

Directive to Administrators (Specify which administrators)		WAD (Wednesday) Publication Date	WAD Notice Number	No. of Pages
All School Site Administrators		April 15, 2009		1 of 13
WAD Title (Limit to 4-6 Words)			Date Due (if applicable)	Not Applicable After
Grant Application for the Alliance for a Healthier Generation			June 1, 2009	June 1, 2009
From Meyla Ruwin (Cabinet member or approved by one below)	Title Director, School Health Programs Department	Signature		Telephone 415.242.2615
Inform <input type="checkbox"/> Certificated Staff <input checked="" type="checkbox"/> Classified Staff <input checked="" type="checkbox"/> Parents <input checked="" type="checkbox"/> Post on Bulletin Board Other _____				

Administrative Directive

**A Funding Opportunity that is Available to all SFUSD Schools**

**WHAT: Grant Application for the Alliance for a Healthier Generation – Healthy Schools Program**

- Thanks to a generous donation, the Alliance for a Healthier Generation’s Healthy Schools Program is offering seed grants (**up to \$5,000.00/site**).
- The grant will provide support in the areas of nutrition, physical activity and staff wellness.

**WHO:** SFUSD Principals

**WHEN:** All grant applications must be submitted **by June 1, 2009**

**WHY:** To meet the state wellness mandate, become a member of the Alliance for a Healthier Generation’s Healthy Schools Program and create healthier school environments for students and staff.

Benefits of becoming a member of the Healthy Schools Program include:

- **National Recognition** to help your school celebrate their small victories and big successes in their efforts to create a healthier school environment
- **Customized Support** to help create a healthier school environment through a Healthy Schools Program staff member available by phone and email
- **Implementation Support and Tools** to help your school achieve lasting change in their efforts to create a healthier school environment
- **Networking Opportunities** with schools across the country who share similar goals in health
- **An Extensive Resource Database** that includes quality resources, grant opportunities and discounts on tools to assist in implementing healthy changes that promote physical activity and healthy eating in your school

**HOW:** To learn how you can join the Healthy Schools Program and qualify for funding, please see attached grant application and scoring guide, and/or contact Beth Graham by phone at **843-213-1135** or by e-mail at [Beth.Graham@HealthierGeneration.org](mailto:Beth.Graham@HealthierGeneration.org).

<i>Approved</i>	Cabinet Member	Title	Signature
	Trish Bascom	Associate Superintendent, Student Support Services	



Alliance  
for a  
**Healthier  
Generation**

American Heart  
Association



55 West 125th Street  
New York, NY 10027  
[www.HealthierGeneration.org](http://www.HealthierGeneration.org)

## Alliance for a Healthier Generation: General Overview

Nearly one in three children in the United States is overweight or obese. Over the last 20 years, child obesity rates have doubled and continue to increase at alarming speeds. If current trends continue, today's kids could be the first generation to live shorter lives than their parents.

The American Heart Association and the William J. Clinton Foundation partnered in May 2005 to create a new generation of healthy Americans by addressing one of the nation's leading public health threats – childhood obesity. The Alliance focuses on preventing childhood obesity and creating healthier lifestyles for all children and targets several areas to spark change and reduce the increasing rates of childhood obesity in the U.S. The effort focuses on four key areas: industry, schools, healthcare, and kids.

- **Healthy Schools Program (HSP)** provides support to schools to create healthier school environments that promote physical activity and healthy eating among students and staff. Schools that create these environments - in the classroom, cafeteria, gym, hallway and playground – are nationally recognized through the HSP awards program. The HSP is committed to supporting schools that serve resource-constrained and vulnerable populations. The HSP is active in all 50 states, reaching nearly 3,000 schools and more than 1.66 million students. The Program provides in-person support to 1,396 schools, and nearly 1,600 additional schools.
- **Kids' Movement** is a by kids, for kids movement to empower all kids to make healthy behavior change and become leaders and advocates for healthy eating and physical activity. The Movement aims to make healthy lifestyles “cool” for tweens and teens through collaboration with media celebrity and grassroots partners. At the forefront of the Movement is the ‘myGo Healthy Challenge,’ an online game-like learning experience to get kids excited about healthy eating and active living, available at [www.igohugo.org](http://www.igohugo.org). From a new Youth Advisory Board to working with community and faith-based organizations, the Movement seeks to engage, educate, activate kids on the path to healthier lifestyles. To date, more than 1 million kids have pledged to “Go Healthy” through the Alliance.
- **Industry Initiative** establishes voluntary agreements with companies to provide healthier options for kids across a range of industry segments, with the belief that companies can be socially responsible while continuing to be profitable. To date, the Alliance has brokered agreements with 30 companies and trade associations in the beverage, food & dairy industries, resulting in a 58% decrease in calories in the beverage products shipped to schools.
- **Healthcare Initiative.** The health care industry spends \$61 billion a year to treat obesity-related ailments, giving doctors, insurers, and other employers a strong incentive to stop weight gain before it causes serious health problems. The Alliance is working to broker voluntary agreements with health insurers and self-insured employers to reimburse for diagnosis and treatment directed at reducing or preventing childhood obesity.

