

**Rhode Island Department of Health**

Three Capitol Hill

## Providence, RI 02908-5094

[www.health.ri.gov](http://www.health.ri.gov)

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The Rhode Island Department of Health (RIDOH) is offering mini-grants to Rhode Island organizations to pilot the sale of healthful meals, snacks, and beverages in community venues such as concession stands and vending machines.  Eligible applicants are community-based organizations that can adopt nutrition guidelines, identify new food items, sell and promote these new items, and evaluate the success of the pilot program.

The grantee is required to follow RIDOH’s Nutrition Guidelines for Snacks and Meals (or work with RIDOH to identify and adopt other appropriate standards). During the course of the pilot period, the grantee will offer a minimum of 25% - 30% of items that meet the guidelines for sale in their community venue. This amount includes both foods and beverages. Additional funding will be made available to organizations that agree to eliminate the sale of soda and other sugary beverages (some exceptions may be made) during the pilot project.

Funds from this award can be used for the purchasing of food items, promotional materials, securing of sales data, evaluation, and any staff time related to the pilot project. **Funds must be spent by 9/29/2018.** However, RIDOH will provide ongoing TA and support to organizations beyond that date as needed.

Please submit an application and an agency W-9 by **August 3, 2018 at 4:00pm** via email to Lauren Conkey [Lauren.Conkey@health.ri.gov](mailto:Lauren.Conkey@health.ri.gov).  W-9 forms are required at time of submission to ensure the timely processing of grant awards. W-9 forms must be signed and dated within the past six months.

Please review and/or complete the following:

* Scope of Work
* Mini-grant Application Form
* [W-9](http://www.purchasing.ri.gov/rivip/publicdocuments/fw9.pdf)

Awards may be contingent upon the approval of funding. Agencies will be notified of grant acceptance within 1 week of the application deadline. Mini-grant activities must be completed by September 29, 2018.  The program invoices must be submitted no later than 30 days after the project end date.



## **Rhode Island Department of Health**

## **Community Venue Nutrition Guidelines Mini Grants**

## **Scope of Work**

### **Purpose:**

The purpose of this mini grant opportunity is to expand access to healthful meal and snack options in community venues, such as concession stands. These community locations, which traditionally sell snacks and beverages with little to no nutritional value, present a great opportunity to increase access to healthier options. It is important to create support for healthy lifestyles so both youth and adults have access to choices when eating away from their homes.

Furthermore, there is an increased demand for access to more nutritious choices across Rhode Island. According to a recent American Heart Association poll, 88% of voters in Central Falls and Pawtucket support policies that increase the number of healthy food and beverages made available through concession stands, among other public venues. Changes to concession stand menus have the potential to make a real impact, as many games occur during mealtimes and families are often at the field on a regular basis. Furthermore, studies have shown that healthier items can be profitable. A pilot study that examined the impact of replacing unhealthy items with healthy ones found that sales of healthier items increased game after game, suggesting growing demand for healthier foods as customer awareness increased. The demand for water and other unsweetened beverages is also quickly increasing. By the end of this decade, sales of bottled water are expected to surpass those of carbonated soft drinks, according to the Beverage Marketing Corporation.

However, recognizing that many groups rely on profits from food sales to support infrastructure, and that introducing new items can pose a risk to that profit, Rhode Island Department of Health (RIDOH) seeks to provide seed funding to ease the burden of this transition. Funds from this mini grant opportunity will be used to pilot the sale of Healthy Concession/Vending Items for one season.

### **Grantee Requirements:**

Sale of Healthy Food Items:

* The grantee will work with RIDOH Physical Activity and Nutrition Program (PAN) to pilot the sale of healthy foods and beverages in concession stands, vending machines, and other public venues serving the community.
* Grantee will follow RIDOH’s Nutrition Guidelines for Snacks and Meals (see Appendix A) when identifying potential healthful items
* At minimum, 25% – 30% of the items offered for sale should meet the requirements outlined in RIDOH’s Nutrition Guidelines for Snacks and Meals. This includes both foods and beverages.
* Additional funding will be available for groups that agree to eliminate the sale of soda and other sugary beverages (some exceptions may be made) during the pilot project.

