



Request for Proposals (RFP)

2018-2022 PAH&WF School Wellness Initiative 2-Year Grant Opportunity

I. OPPORTUNITY SUMMARY

For more than a decade, the Pottstown Area Health and Wellness Foundation (PAHWF or Foundation) has supported the growth and development of our children by investing in a variety of wellness efforts in our local schools. Every year, we have continued to learn from our partners and the growing research in the field of youth development.

For the 2018-2022 school years, we are pleased to announce a deeper and more targeted commitment to our youths' wellness in school, which includes a **multi-year grant period, a learning network and a focus on a holistic approach to school wellness that encompasses physical health (both physical and nutrition education and opportunities) and social-emotional health**. The Foundation has made a preliminary commitment for two, 2-year cohorts of school partners, with a competitive grants process that will award grants in the range¹ of \$50,000 up to \$200,000 over the initial 2-year grant period. We anticipate selecting only a few partners for this Initiative while continuing our regular grantmaking process for all others.

II. BACKGROUND

About one third of American children are overweight or obese with consequences that often have negative impacts on academic performance, social-emotional health, and long-term health outcomes. Schools are an ideal environment to support health and wellness programs, because they provide continuous and intensive contact with children and adolescents during their formative years.

Promoting nutrition and physical activity within the school environment is a promising approach for enhancing both student health and educational outcomes, particularly when learning institutions emphasize a school-wide, whole-child model.² Studies have

¹ Katz DL, O'Connell M, Njike VY, Yeh MC, Nawaz H. Strategies for the prevention and control of obesity in the school setting: systematic review and meta-analysis. *Int J Obes (Lond)*. 2008;32(12):1780-1789.
Kelishadi R, Azizi-Soleiman F. Controlling childhood obesity: A systematic review on strategies and challenges. *J Res Med Sci*. 2014;19(10):993-1008.

² The Association for Supervision and Curriculum Development (ASCD). ASCD School Improvement Tool. 2017; <http://sitool.ascd.org/Default.aspx?ReturnUrl=%2f>. Accessed May 30, 2017.
Colorado Education Initiative. Colorado Health School SMART SOURCE. 2016; http://www.coloradoedinitiative.org/wp-content/uploads/2016/09/SmartSource_MasterTool_2016.pdf. Accessed May 30, 2017.

concluded that it is imperative that leaders in education and health collaboratively work in a unified system addressing both health behavior and academic achievement.³

III. SCHOOL WELLNESS INITIATIVE OVERVIEW

In 2017, the PAHWF carefully reviewed its grantmaking history, sought current and prior partner feedback, and reviewed recent literature to reshape its investments in school wellness. The review process resulted in focusing a portion of the school wellness investments in a more comprehensive strategy that reflects what we believe is working in our community. The Foundation will continue to review and support general (one-year) school wellness requests through its ongoing grantmaking, but will concentrate significant funding to requests aligned with the School Wellness Initiative over a period of four years (2018-2022). The School Wellness Initiative goals are to inspire a healthy change at the school building, district and regional levels. In particular, we aim to:

- Improve school wellness policies, practices and overarching whole-child wellness culture;
- Establish and strengthen working relationships between diverse leaders (school and community), focused on their students' physical and social-emotional health; and
- Support a community of learners that shares what is working/not working with one another and the field.

Aligned with our own experience in grantmaking over the last decade, the PAHWF is leveraging the promising practices of the national [Whole School, Whole Community, Whole Child \(WSCC\)](#) model,³ which emphasizes the Foundation's core beliefs in **health and wellbeing**. The PAHWF believes the most effective school wellness strategies reflect **a whole-child approach that encompasses both physical health (physical and nutrition education and**

WHOLE SCHOOL, WHOLE COMMUNITY, WHOLE CHILD
A collaborative approach to learning and health



Robert Wood Johnson Foundation. *Leadership for Healthy Communities: Advancing Policies to Support Healthy Eating and Active Living*. 2015.

³ <http://www.ascd.org/programs/learning-and-health/wsc-model.aspx>
<http://onlinelibrary.wiley.com/doi/10.1111/josh.12310/epdf>
<https://www.cdc.gov/healthyschools/wsc/components.htm>



opportunities) and social-emotional health. In addition, we have seen greater progress in our schools when **school wellness efforts are integrated** (throughout a building and a district and between buildings and their communities, **especially involving families**) and are specifically **supported by a dedicated school wellness coordinator.** Our selection of partners, our longer-term and larger grant awards and our collective impact evaluation efforts will help us learn from our School Wellness Initiative theory of change as well as contribute to the WSCC field.

IV. ELIGIBILITY

In order to achieve our goals, the Foundation seeks school partners who share our belief in the importance of:

- a whole-child approach that encompasses both physical health (physical and nutrition education and opportunities) and social-emotional health;
- integrated school wellness efforts (throughout a building and a district and between buildings and their communities, especially involving families); and
- a dedicated school wellness coordinator.

