

Department of Health

Division of Family Health Services, Bureau of Chronic Disease Prevention & Health
Promotion
Obesity Prevention Program

Scope of Work –Physical Activity Really Kounts (PARKs)

Background:

The Obesity Prevention Program is a federally funded statewide program focused on promoting physical activity, healthy nutrition, and decreasing screen time. In 2006, the Florida legislature allocated \$2.5 million in non-recurring general revenue funds for a Hispanic Obesity Prevention Education (HOPE) program. A number of projects are anticipated to be funded with these funds including a media campaign, an over-sampling of Hispanics on the 2007 Behavioral Risk Factor Surveillance System (BRFSS) survey, the 2007 Youth Physical Activity and Nutrition Survey (YPANS), and a series of mini-grants. All initiatives funded through the HOPE project comply with the Governor's Task Force on the Obesity Epidemic Recommendations (2004).

Purpose:

The Obesity Prevention Program has funding available for up to ten local community agencies to develop and implement a PARKs program that focuses on the Hispanic population. The outcome of the project will be a recreational program that encourages individuals with disabilities to be physically active in a mainstreamed environment. All community agencies with experience in working with people with disabilities are invited to apply. Awards will range from \$3,000 to \$14,999 per agency with a total funding allocation of \$30,000. Applicants must provide a ten percent (10%) match of funds to support the project, either through in-kind contributions or cash. This is a one-time funding opportunity and all potential agencies must be registered in My Florida Marketplace (<http://dms.myflorida.com/dms/purchasing/myfloridamarketplace>). The total award amount is contingent upon available funds. Agencies must demonstrate that they have a clear need for this funding based on the population they serve and current initiatives. Agencies are required to include funds to attend/present at a one day, HOPE best practices showcase in the spring of 2007 with exact date and location TBD (tentatively the Orlando area). All agencies will be required to provide evaluation information in the form of success stories and other relative qualitative information by the end of the project cycle (June 2007).

Rationale:

Lack of physical activity and poor/over nutrition are Florida's leading indicators for poor health outcomes that impact physical health, mental health, school performance, and family stability.. Involving individuals with disabilities in physical activities is of particular importance for a number of mental, physical, and social reasons that are often overlooked when working with individuals with disabilities. The PARKs program is designed to provide established organizations with funding to promote the adoption of healthy behaviors among this Hispanic population and individuals with disabilities. The intention of this program is to provide resources to people with disabilities enabling them to have the opportunity to fully participate in physical activities in an inclusive and accessible environment.

Due to the fact that disabilities or disabling conditions are often equated with health status, the health and well-being of individuals with disabilities are typically addressed in a medical care, rehabilitation, and long-term care facility. By continuing to allow this to occur, society is perpetuating several misconceptions regarding individuals with disabilities, such as: (1) all people with disabilities have poor health, (2) public health should focus only on preventing disabling conditions; and (3) the environment plays no role in the disabling process. These misconceptions have led to an under emphasis of health promotion and disease prevention activities targeting people with disabilities as well as an increase in the occurrence of secondary conditions (medical, social, emotional, family, or community problems that a person with a primary disabling condition frequently experiences).

Challenging these misconceptions through the PARKs program will help to clarify the health status of people with disabilities and address the environmental barriers that undermine their health, well-being, and participation in healthy lifestyle activities. A variety of healthy lifestyle activities are relevant to all individuals with disabilities whether they are categorized by racial or ethnic group, gender, primary disabling conditions or diagnoses, such as major depression, cerebral palsy, diabetes, spinal cord injury, or fetal alcohol syndrome. The similarities among people with disabilities are as important as or more important than those without disabilities. The overarching goal of the PARKs program is to eliminate disparities among those living with a disability. The PARKs program is dedicated to enhancing the lives of individuals with disabilities by providing opportunities for physical activity along with one-to-one peer and mentoring opportunities.

Goals:

- 1) Increase lifelong physical activity
- 2) Increase lifelong healthy eating
- 3) Decrease total screen time (i.e. time spent watching television, playing video games and using the computer)
- 4) Provide opportunities for age appropriate, accessible opportunities for physical activity.

Target Population:

Individuals with disabilities and Hispanics that reside in Florida as well as peer and mentors that can assist in mainstreaming activities.

Evaluation:

The evaluation will focus on process (number of actions that occur) and impact measures (such as number of projects/programs implemented, people impacted) and will link to long-term health outcomes (physical activity increases, etc.).

- Surveillance/data: access data through the Behavioral Risk Factor Surveillance Summary (BRFSS), Youth Physical Activity and Nutrition Survey (YPANS), Youth Risk Behavior Survey (YRBS), and Florida Youth Tobacco Survey (FYTS).
- Formative evaluation: during this pilot year, best practices will be documented to assist in outreach in later years with other established youth organizations.