To learn more about the Alliance for a Healthier Generation, visit [www.healthiergeneration.org](http://www.healthiergeneration.org)



1-888-KID-HLTH  
[www.HealthierGeneration.org](http://www.HealthierGeneration.org)

## GRANT APPLICATION

FOR THE

### ***ALLIANCE FOR A HEALTHIER GENERATION*** **HEALTHY SCHOOLS PROGRAM**

**APPLICATION DEADLINE: June 1st, 2009  
by 5:00 p.m. (PST)**

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Email, Fax or Mail Completed Grant Application To:

Andrew Malone  
Information Coordinator  
1200 NW Naito Parkway, Suite 220  
Portland, Oregon 97209  
Email: [Andrew.malone@healthiergeneration.org](mailto:Andrew.malone@healthiergeneration.org)  
Fax: 503-233-4464



## School Profile Page

**NOTE:** The information below must be submitted with all applications.

<b>School Name</b>	
<b>Street Address</b>	
<b>City, State Zip Code</b>	
<b>Telephone Number</b>	
<b>Grant Contact Name</b>	
<b>Grant Contact Email Address</b>	
<b>Principal Name</b>	
<b>Principal Signature</b>	
<b>Date</b>	
<b>Healthy Schools Program Key Contact</b>	<input type="radio"/> <b>Beth Graham, National Network Manager</b> <input type="radio"/> <b>Amandeep Kalsi, Relationship Manager</b>
<b>Amount of Request (Up to \$5000)</b>	
<b>Approximate Number of Students</b>	
<b>Approximate Number of Employees</b>	
<b>Date of Completed Healthy Schools Program Action Plan or Step 3 of 6 Step Process</b>	
<b>List Content Manager(s) Who Provided Consultation</b>	



## Healthy Schools Program

### I. About this Grant

The Healthy Schools Program strongly believes that a healthy school environment should not require financial sacrifices. The Alliance for a Healthier Generation has developed innovative solutions that will help overcome resource constraints and ensure school budgets are not adversely impacted. This grant seeks to support schools with seed funds to implement and sustain a healthier school environment.

### II. Program Background

The Healthy Schools Program (HSP) was launched by the Alliance for a Healthier Generation (Alliance), spearheaded by the American Heart Association (AHA) and the William J. Clinton Foundation (WCF) with funding from The Robert Wood Johnson Foundation (RWJF). The HSP is one of four major initiatives of the Alliance, which has set a goal to reverse the increase in childhood obesity in the United States by 2015. The Dolby Family Foundation is providing funding to support the implementation of the Healthy Schools Program in San Francisco Unified School District.

Additional information on the Healthy Schools Program can be found at [www.HealthierGeneration.org](http://www.HealthierGeneration.org).

### III. Estimated Range of Awards

The Alliance for a Healthier Generation will award grants of up to \$5,000. At this time, this is a one-time only grant and schools are only eligible to apply for the grant after completing Step 3 (Action Planning) of the Healthy Schools Program's 6 Step Process for creating a healthier school environment.

### IV. Application Process

**Due Date:** Applications may be submitted by email, fax or mail to Andrew Malone at the information below. All applications must be postmarked on or before 5:00 p.m. Pacific Standard Time (PST) on **June 1, 2009**, to be eligible for review.

Andrew Malone  
Information Coordinator  
1200 NW Naito Parkway, Suite 220  
Portland, Oregon 97209  
Email: [Andrew.malone@healthiergeneration.org](mailto:Andrew.malone@healthiergeneration.org)  
Fax: 503-233-4464

**Confirmation of Receipt of Application:** You will receive an email confirmation acknowledging the receipt of your application.



