Blueprint Cornerstones to list out areas of focus. This document is attached. 40 Blueprints were provided to Elaine Johannes, the Kansas State University Professor in charge of this grants program. Second, funds left over from the Blueprint grant were used to leverage partnerships with the organizations, Kansas Recreation & Parks, KS Department of Wildlife and Parks, Kansas State University, and multiple local non-profit recreation groups who were planning a Kansas Trails Summit. Through these partnerships, we were able to add an additional day to the annual Trails Summit, focusing on making connections to build healthy, active communities, bringing to life Cornerstones 1 and 2. Blueprints were made available at the Summit resource table. We had approximately 130 attendees at this conference and brought in some amazing speakers. The agenda for this summit can be found at:

[www.kdheks.gov/bhp/healthy\\_ks\\_comm/](http://www.kdheks.gov/bhp/healthy_ks_comm/)

Because of the additional resources leveraged, the Physical Activity and Nutrition Training focusing on Cornerstone 1 of the Blueprint was accomplished with expending only half of the Blueprint grant. The Built Environment and Trails Summit was funded in part by the Blueprint grant along with additional funds leveraged through registrations, sponsors, and Preventive Health Block funds.

Advice for future Seed Grant award recipients would be to use this money to leverage funds from other areas and through partnerships with other organizations that are hoping to accomplish similar goals, even if they call it something else (i.e. increase safety, increase recreation opportunities, increase property values, etc.). Identify the strengths of your state and use this money as an excuse to bring them all together.

### GET IT - DO IT! Mini-grant

*GET IT: get knowledge, skills, tools and resources*  
*DO IT!: do the promotion – get the results*

#### **A resource of “Partnerships for Healthier Kansas”**



#### **The Issue -**

Community-based organizations (CBOs) – such as PRIDE groups - must be involved in stemming the tide of obesity. According to the CDC (Centers for Disease Control, The Community Guide, 2006), “Whole community efforts that include informational, behavioral-social, environmental and policy approaches have been found to be effective in increasing the physical activity levels of targeted audiences.” Those strategies are most effective when an alliance of community organizations (e.g., PRIDE, local Extension offices, youth organizations, faith communities) work together to implement effective programs. Unfortunately, many communities lack the knowledge or resources to **identify** effective programs, **adapt** them to the uniqueness of the community and audience and **implement** them for sustainment.



#### **The Idea –**

According to a number of national experts (i.e., National Academy of Sciences – Institutes of Medicine, Association of State & Territorial Public Health Nutrition Directors) the cornerstones of effective community-based health promotion for obesity prevention across the life-span are:

- **Access** – access to healthy foods and locations to engage in physical activity.
- **Collaboration** – promotion of healthy lifestyles through effective collaboration and partnership.
- **Science and Research** – building and understanding the science base, and accelerate the transfer of science to practice.
- **Workforce** – increase the diversity, capacity and flexibility of the health promotion workforce, both paid and volunteer.
- **Communications** – promotion of health and increased awareness of the investment value of nutrition and physical activity through effective, theory-based communications.

The community development and capacity-building process of PRIDE fits the cornerstones of engaged CBOs. Kansas PRIDE believes that for significant accomplishments/impact to take place it is critical that an identified and planned process be developed and implemented. That process includes:

Assessment	Visioning	Goal Setting	Planning	Implementation	Strategic Use of Resources
		Evaluation	Sustainability	Celebrate!	



#### **The Partnership–**

The K-State Research and Extension, *Partnerships for Healthier Kansas* project equips community leaders (adults and teens) with the knowledge, skills, tools and resources necessary for the implementation of health promotion

programs that have been found to be effective or that have been recommended by national experts. Collaborations with a number of Kansas (e.g., Kansas Health Foundation, K-State CECD) and national organizations (e.g., USDA/CYFAR) has resulted in the knowledge, resources and commitments necessary to help PRIDE and other community-based organizations pilot and sustain health promotion programs. For more information about KSRE *Partnerships for Healthier Kansas* contact: Elaine Johannes, PhD, School of Family Studies and Human Services, Kansas State University, 343 Justin Hall, Manhattan KS 66506 (ejohanne@ksu.edu).

