PROPOSAL SUBMITTAL FORM

Agency Information

Agency Name: Community Action Council

Mailing Address: Community Action Council, P.O. Box 11610, Lexington, KY 40576

Street Address: 710 W High St, Lexington, KY 40508

Phone: (859) 233 - 4600

Is your Agency registered with the IRS as a 501(c)3 organization? ☑ Yes ☐ No

*Note: Agencies **must** be registered with the IRS as a 501(c)3 organization to be eligible for ESR Program funding.*

Does your agency have a Silver Seal of Transparency or higher profile on GuideStar.org? ☑ Yes ☐ No

Note: Agencies must have a Silver Seal of Transparency or higher profile with GuideStar.org to be eligible for ESR funding.

Website Address: https://www.commaction.org/

Agency Representative *(typically the Executive Director - Name, Title, Phone, Email)*:

Sharon Price, Executive Director, 859-433-4600, sharon.price@commaction.org

Person Completing Application *(Name, Title, Phone, Email):*

Brianna Stanley, Community Development Specialist, 859-233-4600, brianna.stanley@commaction.org

Program Information

Name of program for which funds are being requested: **Healthy Meals on a Budget**

Total Funding Amount Requested: $ **29,234**

RFP #12-2021 PROPOSAL SUBMITTAL FORM

- **Save this PDF formatted Proposal Submittal Form to your hard drive before beginning to enter responses in it to ensure your responses are saved to the form.**
- **LIMIT RESPONSES IN TEXT BOXES TO 250 WORDS**
- **REMINDER: All proposals must be written in a clear and concise manner, as there will be no follow-up or clarifications to proposer's submittal form once the evaluation process begins.**

5.1 Program Proposal & Design

5.1.1 Needs Statement—Purpose of the Program Proposal / Problem Statement **15 Points**

Using local data, provide a description of the problem in Fayette County. Identify the specific population your program is targeting (i.e. age, geographical region, economic status, etc.) and explain why. Discuss whether this population is under-served or at-risk. Describe your understanding of the local system of services addressing this problem, obstacles and/or opportunities your clients face, and how your agency fits within this system of services.

Fayette County's adult obesity rate averaged around 29 percent from 2016-2018, while its poverty rate in 2019 was 16.0 percent (higher than the national average of 12.3 percent). Families living in poverty often face barriers to establishing healthy dietary habits, and research demonstrates that obesity often correlates with family food insecurity. The COVID-19 pandemic heightened food insecurity for many families. In response, the Council expanded its partnerships with local organizations like God's Pantry Food Bank and FoodChain, providing groceries, hot meals, and information about additional services at drive-through locations. These emergency initiatives joined a host of pre-existing local food assistance programs, such as Kentucky Double Dollars, Glean KY, the Backpack Program, and community gardens. While these all serve important functions, the Council has identified a need for programs that serve the dual function of increasing food access while also providing practical nutrition education to help adjust subjective perceptions about food, food affordability, convenience, dietary quality, and health.

Healthy Meals on a Budget (HMOB) will recruit under-served, Head Start/Early Head Start (HSEHS)-eligible families or other families (with or without children) residing in the high-poverty neighborhoods of Russell, Winburn, West End, and Fayette West. An integral part of the Council's HSEHS programming is anti-obesity efforts, including the promotion of a healthy diet. HMOB will provide families with practical education on food purchasing and preparation, placing equal emphasis on household economy and nutrition through engaging virtual content, in-person meal preparation demos, and assistance acquiring kitchen equipment and healthy ingredients.

5.1.2 Service Delivery Model **15 Points**

What steps will you take or what activities will you provide to assist clients in achieving these goals? Describe each "unit of service" you will provide for clients and how often and how long this service will be provided (e.g. a one-time three-hour training; a weekly one-hour support group for 12 weeks; one 30-minute health exam twice a year; 1-3 hour advocacy services as needed; etc.) How will these services address the problem as identified in the Needs Statement above? Be specific.

Incorporating the lessons learned during COVID-19 and in implementing its new "Cooking Matters" program, the Council will utilize a hybrid format that merges virtual platforms and in-person, live demonstrations for a more robust program format. This format is designed to reduce barriers to participation and address food insecurity. HMOB will serve as many as 15 households (45 participants) per month between November 2021-May 2022, or up to 105 households total. Participants will be strongly encouraged to participate on a monthly, reoccurring basis. Repeated participation will provide an opportunity to learn to cook and receive the ingredients for as many as 21 meals. The Council will recruit additional households, as necessary, to ensure each in-person demonstration is fully attended.