We also seek partners who share our Initiative principles of:

- **Partnership:** None of us can succeed on our own; we need one another in order to make progress. We are in this together for the benefit of our local youth, community and the positive learning outcomes that result from our multidisciplinary collaboration.
- **Focused, yet Flexible:** This is a new focused strategy for the Foundation and for our partners. We are focused on the collective goal for stronger, more holistic youth health, and we will make adjustments along the way, where necessary.
- **Learning Oriented:** We will learn both from what is working and from what is not working as well as from trying new things and from iterating. We will be open-minded to learning from one another and hearing from various stakeholders (including our youth). We trust that we all operate from a focus on learning in order to achieve our collective mission of youth health.

More specifically, school partners and their requests must meet the following eligibility requirements, in addition to the Foundation's **eligibility requirements:**⁴

- Is a Public School District or Private School that has at least 51% of students residing within the [service area of the Pottstown Area Health & Wellness Foundation](#);
- Has Superintendent (for Public School District candidates) or Principal (for Private School) support to participate;

⁴ Such as no scholarships or lobbying/political activity, match requirement of 50% for any capital projects, etc. See our website for more details.



- Has or plans to hire a School Wellness Coordinator⁵ (individual whose role is at least 50% or a minimum of 20 hours a week dedicated to planning and coordinating holistic wellness strategies that include physical education, nutrition education and social-emotional learning opportunities);
- Has or plans a [whole-child school wellness approach](#) that encompasses both physical and social-emotional health;
- Has or plans to develop a School Wellness Committee⁶ (diverse stakeholders responsible for school wellness strategy development and oversight, such as the inclusion of parents, teachers, etc.);
- Has or plans to engage local families and/or the community to support school wellness activities; and⁷
- Participation in the School Wellness Initiative learning network, including the collection and submission of cross-cutting data (youth BMI, demographics, test scores, other health information such as PAYS, etc.), PAHWF's School Collaborative meetings, Healthy Bodies - Healthy Minds conference, bi-annual progress reports, plans to participate in the MUSC (Medical University of South Carolina) School Wellness Checklist SWC⁸,⁸ sponsored by PAHWF; annual site visit, etc.

In addition, applications with one or more of the following criteria are **preferred**:

- A focus on youth who are eligible for free/reduced lunch;
- Grant planning/RFP preparations that include multiple stakeholders;
- Strategies/activities that directly support school wellness policies and ongoing efforts; and
- Community partnerships to support/implement school wellness activities.

Admissible expenditures for the grant award include items directly related to promoting an integrated school wellness approach that supports physical education, nutrition education and social-emotional learning and align with school wellness policies, such as:

- Programs/Curricula (direct services, trainings, etc.);
- Personnel (Wellness Coordinator, workshop facilitators, etc.);
- Learning* (data collection, analysis, network participation costs, professional development, etc.);
- Mini-grants (no more than 10% of total annual grant); and
- Equipment.

⁵<http://www.ashaweb.org/wp-content/uploads/2015/05/ASHA-Position-Paper-Role-of-School-Health-Coordinator-FINAL.pdf>

⁶ https://www.healthiergeneration.org/_asset/wwj4dq/09-875_SWCToolkit.pdf

⁷ <https://www.cdc.gov/healthyschools/parentengagement/parentsforhealthyschools.htm>

⁸ <http://academicdepartments.musc.edu/leanteam/Wellness-Checklist-Contest/index.html>

* To ensure active engagement in our learning community, at least 5% of the grant request must be allocated for learning activities (such as for data collection, School Wellness Collaborative and Healthy Bodies - Healthy Minds meetings, etc.).

V. APPLICATION PROCESS

Phase I:

- Pre-meeting discussion to ensure eligibility
- Invitation to Letter of Intent (LOI), includes:
 - Priority area as it relates to the [Whole Child Approach](#);
 - Key dates regarding school / district wellness policy;
 - Percentage of school students residing in PAH&WF service area;
 - Percentage of school students receiving free and reduced lunch;
 - Status of school / district wellness coordinator; and
 - Preliminary grant request amount;
- LOI Submission and Review

Phase II:

- Invitation to RFP to most competitive candidates, includes:
 - Full form submission;
 - Copy of current school district's wellness policy;
 - School district's approach to school wellness;
 - What's working/not working with current approach;
 - Priority needs and key strategies to be addressed by grant opportunity;
 - Budget (template provided by PAH&WF);
 - Job description of School Wellness Coordinator;
 - Wellness committee roster; and
 - Sign-off from superintendent and school board representative
- RFP submission and review

Phase III:

- Award announcement / rejection letter (with consideration for one-year grant);
- Status update(s) and / or site visit(s) scheduled; and
- Final report

VI. APPLICATION PROCESS OVERVIEW

- **December - January:** Discuss your eligibility with Foundation PO
- **January - February:** Submit a letter of intent (LOI)
- **March:** Invitations to apply issued to the most competitive LOIs
- **May:** Awards announced
- **July:** Grant term begins



VII. RESOURCES

[Whole School, Whole Community, Whole Child \(WSCC\) model - Ideas for Implementation](#)

[CDC: Components of the Whole School, Whole Community, Whole Child](#)

[Alliance for a Healthier Generation - Resources](#)

[School Wellness Policies.org](#)

[Parents for Healthy Schools](#)

[Parents for Healthy Kids](#)

[Action for Healthy Kids - Tools for Schools](#)