### **The Details: GET IT – DO IT! Mini-grants**

- **Up to \$3,000 for 9-month (January – September, 2008) physical activity health promotion project(s). Work may continue post September, but final reports are due October 30, 2008**



Local Kansas PRIDE organizations, with local K-State Extension and youth partners, are invited to apply for mini-grants to plan, implement and celebrate community-based, adult - teen health promotion projects. Fundable projects are to focus on physical activity promotion in communities and must involve active partnerships of adult and youth (ages 12-18). Projects may include development of walking trails, establishment of sustainable walking/biking/activity clubs and TV/screen-time reduction campaigns, physical activity promotion events intended to improve access to physical activity places (e.g., walking trails, tracks, neighborhood sidewalks).

- **GET IT – DO IT!** proposals are **due November 26, 2007** and awards will be **announced by December 7, 2007**. Community PRIDE groups awarded the funds there will be expected to participate in three trainings to support their Get It – Do It! projects. Those trainings will include information and techniques for effective community health promotion through youth and adult partnerships. Training content will also help PRIDE groups in their sustainment and expansion of on-going physical activity promotion efforts (e.g., expansion of Walk KS for Kids, walking promotions, trail maintenance).

Trainings will be held: January (Rock Springs 4-H Center), February (Kansas State University, Manhattan), April 18-19 – HealthFest! (Rock Springs 4-H Center) and September (Kansas PRIDE Day). The estimated costs for at least two PRIDE group members to attend these trainings should be built into a Get It – Do It! grant proposal. Costs would include travel to training locations, overnight lodging (est. \$100/room), evening meals, and other incidentals.

- **GET IT – DO IT! funding should be used for:**



- ✓ marketing, advertisement, media campaign items to promote activity
- ✓ purchase of, training for and implementation of evidence-based curriculum (e.g., programs identified through “*We Can Energize Our Community!*” National Institutes of Health, “*The Community Guide*” Centers for Disease Control, or “*Moving to the Future*” of the Association of State & Territorial Public Health Nutrition Directors, VERB, Centers for Disease Control)
- ✓ planning/organizational meetings (e.g., materials, refreshments, facilities, consumable supplies),
- ✓ teen-and-adult recruitment, involvement and retention (e.g., tee shirts, draw string bags, wristbands, pedometers)
- ✓ travel, lodging, per diem, incidentals to attend training, meetings, conferences
- ✓ office supplies associated with the planning, promotion, completion and reporting of the project

- ✓ communication (e.g., phone, fax, post mail)
- ✓ event costs (e.g., rental, event insurance, temp staff, transportation)

Not allowed:

- ✓ purchase of office equipment (e.g., computers, desks, chairs, etc.)
- ✓ costs incurred for vendor programs, materials and supplies that lack “evidence” of effectiveness
- ✓ supplanting of other funds (i.e., using GET IT – DO IT! to pay for on-going administrative/organizational, project expenses)
- ✓ indirect fees or administrative costs



- **To Apply**

Community PRIDE organizations with identified, consistent administrative/management support, and partnerships with local K-State Extension and youth, are invited to apply for Get It – Do It!

Complete this application form, attach the required documents and mail or hand deliver not later than November 26, 2007 (5pm CST) to:

**GET IT – DO IT!**  
**Att: Elaine Johannes**  
**School of Family Studies and Human Services, Kansas State University**  
**343 Justin Hall**  
**Manhattan, KS 66506**  
**(PLEASE DO NOT SEND ELECTRONIC PROPOSALS)**

Questions?