After viewing a pre-recorded "General Knowledge" webinar, available in English/Spanish, and completing the required pre-/post-survey, participants will be eligible to enroll in monthly 45-minute virtual "Meal Planning" workshops and 60-minute interactive live demonstrations. The live demonstration will take place at the Council's West End Community Center. Participants will learn to make and receive the ingredients for three quick, affordable, healthy meals—a format inspired by meal preparation subscription services. Each month, households will receive one kitchen item/set and recipe cards for each meal with links to cooking demonstration recordings, which will be made available via the Council's YouTube page. The live sessions will be offered in Spanish as well as English during two months of HMOB, and a Spanish-language translator will be present for classes taught in English.

5.1.3 Client Eligibility and Requirements **5 Points**

What eligibility requirements must clients meet to qualify for services? What are the expectations of clients while receiving services? (e.g. client must pay $30 fee for each class; client must remain sober; client is responsible for chores; nothing other than participation in services; etc.)

Eligibility for HMOB will be based on either a) enrollment of a family member in one of the Council's HSEHS programs in Fayette County or b) family residency within the high-poverty Lexington neighborhoods known colloquially, as Russell, Winburn, Fayette West, or West End. This strategy will ensure that the majority of participants will have low income and can most benefit from the targeted instruction and materials.

Participation in HMOB will be free of charge. All participants will receive the ingredients to make the three healthy meals and a kitchen item/set of items related to one of the recipes showcased during the in-person demonstration. The only expectations that must be met for participation in HMOB are a) active engagement with the virtual and in-person sessions, b) completion of the pre- and post-assessment surveys, and (3) attendance of the pre-recorded "General Information" webinar. To register for future meal planning and demonstration sessions, participants must complete the General Knowledge assessment surveys. Participants must attend each Meal Planning session to register for the associated in-person demonstration. Families will also be requested to provide contact information and participate in a follow-up survey.

5.1.4 Evidence-Based/Best Practice **10 Points**

Describe the evidence-based or promising practice model on which this service approach is based. Provide particular sources that indicate what you are doing is best-practice.

HMOB exemplifies the two-generational approach espoused by HSEHS, which is based on the understanding that children's needs are best addressed when other family members simultaneously receive support and assistance in their goals. Regarding nutrition, parents have a profound effect on children's current and future diet—both via their food purchasing and preparation choices for the household and their modeling of healthy behaviors. Research suggests that engaging children in meal preparation sparks the desire and interest for meal planning and preparation. Engaged children are more likely to consume the final product and are more likely to develop good eating habits. Thus, whole-family attendance at the Demonstration Sessions will be encouraged, which additionally reduces the attendance barrier of finding childcare.

According to a 2016 literature review exploring successful incentives for two-generational programs, families with low income often have crucial needs to address (like transportation, housing, food security, etc.). Therefore, families need more immediate, relevant incentives to boost program engagement. This same review found that incentives given close to the desired behavior are more effective in encouraging that behavior, as were incentives offered every 30 days instead of every 60 days. The incentives for the HMOB program, namely the free ingredients for three unduplicated healthy meals and free kitchen equipment, are in line with these findings because they a) serve immediate and relevant nutritional needs of community members with low-income, b) are provided immediately following recipe demonstrations, and c) are offered monthly, should participants choose to continue attending HMOB after the first month.

5.2 Program Measures & Evaluation

5.2.1 Service Efficacy & Desired Outcomes **10 Points**

What do you hope to help your clients achieve? What are some examples of goals you will set with clients? What is your service philosophy in terms of helping your clients achieve these goals? Describe how you define "successful" completion of services. (e.g. service is complete if: client remains for entire three-hour training; client continues services until judge orders otherwise; etc.) What percentage of clients meet that criteria for success?

