UNIVERSITY OF CHICAGO MEDICINE & INSTITUTE FOR TRANSLATIONAL MEDICINE
COMMUNITY BENEFIT FY 2016
PEDIATRIC OBESITY GRANT GUIDELINES

The following grant guidelines will help you prepare your grant proposal and assemble the required documentation. Proposals for Pediatric Obesity must be submitted no later than 5:00 P.M. on Friday, November 20, 2015.

The University of Chicago Medicine (UCM) and the Institute for Translational Medicine (ITM) are committed to improving the health of residents on the South Side of Chicago as outlined in our 2012 Community Health Needs Assessment and Strategic Implementation Plan. As part of this commitment, UCM and ITM are sponsoring a joint grant initiative designed for the community benefit program, that extends financial support to local not-for-profit, community based organizations to provide health related services and programming to at-risk and underserved populations aligned with our strategic health priorities: access to care, colorectal/breast cancer, adult diabetes, pediatric asthma and pediatric obesity. However, this round of funding seeks applicants with projects that specifically focus on Pediatric Obesity who will partner with a UCM Research Collaborator to help execute the project, evaluate its impact and disseminate its results.

Please review the following information on the background, eligibility criteria, types of projects funded, instructions for completing the grant, the review process, and the submission and timeline prior to submitting your grant proposal. This application can be accessed online here: http://www.uchospitals.edu/about/community-benefits/grant-sponsorship-requests.html

BACKGROUND

Based on the findings from the 2012 Community Health Needs Assessment (CHNA), the following health needs were found to be pressing concerns in the UCM Service Area.

PEDIATRIC OBESITY

In children and teens, body mass index (BMI) is used to assess weight status – underweight, healthy weight, overweight, or obese. After BMI is calculated for children and teens, the BMI number is plotted on the CDC BMI-for-age growth charts (for either girls or boys) to obtain a percentile ranking. Percentiles are the most commonly used indicator to assess the size and growth patterns of individual children in the United States. The percentile indicates the relative position of the child's BMI number among children of the same sex and age. BMI-for-age weight status categories and the corresponding percentiles are shown below:

- Underweight <5th percentile
- Healthy Weight ≥5th and <85th percentile
- Overweight ≥85th and <95th percentile
- Obese ≥95th percentile

- Centers for Disease Control and Prevention

As a result of the 2012 Community Health Needs Assessment, the UCM Service Area found the following pediatric obesity concerns in the community:

- A total of 40.1% of UCM Service Area children are overweight or obese.
- A total of 23.8% of UCM Service Area children are obese.
- Among UCM Service Area parents of overweight/obese children, 60.6% of parents with overweight (not obese) children and 52.4% of parents with obese children feel their child is at “about the right weight.”
- Among UCM Service Area children, 42% consume 5+ Servings of Fruits/Vegetables per day
- Among UCM Service Area children, 37.1% were physically active one hour/day in past week
• Among UCM Service Area children, 56.4% had 60+ minutes of vigorous physical activity in past week

ELIGIBILITY CRITERIA

To be eligible for a grant from the UCM Community Benefit Grant program, organizations must meet the following criteria:

• Applicant must be a 501(c)(3) nonprofit or have a fiscal agent that is a 501(c)(3) organization that is capable of administering the project’s funds.
• Applicant organizations operate in or deliver services within the defined UCM Service Area as defined by the following zip codes: 60609, 60615, 60617, 60619, 60620, 60621, 60628, 60636, 60637, 60643, 60649, 60653.
• The program or project must be related to Pediatric Obesity, a UCM strategic priority area outlined in the Strategic Implementation Plan.
• Applicants must provide services to all regardless of race, religion, sex, age, disability, national origin or sexual orientation.
• All proposals must include SMART objectives (Specific, Measurable, Attainable, Realistic, and Time-Bound) that align with UCM defined metrics (see Appendix A).
• All proposals should utilize provided worksheet template formats and track progress, if granted dollars, upon goals, targets, dollars, etc. noted to date
• Applicants must identify a UCM Research Collaborator to partner with in their proposed program. This research collaborator may assist with any aspect of the project, but should specifically help with the rigorous evaluation of the program’s effectiveness through the implementation of a scientific, outcomes-based research plan. Between 5-10% of the project budget must be allocated to support this research and evaluation with the UCM Research Collaborator, though funds may not be allocated for faculty salary/effort, (see Appendix B). The funds for the UCM Research Collaborator will be withheld from the grant award paid to the grantee and allocated to the faculty through internal transfers. If a UCM Research Collaborator has not been identified, please contact Dr. Solway at jsolway@medicine.bsd.uchicago.edu to assist with this process.
• Applicants will meet with UCM communications staff to discuss the best ways to share the organization’s story and the impact its project has on improving community health. At no cost to the organization, UCM staff will create materials in the form of a written story, video package, and/or other digital storytelling that the organization can use to promote its work and secure additional funding. The materials may also be disseminated on UCM, National Institute for Health, and other related platforms. The organization and UCM will review and approve all material before publishing.
• Projects that involve further collaboration with other community based organizations are encouraged.