Contact:

Elaine Johannes [ejohanne@ksu.edu](mailto:ejohanne@ksu.edu), 785-532-7720

Carol Fink [cfink@ksu.edu](mailto:cfink@ksu.edu), 785-532-5800

Connie Hoch [choch@ksu.edu](mailto:choch@ksu.edu), 785-532-5840



## Request for Proposals

**GET IT - DO IT! Mini-grant***GET IT: get knowledge, skills, tools and resources**DO IT!: do the promotion – get the results***PRIDE Group Information:****State-recognized PRIDE Group name:** \_\_\_\_\_

FEIN (federal employer identification number): \_\_\_\_\_

Have you ever received grant funding?  Yes  No If yes, when: \_\_\_\_\_**Please supply information for the PRIDE group applying for the funds.**

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ State: KS Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext.: \_\_\_\_\_ Fax: \_\_\_\_\_

Organization E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Organization's President/Chair: \_\_\_\_\_

Name of individual/entity managing your grant funds (e.g., receipts, disbursements, taxes, financial reports)  
\_\_\_\_\_**Local K-State Research and Extension Information:****Name of Extension agent agreeing to be actively involved in Get It – Do It!:** \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ State: KS Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext.: \_\_\_\_\_ Fax: \_\_\_\_\_

Organization E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Local Extension Board Chair: \_\_\_\_\_

**Authorizing Signatures****PRIDE Chair****Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_**Local Extension Agent****Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_**Extension Board Chair****Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_**Authorized Financial Agent****Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



6. How do you intend to recruit, involve and retain teen partnership throughout the project?

7. What challenges or barriers might hinder the progress of your project?

8. What local resources and talents will be used to help this project succeed?

9. How does this project support the plans and programs of your local PRIDE group?

**Project Budget**

**Budget Beginning Date:** \_\_\_\_\_ **Budget Ending Date:** \_\_\_\_\_

**AMOUNT REQUESTED FROM GET IT – DO IT!: \$** \_\_\_\_\_

LIMITED TO A MAXIMUM OF \$3,000

**GET IT – DO IT! BUDGET**

HOW WILL THE **REQUESTED** FUNDS BE SPENT? PLEASE PROVIDE DETAILS BELOW:

- Temporary Personnel (existing) \$ \_\_\_\_\_
- Fringe benefits (*maximum 25% of salary*) \$ \_\_\_\_\_
- Equipment (non-office) \$ \_\_\_\_\_
- Supplies, Materials \$ \_\_\_\_\_
- Media, marketing \$ \_\_\_\_\_
- Travel \$ \_\_\_\_\_
- Training \$ \_\_\_\_\_
- Other \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_

(Please attach additional sheet if necessary)

No Indirect fees are allowed.

**TOTAL** (should match amount requested from the GET IT – DO IT! above): \$ \_\_\_\_\_

**TOTAL COST OF THIS PROJECT (Though no match is required for GET IT - DO IT!, include any local resources that you think will be contributed locally) \$ \_\_\_\_\_**

**Project Description**

Outline the objectives for your project and your plan for accomplishing those objectives. Include a brief timeline for January 2008 – September, 2008.

Please, limit to one page.

**Budget Narrative**

Explain budgeted items and how each contributes to the project. If temporary personnel are budgeted, please describe their specific responsibilities and whether there are plans to continue them after the grant is completed. Please limit to one page.

**Cornerstones of a Healthy Lifestyle: Blueprint for Nutrition & Physical Activity**  
**Association of State and Territorial Public Health Nutrition Directors**  
**Seed Grant 2007 Final Report**  
**Ohio Department of Health**  
**Office of Healthy Ohio, Bureau of Health Promotion and Risk Reduction**

The office of Healthy Ohio (HO), Bureau of Health Promotion and Risk Reduction (BHPRR) was pleased to be awarded the Seed Grant from the Association of State and Territorial Public Health Nutrition Directors (ASTPHND). The BHPRR worked with the Division of Family, Bureau of Community Health Services and Systems Development (BCHSSD), School and Adolescent Health section to carry out the activities of this grant.

The Ohio Department of Health (ODH) focused on Cornerstone #2 – Collaboration; Promoting healthy lifestyles by maximizing collaboration and partnerships. The existing partnerships throughout the state were used and a new relationship was built with the Ohio Dietetic Association.