The goal of HMOB is that families with low income will feel more knowledgeable, inspired, empowered, and motivated to make health-informed choices at all points of household food management, from selection and purchasing to preparation and consumption. Beyond being a fun family bonding and learning experience in its own right, the hands-on demonstration serves as a catalyst for families to transform their daily habits at home. In pursuit of this aim, all three sessions will incorporate realistic, sympathetic attention to barriers, real and perceived, that families with low income face in establishing healthy dietary habits. Discussion topics will include: responding to food marketing; accessing and navigating grocery stores, markets, restaurants, and other food outlets; hygienic food handling; and reading nutrition labels. HMOB will also increase families' awareness of local resources to help them meet their nutrition needs, such as buy-local incentives like Kentucky Double Dollars. Further, HMOB content will align with elements of the HSEHS curriculum to provide real-life examples of what HSEHS children are learning in the classroom.

The Council will consider HMOB services to be successful when 1) a household has attended all sessions for at least one month, culminating in receiving the take-home ingredients and kitchen item/s to facilitate the preparation of three meals; 2) feels comfortable preparing the meal at home; and 3) demonstrates the acquisition of new knowledge as captured by the post-General Information session survey and 30-day follow-up survey. It is anticipated that at least 80 percent of participating families will meet these criteria.

5.2.2 Client Empowerment & Community Impact **10 Points**

Describe what meaningful difference these services make in the lives of people served. What value is added to the community? Provide examples. (e.g. client demonstrates change in attitude; client has behavior change; etc.)

HMOB will assist families with low income to sustainably improve the quality of their diets. These families will learn about programs like Kentucky Double Dollars and SNAP to encourage participation in the local food economy when purchasing nutritious foods. It is anticipated that HMOB will increase traffic at the Lexington Farmers Market and community gardens, enabling these institutions to broaden their services and expand local access to healthy, high-quality foods.

The Council is renovating a new Mobile Food Truck (MFT), which will serve as an outreach tool to connect the wider community with the HMOB program and recipes. The MFT can be driven to community events and used to engage the public with HMOB and healthy cooking in general through live cooking demonstrations and recipe card disbursal, which will contain links to the virtual HMOB recipe demonstrations.

Practical nutrition education, especially education that addresses concerns and issues disproportionately faced by families living in poverty is key in improving overall community health. Suboptimal household food management contributes to significant health risks, and reducing disparities in nutritious food access is vital to diminishing income-based health disparities overall. Obesity, in particular, is associated with severe chronic health conditions which come with long-term community healthcare costs and reduced labor productivity. In the long term, HMOB participation should help mitigate diet-related health risks, especially among the vulnerable population of children under age five. Since early childhood obesity predisposes children to adult obesity, the impact of HMOB's two-generational approach can extend far into these children's futures.

5.2.3 Data Assessment & Quality Improvement **10 Points**

While it doesn't have to be complicated, evaluation is more than saying "we provided this many 'units of service.'" How will you know if your services have been effective? How does this relate to the desired outcomes for your clients? How will the information gathered be used to improve your services in the future? Be specific (for example, data collection may be through focus groups, pre-and post-tests, client satisfaction surveys, etc.), and also **be specific regarding sampling size and frequency of evaluation.**

The Council will collect contact information from every family participating in HMOB through a pre-registration online process. Before and after the General Information session, participants will be asked to complete and return a brief pre- and post-assessment survey. The survey will ask participants to provide specific examples of new ideas about food purchasing, preparation, or consumption that they learned during the session and which ideas they intend to apply in their own household in the future. Questions will evaluate the learning and the quality of experience for both parents/adults and children. The goal is that completed questionnaires can be collected from at least one-third of participating households over the seven months that the program will operate.

Additional feedback will be solicited from at least two households through a video interview or podcast session at the Council's recording studio. Families will be asked to share their experience in the program and evaluate the knowledge gained during the program. For example, families may be asked to describe if they used the information to help in meal planning; used the online resources provided on the recipe cards; paid more attention to nutrition labels, restaurant menus, or store signage; or tried new foods or cooking techniques in the interest of improving health. Participants may also be asked to assist staff in recording a video demonstration of their favorite meal to be posted on the Council's YouTube Channel.

5.3 Capacity & Sustainability

5.3.1 Staff Qualifications & Experience **5 Points**

Provide information on the key/primary individuals that will be involved in the provision of services and demonstrate that they have the capacity to address the stated need. List each position by title and name of employee, if available. Describe the anticipated roles and responsibilities for each person as it relates to this project. Describe the experience, expertise, and capacity of each individual to address the proposed activities.