EXCLUSIONS

Generally, grants requesting the following types of support are excluded and will not be considered:
• Applications from partisan political organizations.
• Applications from for-profit organizations.
• Applications requesting support for fund raising activities such as sponsorships, advertising or event tickets (see Sponsorship Program Overview).
• Applications from individuals.
• Applications for memorials or endowments.

TYPES OF PROJECTS FUNDED

The vision of UCM is to enhance community health and wellness around Community Health Needs Assessment (CHNA) priority health needs in the UCM Service Area. The UCM Community Benefit Grant program will help strengthen the community’s capacity to address pressing health needs within the UCM Service Area so all people may live healthy and fruitful lives.
To this end, the UCM Grant Review Workgroup will accept proposals requesting funding for up to one year, focusing on the two UCM health priority areas listed below. Only one application per organization will be accepted for this final round of applications for the FY 2016. In order to be eligible for consideration, proposed projects must address one of the following UCM Community Benefit Grant Program areas. Below are some sample goals and objectives that projects may focus on that are central to UCM’s goal; however other areas of pediatric obesity will also be considered.

**Pediatric Obesity:** Support school-based and community site programs focused on risk, prevention, physical activity and culturally relevant nutrition management. UCM’s overall objectives include:

- Increase the programming that addresses childhood obesity in schools
- Increase physical activity among child/adolescent
- Increase healthy eating habits among child/adolescent
- Improve the weight status among child/adolescent

**INSTRUCTIONS FOR COMPLETING THE GRANT APPLICATION**

Please respond to the following questions as part of the grant application.

**APPLICANT INFORMATION**
- Name of Organization:
- Tax ID:
- Mailing Address, City, State, Zip:
- Tax Status:
- Contact Person and Title:
- Contact Phone:
- Contact Email:
- Submission Date:
- Start Date of Program:
- End Date of Program:
- Organization’s Website Address:
- University of Chicago Medicine (UCM) Research Collaborator:

**PART A: Program Description (4 Page maximum)**

1. State the program title and describe how your program will address the health need around pediatric obesity in 150 words or less.

2. Describe the need for the program and how it aligns with UCM’s strategic health priorities. Please briefly cite any statistics that indicate the problem that this program intends to solve.

3. Please provide a thorough description of the program, including the goals, intended lives served, objectives and timeframe of the program.

4. Describe how your organization will measure the performance and impact of the program and the rigorous, scientific methods it will use to evaluate its effectiveness (e.g. surveys, interview protocols, logs, EMR). Please ensure your measurement techniques are Specific, Measurable, Attainable, Realistic, and Time-Bound (SMART). Applicants must partner with a UCM Research Collaborator to evaluate their program’s impact and outcomes. Please identify the UCM Research Collaborator and describe their role in this partnership (e.g., methodology design, data collection tool design, data analysis). You should work with your UCM Research Collaborator to write this section of your application.

If you are not connected to UCM Research Collaborator, please contact Dr. Julian Solway at
APPLICATIONS WITHOUT AN IDENTIFIED UCM RESEARCH COLLABORATOR WILL NOT BE CONSIDERED FOR FUNDING.

If you have baseline data to demonstrate your program’s past performance and success, PLEASE INCLUDE IN APPENDIX A

PART B: Organizational Readiness (2 Page maximum)

5. Describe your organization’s mission, major accomplishments (please provide any data/outcomes you have on this program or related programs) and staff experience for this particular project.

6. Will you be partnering with other organizations? If so, please list these organizations and their role in the specified program and indicate whether or not each of these is a non-profit organization. If no other organizations are associated with this program, please indicate so. (Please include letters of intents from each collaborating organization).

7. Describe how this program will be promoted to the target population intended to be served. Identify outreach and communication methods that will be used to increase awareness or participation in this program.

8. Identify the primary service area, please include the community or neighborhood name as well as zip codes, that this program is intending to serve. Also, state the number of participants expected to be impacted directly through the funds being sought through this program grant and their demographics.

PART C: Budget (1 Page maximum)

9. What is the amount of funding dollars you are requesting?

10. Please attach a complete description of the proposed project overall budget, anticipated funding and justification for each line item. SEE APPENDIX B

11. Describe the strategy and plan for the long-term sustainability of the program when funding from this grant ends; please account for any financial and non-financial sustainability plans. If this program is established (more than three years in operation), describe the strategic next steps for your established program.

   a. Please describe the methods and strategies you will implement to ensure the program continues once funding ends (e.g. teachers trained to continue program in school, faith leaders have incorporated classes into existing health ministry).

THE REVIEW PROCESS

Proposals submitted by November 20, 2015 will be reviewed by the UCM Grant Review Workgroup. The UCM Grant Review Workgroup adheres to a strict conflict of interest policy and selects potential grantees based on the merits of each proposal. After an initial review of the proposals, a short list of organizations may be selected for potential site visits or follow up questions during the week of November 30th. Final grantees selected will be announced in December 2015.