Promotion of New Food Items:

* The grantee will distinguish those food and beverage items that align with RIDOH’s Nutrition Guidelines for Snacks and Meals with an easily identifiable symbol on menus, etc.
* The grantee may use RIDOH’s green yes symbol to designate these items, or can design their own logo.
* The grantee will conduct a minimum of one promotion with the new items to inform customers, including, but not limited to:
  + Taste-testing
  + Reduced pricing of new items
  + Buy one, get one deal with new items
  + Banners, signs, and other advertisements throughout venue

Evaluation:

* The grantee will agree to track sales throughout the project period and share sales data with RIDOH.
* The grantee will implement a customer survey once at the beginning of the project period and once at the end to measure customer awareness, attitudes, purchasing behavior, and feedback on the new items.

Funds can be used for the purchasing of food items, promotional materials, securing of sales data, evaluation, and any staff time related to the pilot project. **Funds must be spent by 9/29/2018**. However, RIDOH will provide ongoing TA and support to organizations beyond that date as needed.



## **Division of Community Health & Equity**

## **Community Venue Nutrition Guidelines**

## **2018 Mini-Grant Application Form**

**Instructions: Please read through each of the following section prompts and complete either in the given template or in another document.**

**SECTION I: AGENCY CAPACITY (15 points)**

Briefly describe your organization and your organization’s experience in providing services and food to the community, including any seasonal and/or sports programing. Describe the population that your agency typically serves (age, community, etc.). Does your organization have any previous experience implementing health and wellness programs for the community? Does your organization currently track sales data?

**SECTON II: SCOPE OF WORK & SUSTAINABILITY (20 points)**

Provide a summary of the proposed project and project goals. Discuss why this pilot is important to your organization and how it fits with your mission. Provide an overview of how you will sustain the project and/or related activities after funding ceases.

**SECTION III: PERSONNEL (10 points)**

Describe who will work on the project and their experience working in this area.

**SECTION IV: Work Plan (30 points)**

Map out your plan below for identifying and introducing new food items in the community venue. Please list steps and timeline for implementation. All new items must be introduced by June 29, 2018. Include how you will promote the new items to the communities you serve.

**SECTION V: Sugar-Sweetened Beverages (optional)**

* Our organization is interested in developing a plan to eliminate sugar-sweetened beverages during the pilot program.

If yes, please briefly describe your plan to do so (What drinks will you eliminate? Will you have any exceptions? What will you replace these drinks with?).

**SECTION VI: BUDGET NARRATIVE (25 points)**

Please briefly describe your proposed budget expenses for this project. The maximum allowable budget for this project is $2,000. However, organizations who agree to eliminate sugar-sweetened beverages during the pilot project will be eligible for up to $2,500. **All funds must be expended by 9/29/2018.**

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| **Mini-Grant Budget Template**  **Community Venues Nutrition Guidelines Pilot Program** |  |
| BUDGET Period August 1, 2018 through September 30, 2018 |  |
| Organization: | **Amount** |
| **EXPENSE CATEGORY** |  |
| 1. **Personnel** |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| \*Please list all personnel who will work on this project, including estimated number of hours and/or percentage of time, and hourly rate |  |
| **Total Personnel:** |  |
| 1. **Food Procurement** |  |
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| **Total Food Procurement:** |  |
| 1. **Supplies** |  |
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|  |  |
| \*Funds can be used to purchase and/or print marketing and evaluation materials |  |
| \*\*Any staff time related to promotion and data collection should be listed in Personnel above |  |
| **Total Supplies:** |  |
| **TOTAL AMOUNT REQUESTED:** |  |

\*Although funds need to be expended by 9/29/208, RIDOH will provide ongoing TA and support to organizations beyond that date, as needed.

**Return via email, fax, or in person no later than August 3, 2018 to:**

Lauren Conkey, MPH

Physical Activity and Nutrition Program

Rhode Island Department of Health, Room 408

Telephone: 401-222-7622

Fax: 401-222-6189

Email: [Lauren.Conkey@health.ri.gov](mailto:Lauren.Conkey@health.ri.gov)

**APPENDIX A: Nutrition Guidelines**