Health and Nutrition Manager (HNM) – Ms. Laura Sheffield, the Council's HNM, will provide direct program oversight and support for the HMOB workshop. Ms. Sheffield is a Registered Dietitian Nutritionist (RDN) in the state of Kentucky and holds an M.S. in Dietetic Administration. She has six years of experience providing nutrition instruction in group settings and ten years of experience in providing nutrition education among people with low income, including pregnant women and small children.

Food Service Coordinator – Ms. Ashley Johnson will assist Ms. Sheffield in developing the recipes, preparing and executing the food demonstrations, and crafting the recipe cards to be distributed with the ingredients for the meals discussed during the live demonstrations. Ms. Johnson has ten years of food service experience and is currently taking classes for an associate degree in Culinary Arts.

Mr. German Palencia, Compliance Officer, will assist Ms. Sheffield and Ms. Johnson in the preparation and facilitation of HMOB demonstrations for Spanish-speaking participants. Mr. Palencia is bilingual with a Bachelor's degree in English and has been working with children and families with low income in Head Start for 16 years.

5.3.2 Partnership & Resource Leverage **5 Points**

How do your programs and services support our community's comprehensive response to the identified priority area of Community Wellness & Safety? Does your organization have any formal agreements or informal working relationship with other local service programs?

What role does your governing board members, volunteers, and / or donors play in facilitating viable service delivery and program administration? Does your program have any major civic benefactors or corporate sponsors? Describe other secured funding sources and committed operational resources your organization has allocated for the proposed program.

HMOB is a community education program that enables participants with low income to source ingredients for and cook a range of affordable, healthy meals. While numerous programs across Fayette County have expanded healthful food options, the Council recognizes that household nutrition management is a complex process that involves many factors beyond food availability. Among these are education about the importance of nutrition; knowledge about food preparation techniques; perceptions of convenience, affordability, desirability, and palatability; and family habits and cultural traditions. Taking these factors fully into account, HMOB will provide targeted guidance and encouragement in navigating Lexington's local food system, which will connect participants to fresh and vibrant locally produced foods in addition to a broader sense of community. Participants will be linked with buy-local assistance programs like Kentucky Double Dollars based upon their need level.

The Council routinely and extensively partners with service providers who share its goals of improving community health and nutrition. The Council serves as one of the largest referral sources for God's Pantry and receives referrals from the WIC program for its child development services. The Council will leverage existing relationships with local food-focused nonprofits, such as GleanKY and the UK Extension Office, to support this initiative.

The Council's Board and HSEHS Policy Council provide administrative oversight of the Council's programs. HMOB is partially supported by federal funding through the Office of Head Start for families enrolled in the Council HSEHS programs. ESR funding allows the program to expand to include families not associated with HSEHS.

5.3.3 Outreach & Inclusion Strategy **15 Points**

Demonstrate how the program will ensure services are available and accessible by all potential participants, especially related to language barriers for persons with limited English proficiency; persons with physical or other disabilities; and persons impacted by poverty and economic distress.

Has your organization enacted any policies (or employs any standard operating procedures) to ensure equitable service opportunity and / or benefit program to a diverse cross-section of the greater community? How does your proposal support or enhance the recommendations made by the Mayor's Commission on Racial Justice & Equality?

The Council is acutely aware of practical barriers commonly faced by families with low income—including lack of transportation, irregular work schedules, and lack of adequate child care—that can affect their ability to access public events. Utilizing a hybrid program model incorporating a pre-recorded webinar format for the mandatory "General Knowledge" session with a virtual, interactive GoToTraining format for the "Meal Planning" session and a live, in-person, kid-friendly demonstration event is intended to limit such barriers to participation. The demonstrations will be held at the Council's West End Center, a familiar location to many households that the Council's other programs serve. The in-person sessions will occur on a different night of the week each month so that families with diverse schedules will have greater opportunities to attend. Children are encouraged to participate in the program alongside their parents, removing the lack of child care as a barrier to attendance.

HMOB's design is in line with the recommendations in the Health Disparities section of the Mayor's Commission on Racial Justice & Equality, specifically Recommendation Two: "Improve Food Access & Healthy Food Options." The report cites the lack of adequate methods to "address widespread food insecurities experienced by residents of the most at-risk neighborhoods." HMOB recruits primarily from low-income neighborhoods, and all sessions will be culturally inclusive and responsive to the needs of the communities they target. Bilingual Council staff and translators will work with HMOB participants to ensure that the learning environment is linguistically and culturally appropriate for all families.

6.0 Program Budget Summary Form Instructions

Proposal Submittal shall be considered incomplete and shall be rejected without completed Budget Summary Form. *(Including total amount of ESR grant request.)*

For organizations requesting funding for more than one program in this RFP, combine into a single Program Budget narrative for the proposal.

Please note that the Program Budget will be part of the grantee agreement with LFUCG and regular tracking and expenditure reporting will be required.

To ensure readability and uniformity, please use the Program Budget form included. Provide brief line-item detail as specified in each section below and verify all calculations.

This section provides a summary of the total proposed Program Budget for FY 2022. It requests the allocation of all projected funding amounts (City and non-City sources) for anticipated FY 2022 program expenditures.

Total Program Budget

Column A should reflect projected expenditures for the entire program (not just the proposed LFUCG ESR grant funding request portion). When the chart is completed this column should equal ESR Grant Funding Request plus other/non-ESR program funding. (A=B+C)

ESR Grant Funding Request

Column B is the grant amount being requested from this RFP to support this program's services to eligible Fayette County Participants.

Non-LFUCG Program Funding

Column C is the non-LFUCG ESR funding that is allocated to the Total Program Budget (A-B = C).

This form is for the budget for the PROGRAM applying for ESR funds, not the total agency budget.

For each category identify the amount requested and the amount to be leveraged through other programs or organizations (if applicable).

Staff Salaries – Identify the number of Full-time position salaries allocated to the program, and part-time positions allocated to the program, and the amounts of each allocated to Columns A, B, & C.

Consultant Services – In the "List Details" box, **briefly** describe any expenses associated with providing expanded supportive services or other services for which the organization intends to contract with another entity. Any of these expenses to be provided by the proposing organization should be included in other line items.

Space/Facilities – In the "List Details" box, **briefly** list the basis of the allocation of rental costs, utilities, janitorial costs, and any other facility costs for the Program. Identify any office or program space in an LFUCG owned building, and any other costs (rent, monthly utilities, etc.) reimbursed to LFUCG.

Scholarships/Stipends – In the "List Details" box, **briefly** list the type of scholarships or stipends, and include the number of people or organizations to receive funds.

Operating Expenses – In the "List Details" box, **briefly** list the costs associated with expenses, supplies, utilities, and any other expense associated directly with the operation of the project.

Other – In the "List Details" box, **briefly** list any other costs for the Program not covered above.

PROGRAM BUDGET SUMMARY

Agency Name **Community Action Council**

Program Name

FY 2022 (July 1, 2021 - June 30, 2022) Total Program Budget

	# of Employees:	Column A Total Program Budget [= B+C]	Column B ESR Grant Funding Request	Column C Non-ESR Program Funding [A-B]
1. Staff Salaries for Program				
Full-Time (FTE)	0	7,975	4,141	3,834
Part-Time		0	0	
Total Salaries		7,975	4,141	3,834
3. Consultant Services	$	0	0	
list details	N/A			
4. Space/Facilities	$	220	220	
list details	To provide for the portion of all costs related to office and meeting space at the Council's facilities to be utilized by HMOB. Includes utilities, maintenance, repairs, insurance, security, and janitorial services, as per the Council's facilities plan.			
5. Operating Expenses	$	28,523	21,741	6,782
list details	To cover the costs related to information technology expenses, insurance and bonding for .15 FTE personnel, program supplies (containers, foil, pots and pans, giveaway kitchen implements), food expenses, and printing and marketing.			
6. Scholarships / Stipends	$	0	0	
list details - numbers & amounts	N/A			
7. Other	$	3,132	3,132	
list details	To provide for the portion related to programs costs for administrative functions such as Accounting, Human Resources, the Office of the Executive Director as approved by the Council's approved Indirect Cost Rate Agreement. The Council has a provisional rate of 13% however has budgeted at 12% based on historical costs.			
8. TOTAL FY22 PROGRAM BUDGET	$	39,850	29,234	10,616

Cost per Program Participant: $ 380

I understand that this document in its entirety is incorporated into my grant Agreement with the Lexington-Fayette Urban County Government.

Authorized Representative *(typed name)*: Leidy Borges for S. Price

Title: Executive Director **Date**: 05/13/2020