**Review:** Applications will be submitted for grant review established through the Healthy Schools Program and evaluated against each school's Prioritization Chart and Action Plan.

**Announcement:** Results of the application process will be made on **June 19, 2009**.

**Contracts:** Principals of the schools granted an award will be asked to sign a Letter of Acceptance which will accompany the grant award letter.

**Grant Period:** One year from the date that the grant funds are awarded.

**Payment and Reporting:** Payment will be disbursed after the return of the signed Letter of Acceptance. Each school will be required to complete a short report about the results of the proposed project by **June 5, 2010**.

## **V. Grant Guidelines**

Proposed use of these funds must be related to at least one of the three following focus areas included in the school's Action Plan and ***must move the school toward at least one of the criteria in the Healthy Schools Program Framework.***

- Physical Activity
- Healthy Eating
- School Employee Wellness

Steps to completing this mini-grant application:

- The School Wellness Council creates an Action Plan based on their school's Prioritization Chart (this Chart is generated from the Inventory answers recorded on our website, [www.HealthierGeneration.org](http://www.HealthierGeneration.org)).
- The School Wellness Council uses Healthy Schools Program resources to ensure that their plans are based on proven best practices (Content Managers are available, the Resource Database and toolkits are on [www.HealthierGeneration.org](http://www.HealthierGeneration.org))
- The School Wellness Council completes this mini-grant application to explain how they will use the grant funds to implement one or more Action Steps on their Action Plan.

### **Restrictions:**

- Eligible applicants are all San Francisco Unified School District schools who are participating in the Healthy Schools Program and have completed their schools' Action Plan based on the results of the Healthy Schools Inventory.
- Services must be provided within the school environment (includes before and after school activities).



- If your application includes equipment costs, they may not exceed 50% of direct costs and should be used exclusively for this program.
- Applicants may designate up to \$500 of the grant funds to offer a stipend to a coordinator, whose responsibilities will be to coordinate and support the implementation of the proposed activities as part of their school's Action Plan.
- Funds must be used after they are received. Funds cannot be applied to services rendered before the grant funds were received.

## VI. Mini- Grant Application Format

All four questions below must be completed and submitted in one document with your School Profile page for review:

**Question 1.** Please explain how your School Wellness Council will use the mini-grant funds to implement one or more of the Action Step(s) on your Action Plan. How will your proposed activities create healthy changes across your campus and benefit the majority of staff and/or students?

(Please include in your answer: evidence this is a best practice, any guidance you received from a Healthy Schools Program Content Manager and any resources you are using from the Resource Database at [www.HealthierGeneration.org](http://www.HealthierGeneration.org).)



**Question 2.** Please describe which organizations and stakeholders (for example, community business partners, parents, students, the local health department etc.) your School Wellness Council will work with to make this program successful. How will your School Wellness Council collaborate with others to make sure that the proposed activities and changes carry on after these grant funds have been spent?



**Questions 3.** Please develop a budget (with dollar amounts) which lists how you will spend the mini-grant funds. This budget must be used to fund programs and activities that are listed on your Action Plan and described in Questions 1 and 2. Please be sure your expenditures align with the restrictions listed at the beginning of this application. The Alliance for a Healthier Generation will award mini grants of up to \$5,000.



**Question 4.** Please attach your school's Prioritization Chart and completed Action Plan to this application.



1-888-KID-HLTH  
[www.HealthierGeneration.org](http://www.HealthierGeneration.org)

## Healthy Schools Program Overview

*"Nearly 25 million American children are overweight or obese; **that's almost 1 in 3 children**. Through the Healthy Schools Program, students are given the opportunity to take a critical step forward in learning how to live healthier lives. When schools give students the tools they need to lead a healthier lifestyle, they are helping them make an invaluable investment in their future."*

**-President Bill Clinton**

### What is the Alliance Healthy Schools Program?

The Alliance for a Healthier Generation is a partnership between the American Heart Association and the William J. Clinton Foundation. Established in May of 2005, the Alliance's goals are to eliminate childhood obesity and to inspire all young people in the United States to develop lifelong, healthy habits. The Alliance launched its **Healthy Schools Program** in February of 2006 with funding from the Robert Wood Johnson Foundation, and provides support to thousands of schools in all 50 states as they work to create healthy school environments that promote physical activity and healthy eating for students and staff.

The Alliance Healthy Schools Program provides real tools and solutions by taking a comprehensive approach and helping schools improve access to healthier foods; increase physical activity opportunities before, during and after school; enhance nutrition education; and establish school employee wellness programs. At the same time, each school can create its own local approach that matches the needs of its community.