ODH developed a power point presentation, complete with talking points, that was used by the Blueprint grant staff. This presentation was also suitable for others to use, as several of the presentations were of the “train the trainer” mode. Presentations were made to several organizations, including nutrition and physical activity professionals, school health teams, community partners, and advocacy organizations. The Blueprint presentation was included as part of the agenda for CATCH (Coordinated Approach to Child Health) trainings. The school wellness teams attending these workshops included the school physical education teacher, the food service director and at least one other administrator, nurse or teacher. A listing of the presentations and number of persons in attendance is attached.

The culminating project for the grant was hosting a Physical Best Gets FITT workshop for junior and senior high school physical education teachers. This workshop was very well received. As a part of this workshop, the teachers were given the Blueprint presentation and ideas on how to work together with their nutrition staff to address the issues of good nutrition, physical activity and obesity. The Ohio Association of Health, Physical Education, Recreation and Dance (OAHPERD), played a key role in the conducting this workshop and plan to provide information concerning the Blueprint at their annual conference. The workshop evaluation summary is attached.

Participants seemed interested in the Blueprint and the information contained within. Although it was not a large document, the contents were presented in a manner that was easy for users to access the information needed. Depending on the setting and situation, participants would focus on a Cornerstone and corresponding strategy to for their goals. Having a copy of the document available for everyone was important, as they could follow along with the presentation and see how easy it was to use. It was also important to include the information about the Blueprint in the other workshops and training opportunities that were scheduled. Doing so made it a seamless presentation, and

demonstrated how readily the concepts of the Blueprint fit into the participants' daily work related activities.

The funds received for the Blueprint grant were used mainly for the Physical Best Gets FITT workshop, printing of copies of the Blueprint, and travel to trainings to present the Blueprint. Other funds that were used provided staff time for the presentations and in-office work related to the dissemination plan. These were General Revenue Funds from the ODH. The final budget is attached.

In summary, ODH was pleased to have the opportunity to work with ASTPHND in disseminating the Blueprint. We were able to reach a large population of professionals who would be able to use the information and suggestions described in the document to foster collaboration among nutrition and physical activity professionals.

### **Summary of Blueprint Activities**

#### **Coordinated Approach to Child Health (CATCH) workshops:**

5 trainings around the state; 112 coordinated school health team members in attendance

#### **Coordinated School Health Conferences:**

Salt Fork; 200 coordinated school health team members in attendance

Deer Creek: 147 coordinated school health team members in attendance

#### **Ohio Dietetic Association:**

Information presented to executive board members; 15 RD/LDs

#### **Action for Healthy Kids (AFHK) Steering Committee:**

Presentation to committee members; 18 members

#### **AFHK Zone Meeting:**

Presentation to committee; 16 members

#### **Nutrition and Breastfeeding Advisory Committee – WIC**

Presentation to representatives from all regions of state and state WIC Nutrition Consultants; 22 health professionals

#### **WIC Regional Meetings:**

Presentation to WIC health professionals; 18

Other presentations are being done by the WIC staff trained as noted above, and are on-going.

#### **Bureau of Health Promotion and Risk Reduction:**

Presentation to staff members, 30 in attendance

**Physical Best Gets FITT Training:**

Presentation to physical education teachers and parks and recreation staff members, 35 in attendance

**Ohio State University Cooperative Extension:**

Blueprint presentation sent to supervisor, disseminated to all 88 county agents for presentations to local meetings

All presentations above included handout of a copy of the Blueprint to those in attendance.

Total number of people reached with Blueprint presentations: **638**  
(this does not include the people from OSU Cooperative Extension)

**Blueprint Fiscal Report**

<b>Physical Best Gets FITT workshop speaker</b>	<b>\$1500.00</b>
<b>Supplies for workshop:</b>	<b>458.00</b>
<b>Other supplies:</b>	<b>23.00</b>
<b>Printing:</b>	<b>167.00</b>
<b>Travel:</b>	<b>352.00</b>
<b>TOTAL:</b>	<b>\$2500.00</b>