Grantees that are selected for funding will be required to adhere to a reporting process that will be communicated at the time funds are awarded and will most likely include progress towards goals, successes/challenges, financial statement of funds granted, and data collected.
Successful proposals will be evaluated and scored on the following qualities:

**PART A: Project description (40 points total) 4 Page maximum**
- Community need for the project (5 points)
- Project goal(s) (15 points)
- Evaluation (20 points)

**PART B: Organizational Readiness (25 points total) 2 Page maximum**
- Organization's background (5 points)
- Experience with partnering community (5 points)
- Outreach to community (15 points)

**Part C: Budget (35 points total) 1 Page maximum**
- Budget showing each item and its cost (10 points)
- Justification for each item listed in the budget (5 points)
- Sustainability (20 points)

**Part D: Letters of commitment from any collaborating community organization.**

**AVAILABLE FUNDING**

The grant award(s) will not exceed $50,000 total costs. Program requests should stay within this amount.

**SUBMISSION PROCESS AND TIMELINE**

To apply, please read and review this application form and submit the completed questions, documentation (e.g., budget) and all necessary additional criteria (e.g., letters of collaboration) to the UCM Community Benefit program at communitybenefit@uchospitals.edu.

Grant recipient(s) that are selected for funding must abide by the following branding guidelines of the University of Chicago Medicine should your program use printed or online materials:

- Please refer to UCM as the University of Chicago Medicine in all materials related to your program and the ITM as the Institute for Translational Medicine.
- Display approved UCM and ITM logo on printed materials, internet sites which advertise event or program.
  - UCM will provide your organization with the appropriate logos.
  - All promotional materials using the UCM logos must be approved by UCM Marketing and Communications before distribution.

If you have any questions, please contact the community benefit program email or call (773) 834-3450.
- Grants submissions closed: November 20, 2015 at 5pm
- Site visits or follow up questions for selected candidates (if needed): Week of November 30th
- Announcement of final grantees: December 2015
- Funds awarded by December 2015
## APPENDIX A

### Pediatric Obesity UCM Evaluation Measures *(Please include Targets and Methods)*

<table>
<thead>
<tr>
<th>Goal</th>
<th>Objectives</th>
<th>Indicators/ Metrics</th>
<th>Targets</th>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pediatric obesity:</strong> Support school-based or community site programs focused on risk, prevention, physical activity and culturally relevant nutrition management</td>
<td>• Increase programming that addresses childhood obesity in schools</td>
<td>• The number of schools with increased programming around physical activity, nutrition, and/or obesity education</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• The number of community sites with increased programming around physical activity, nutrition, and/or obesity education</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>• The number of program sessions with increased programming around physical activity, nutrition, and/or obesity education</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>• The number of children/caregivers participating in childhood obesity programs</td>
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<td></td>
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<tr>
<td></td>
<td>• Increase physical activity among children and adolescents</td>
<td>• The percentage of children and adolescents that do 60 minutes (1 hour) or more of physical activity daily</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>• The percentage of children and adolescents that do more than 30 minutes of either moderate- or vigorous-intensity aerobic physical activity (MVPA) at least 3 days a week</td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The percentage of children and adolescents that do muscle-strengthening physical activity at least 3 days a week as part of their 60 of daily physical activity</td>
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</tr>
<tr>
<td></td>
<td>• Increase healthy eating habits among children and adolescents</td>
<td>• The proportion of children and adolescents that report consuming more fruits</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The proportion of children and adolescents that report consuming more vegetables</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>• The % of children and adolescents that report increased knowledge in nutrition/healthy eating</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• Improve the weight status among children and adolescent</td>
<td>• The proportion of children and adolescents aged 2 to 19 years with a BMI at or above the sex-and age-specific 85th percentile from the CDC Growth Charts – <em>Overweight/Obese</em></td>
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<tr>
<td></td>
<td></td>
<td>• The proportion of children and adolescents aged 2 to 19 years with a BMI at or above the sex-and age-specific 95th percentile from the CDC Growth Charts - <em>Obese</em></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX B
Sample Budget Template

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Requested Amount from UCM</th>
<th>Current or Anticipated Funding and Source</th>
<th>Total Budget Amount</th>
<th>Justification/Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inhalers</td>
<td>$3,500</td>
<td>$2,000 (foundation)</td>
<td>$10,000</td>
<td>To distribute to children with asthma</td>
</tr>
<tr>
<td>Office supplies</td>
<td>$1,000</td>
<td>$1,000 (Donors)</td>
<td>$2,000</td>
<td>For administrative documentation</td>
</tr>
<tr>
<td>Project Coordinator salary</td>
<td>$5,000</td>
<td>$25,000 (Government)</td>
<td>$30,000</td>
<td>To manage the day to day program activities</td>
</tr>
<tr>
<td>Health literacy appropriate materials</td>
<td>$4,000</td>
<td>$0</td>
<td>$4,000</td>
<td>To develop materials that are health literate</td>
</tr>
<tr>
<td>UCM Research Collaborator support</td>
<td>$1,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15,000</strong></td>
<td><strong>$28,000</strong></td>
<td><strong>$46,000</strong></td>
<td></td>
</tr>
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