Research suggests that a healthier school environment can result in greater academic achievement and healthier lives for students and school staff. The Alliance believes that supporting efforts to provide these healthy environments is one of the most efficient and effective ways to shape the lifelong health and well-being of young people.

### Why Join the Healthy Schools Program?

The Alliance Healthy Schools Program wants to create a culture where schools that promote healthy eating and physical activity are the norm and not the exception. To achieve this goal, the Healthy Schools Program provides **free support and access to a wealth of implementation resources at no cost** to individuals or schools. Some benefits include:

- **National Recognition** to celebrate small victories and big successes.
- **Robust Implementation Support and Tools** including content-specific toolkits and free online presentations/phone conferencing on a wealth of school health topics.
- **Networking Opportunities** with others across the country working towards the same goal.
- **An Extensive Resource Database** that includes quality resources, grant opportunities and discounts on tools to assist in implementing healthy changes that promote physical activity and healthy eating in schools.
- **Electronic Newsletters** filled with stories demonstrating school successes in the areas of healthy eating and physical activity.
- **Promotional Tools** for schools to publicize their efforts toward creating and sustaining healthier environments for students and staff.

### How Do I Join the Movement Toward a Healthier School?

**Anyone interested** in making schools healthier places for students to learn and staff to work can join the Healthy Schools Program by visiting [HealthierGeneration.org/schools](http://HealthierGeneration.org/schools).



Robert Wood Johnson  
Foundation  
Supporting healthy schools nationwide



## Healthy Schools Program Mini Grant Reviewer Scoring Guide

**\*For Internal Healthy Schools Program Use, Not to be Completed by Schools\***

School: \_\_\_\_\_

Healthy Schools Program Reviewer: \_\_\_\_\_ Date: \_\_\_\_\_

Mini-Grant Application Questions	Rating: 0 =Not Addressed 1= Partially Addressed 2= Fully Addressed	Comments
<p>Question 1. Description of how funds will be used to implement HSP Action Plan</p> <ul style="list-style-type: none"> <li>▪ Aligned with Healthy Schools Program Framework</li> <li>▪ Advances school forward to achieve at least 1 Framework criterion</li> <li>▪ Plan will improve a school practice, program or policy</li> <li>▪ Plan will achieve demonstrated outcomes and/or results</li> <li>▪ Action implemented will benefit the majority of staff and/or students</li> <li>▪ School Wellness Council consulted with a Content Manager</li> <li>▪ Materials from HSP Resource Database will be used</li> </ul>		
<p>Question 2. List of organizations and stakeholders included in planning and implementation of school's HSP Action Plan. Description of how collaboration will ensure the proposed changes continue over time</p> <ul style="list-style-type: none"> <li>▪ Plan will be implemented by an active School Wellness Council</li> <li>▪ Partners and community organizations will be involved in supporting the proposed program</li> <li>▪ School, district and community resources will be used</li> <li>▪ Ongoing practice or programmatic effort, not a one time event</li> <li>▪ Plan includes ideas for how to carry on proposed changes for more than 1 school year</li> </ul>		
<p>Question 3. Budget Narrative</p> <ul style="list-style-type: none"> <li>▪ Requested amount aligns with answers to Questions 1 and 2</li> <li>▪ Budget aligns with grant restrictions</li> <li>▪ Stipend of \$500 may be allotted to key school contact person</li> <li>▪ If there are equipment expenses they do not exceed 50%</li> <li>▪ Adequate description of how funds will be used to make this effort successful</li> </ul>		



Question 4. Action Plan and Prioritization Chart <ul style="list-style-type: none"><li>▪ 2008-09 HSP Prioritization Chart and Action Plan submitted</li><li>▪ Grant proposal aligns with school's Action Plan</li><li>▪ Purchased items will be used as part of a program, initiative or curricula</li><li>▪ The Action Plan addresses how the staff will be trained to use purchased items to implement this program or initiative</li><li>▪ The proposed plan and purchased items address the needs and interests of the staff and students to ensure a successful outcome</li></ul>		
<b>Total Score:</b>		

**Results:**

Fund

Reviewer comments and ideas for this school:

Fund with Recommendations

Reviewer recommendations to ensure this school's proposed plan is successful:

Revise and resubmit Mini-Grant Application

Reviewer recommendations to guide this school in revising this application: