



# BLUE WINTER 2011 CORNERSTONE<sup>SM</sup>

Supporting health improvement in our communities

## Two New Funding Opportunities for 2011

[Informational Call to Learn More on February 23rd](#)

The Wellmark Foundation will offer two (2) grant cycles in 2011. The initial Healthy Communities Grant Program Request for Proposals (RFP) will seek to support smaller projects (under \$25,000 per grant) and will have a deadline of **April 12, 2011**. Our second RFP will support larger initiatives (up to \$150,000 per grant) and have a deadline on **August 2, 2011**.

An optional toll-free teleconference call will be offered from 10:00 a.m. to 11:30 a.m. on **February 23, 2011** to more fully discuss both funding opportunities for 2011 and allow for applicants to ask questions related to each funding stream. Specific teleconference call-in numbers are offered below:

**Teleconference Call-in Number: 888-673-9809**

**Participant Pass Code: 5871837**

Visit our Web site ([www.wellmark.com/foundation](http://www.wellmark.com/foundation)) to get additional application materials for each grant cycle. At any time, please feel free to reach out to The Wellmark Foundation to discuss your funding ideas.

## Examples of Projects Supported

The Wellmark Foundation funded 17 health improvement grants in Iowa and South Dakota totaling \$1,334,817 at its recent board of directors meeting. The Wellmark Foundation's funding focuses on improving the health of Iowa and South Dakota communities by supporting programs targeting childhood obesity prevention, and community-based wellness and prevention. All awards are two-year grants unless otherwise noted. Organizations receiving grants in the following priority areas include the following ›



### CHILDHOOD OBESITY PREVENTION

- › **The Community Foundation of Greater Dubuque, Iowa received a \$149,000 grant to implement a school health program in six northeast Iowa counties.** The program will focus on creating schools where children live more healthy and active lifestyles, and where local food procurement is a priority. The program, which will target 15,500 students in grades K-12, their parents, other caregivers, and key school personnel in 20 school districts, is a collaborative effort that will be guided by the Northeast Iowa Food and Fitness Initiative.
- › **Dakota Rural Action in Brookings, S.D., will use a \$115,110 grant to develop the framework for a farm to school program in South Dakota.** The goals of the program, which will be piloted in two schools, are to increase consumption of fresh, healthy, locally produced foods in South Dakota schools, educate students about health and agriculture, and support local farmers.
- › **Girl Scouts – Dakota Horizons received a \$20,000 one-year grant to develop a health and fitness program for girls.** The program will help improve the health of 250 participating Girl Scouts and their families across South Dakota. Girls will learn ways to improve their health, access health and fitness resources, and set goals for a healthy lifestyle.
- › **The Great River Foundation, Inc. in Burlington, Iowa will use a \$49,640 grant to implement a school-based exercise program.** The project will be implemented by the Great River Medical Center in collaboration with the Burlington Community School District. The goal of the project is to improve the health of elementary school students by increasing exercise among children in kindergarten through fifth grade through structured daily recess activities.
- › **The Iowa Department of Public Health received a \$116,916 grant to expand and complete a statewide body mass index (BMI) surveillance program for young Iowans.** The project will be implemented through a partnership between the Department and school nurses across the state. The first phase of the project, which was funded by a previous Wellmark Foundation grant, began construction of the BMI surveillance system with data from more than 2,500 elementary school children. This second phase will measure BMI of middle and high school students in Iowa to influence health behavior changes in this group of youth.
- › **Linn County Public Health in Iowa received a \$150,000 grant to implement a nutrition and exercise program in 40 child care centers across the county.** The project will educate preschool-aged children who attend child care centers, their parents, and staff about nutrition and exercise in efforts to encourage healthy behaviors and decrease body mass index (BMI) rates in the county.

## WELLNESS AND PREVENTION

- › **The Des Moines Area Religious Council (DMARC) was awarded a \$25,000 thirteen-month grant to continue an initiative focused on reducing hunger and improving health in Des Moines.** The first phase of the project, which was supported in part by a Wellmark Foundation grant, created an electronically accessible food security map of the community. This second phase will facilitate a community-based model to end hunger and improve the health of families in need through increased access to nutritional and affordable food.
- › **Elder Services, Inc. in Iowa City received a \$115,415 grant to implement a fall prevention program for older adults in Johnson County.** The comprehensive community-based project will strive to decrease falls by educating and involving home-dwelling seniors, family caregivers, in home service and health care providers, and acute care personnel. The program will be implemented through the Sure Steps Coalition, a community-wide coalition of organizations that supports wellness and health in older adults.
- › **The Girl Scouts of Greater Iowa will use a \$25,000 one-year grant to implement a relational aggression prevention initiative targeting fifth grade girls across the state.** The project will educate and inspire girls to prevent and solve hurtful relationships, which will ultimately help to improve their health.
- › **The Iowa Bicycle Coalition received a \$56,250 one-year grant to implement a bicycling campaign for Iowans.** The campaign will encourage Iowans to bicycle more for recreation and transportation, which will increase their daily physical activity and help them to develop healthy exercise habits. The goal is to enroll 1,000 participants in a 25-week challenge. Participants will be encouraged to bicycle for 30 minutes a day, at least 5 days a week.
- › **The Iowa Department of Public Health will use a \$112,500 grant to implement a program offering healthy food and drink options in state-owned vending machines.** The program will develop a policy for state facilities to provide healthy options for at least 30 percent of the food and beverage choices in vending machines based on the Nutrition Environment Measures Survey-Vending (NEMS-V) criteria, which was created in 2009 through funding from The Wellmark Foundation. A social marketing planning process will be used to motivate consumers to choose healthy food and beverages.
- › **The Iowa Food Bank Association was awarded a \$150,000 grant to implement a health access project in Iowa.** The project is a collaborative effort that is working through the Food Bank of Siouxland in Sioux City to help all of the food banks in Iowa support those in need throughout the state. The project will assist Iowans in applying for the Supplemental Nutrition Assistance Program (SNAP) and other state benefits via the internet. Staff with internet-ready netbooks will be available to help eligible clients at food pantries, emergency meal sites, and shelters across Iowa.
- › **The Mitchell Area Charitable Foundation in Mitchell, S.D., will use a \$25,000 grant to expand a breastfeeding education program in the community.** The program will strive to increase breastfeeding among new mothers who deliver in the area, and to improve the success rate so mothers will breastfeed longer.
- › **Partnership for a Drug-Free Iowa/Face It Together received a \$25,000 one-year grant to implement a media literacy program designed to improve the health of middle school students.** The prevention education initiative will teach children in fifth through eighth grade media literacy skills, which will help them to make healthy nutrition and lifestyle choices.
- › **Primary Health Care, Inc. (PHC) in Urbandale, Iowa will use a \$150,000 grant to develop a diabetes awareness and prevention program.** The project will work with 40 diabetic PHC patients and their families to prevent the onset of diabetes in family members, especially children. Most of the patients will be uninsured and will live close to one of Primary Health Care Inc.'s three Des Moines clinical sites. The project will educate families on exercise, nutrition, and access to home and community resources.
- › **The Scott County Family YMCA in Davenport, Iowa received a \$25,000 eighteen-month grant to develop a healthy foods access plan designed to improve the health of Davenport citizens in need.** The project will bring together organizations in the community who are working on food security issues to establish a healthy food coalition, which will develop a comprehensive plan to address food access issues throughout the community. This planning phase of the project will involve collecting data on food access indicators and resources, identifying several high-risk neighborhoods, and gathering community input.
- › **St. Mary's Foundation in Pierre, S.D., received a \$24,986 grant to implement a pre-diabetes awareness program.** The South Dakota Diabetes Coalition (SDDC) will administer and provide leadership for the collaborative effort. The project will develop and distribute toolkits to 100 community-based service and social organizations across the state to facilitate behavior changes and improve the health of their members, decreasing the number of South Dakotans who develop type 2 diabetes and heart disease.



## BLUE CORNERSTONE

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### USEFUL RESOURCES FOR GRANT OR PROJECT PLANNING

#### NEW SNAP RESOURCES

The U.S. Department of Agriculture (USDA) recently created new resources designed to increase participation and expand access to the Supplemental Nutrition Assistance Program (SNAP). In addition to new promotional materials, USDA also announced the premier of the **SNAP Retailer Locator**, an online tool to help recipients locate a SNAP-authorized store near their home or workplace.

Learn  Check this web site for more information:  
<http://www.snapretailerlocator.com>

#### LOCAL FOODS DIRECTORY

The South Dakota Local Foods Directory, a consumer's guide to eating locally, connects consumers to farmers and other food producers who are growing fresh, healthy, locally-grown vegetables, eggs, meats, grains, and other foods. For more information, visit <http://sdlocalfood.org/>.

#### COMMUNITY HEALTH DATA INITIATIVE

The U.S. Department of Health and Human Services (DHHS) and the Institute of Medicine have launched a national initiative to help consumers and communities get more value out of the nation's wealth of health data. Under the Community Health Data Initiative, DHHS will release greater amounts of health data in more usable formats. Software developers will use the data to create new applications that will make health information increasingly useful for individuals and communities. With improved data and creative new applications, communities and consumers will initiate effective new efforts in disease prevention, health promotion, and measurement of health care quality and performance. For more details, go to <http://www.hhs.gov/open/datasets/communityhealthdata.html>.

#### NEW WEBSITE: PREVENTOBESITY.NET

**PreventObesity.net** is a groundbreaking new tool sponsored by the Robert Wood Johnson Foundation to help build the movement to reverse childhood obesity and connect leaders in the movement with one another. In addition to many other tools and resources, a map of the movement shows people working on healthy eating, active living and other obesity-related issues. People and organizations can add themselves to the map to show their presence in the movement.

#### HEALTHY PEOPLE 2020 RELEASED

The U.S. Department of Health and Human Services has released **Healthy People 2020**, "a comprehensive national health promotion and disease prevention agenda for the next decade." Check this web site for more information and how to use this as a national health planning tool for your locally-based work: <http://www.healthypeople.gov/2020/default.aspx>