Measures:

- 1) Increase the proportion of adolescents who engage in vigorous physical activity that promotes cardiorespiratory fitness 3 or more days per week for 20 or more minutes per occasion.
- 2) Increase the proportion of persons aged 2 years and older who consume at least two daily servings of fruit
- 3) Increase the proportion of person aged 2 years and older who consume at least three daily servings of vegetables
- 4) Increase the proportion of adolescents who view television two or fewer hours on a school day
- 5) Increase the proportion of adults who engage in vigorous physical activity that promotes the development and maintenance of cardiorespiratory fitness 3 or more days per week for 20 or more minutes per occasion.
- 6) Increase the proportion of adults who engage regularly, preferably daily, in moderate physical activity for at least 30 minutes per day.
- 7) Reduce the proportion of adults who engage in no leisure-time physical activity.

Sustainability/Replication:

Developing local and statewide partnerships will assist in the commitment to future action. Agencies should demonstrate how activities will be integrated within existing organizations that have a long-standing history and have demonstrated effectiveness in empowering and educating youth. Agencies are encouraged to partner with local county health departments or other appropriate local agencies to sustain and replicate programming locally, statewide and nationally.

Scope of Services

At a minimum, the project will ensure that all American's with Disabilities Act (ADA) requirements are met. Equipment purchased must be in line with ADA requirements and increase access to opportunities for physical activity for individuals with disabilities and Hispanics.

Included with the quote for services should be a program summary which outlines the intent of the project. The summary of the program must address, at a minimum, the following:

- Promotion of access to facilities that offer equipment to increase physical activity.
- Promotion of mentorship between local youth-based organizations and local groups promoting physical activity for people with disabilities. Commitment from organizations must be evident in the proposal (i.e. letters of support, Memorandum of Agreement), and must demonstrate efforts toward sustainability.
- Transportation for target population to facilities, if needed (i.e. parks with ADA accessible equipment).
- Stipends for membership or joining fees to facilities (i.e. gyms or parks).
- Long-term plan for sustaining usability and promotion of the newly designed PARKs program.

In addition, the proposal and work plan must incorporate a link to the following Healthy People 2010 (<http://www.healthypeople.gov/>) goals:

- Increase social participation among adults with disabilities (6-4);
- Increase accessibility of health and wellness programs and facilities (6-10);

- Reduce the proportion of people with disabilities reporting environmental barriers affecting participation in activities (6-12);
- Reduce the proportion of children and adolescents with disabilities who are reported to be sad, unhappy, or depressed (6-2);

Deliverables:

The successful applicants must provide the following by June 15, 2007 to ensure payment for services:

- Report that details progress made during the project period, including what funds were spent on and how they were spent.
- Organizations will be required to build in funds to attend/present at a one day HOPE best practices showcase in the spring of 2007 with exact date and location to be determined. Organizations will be required to provide evaluation information in the form of success stories and other relative qualitative information by the end of the project cycle (June 2007). Final project summary is due by June 30, 2007.
- Memorandum of agreement showing partnership/linkage with youth organization and organization that focuses on people with disabilities.
- Copies of media promotion used to promote access to physical activity interventions to all, including those with disabilities.

Application outline and scoring criteria

Please submit a brief proposal outlining the following areas:

- I. Target Population – 40 Points**
 - Demonstrate need for interventions directed towards Hispanic and individuals with disabilities in applicant’s county.

- II. Timeline and implementation plan – 10 points**
 - Describe your plan and time frame for spending funds. Applications should specify anticipated accomplishments and expectations for the outcome of efforts.

- III. Budget – 10 points**
 - Create a program budget. Applicants must include funds to attend/present at the HOPE best practices showcase in the spring of 2007 with exact date and location TBD. Location is likely to be in the Tampa/Orlando area.

- IV. Summary of Program– 30 points**
 - Describe your experience in working with individuals with disabilities and/or the Hispanic population.
 - Applicants must provide a summary of how the funds will be used and how the funds will help expand upon current initiatives. The summary should clearly indicate how the funding will help to achieve the Healthy People 2010 goals listed above and be linked to the promotion of evidence based obesity prevention initiatives.

V. Sustainability – 10 points

- Describe your plan for sustainability when funding ends.

TOTAL: 100 points

How to apply:

The application should not exceed 5 pages including budget, summary of program, and timeline. **Interested parties should submit an electronic proposal with requested information by 5:00 p.m. Friday, October 27, 2006** to Katie Rainka at Katie_Rainka@doh.state.fl.us. **Participants will be notified via email by Friday, November 12, 2006.**

Please direct all questions to Katie Rainka at Katie_Rainka@doh.state.fl.us or 850-245-4330.