



Schools on the Move Grant Program

2010-2011 Cycle
(Year 5)

Application Guidelines

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Funding for the WVOM - Schools on the Move Grant Program
has been provided by

Claude Worthington Benedum Foundation
and
West Virginia University Children’s Hospital Foundation

OVERVIEW

The West Virginia on the Move (WVOM) – Schools on the Move (SOM) Grant Program will award **up to ten Pre-K – 12 public or private schools up to \$5,000 each** for projects that support local initiatives that promote comprehensive approaches to youth physical activity: (a) Quality physical education; (b) Alternative before, during or after school programs; (c) Parent/community outreach; (d) Staff/faculty wellness; and (e) Active transportation. To be considered, schools must plan to implement an intervention that will enhance physical activity opportunities for students, staff, and families during the 2010-2011 school year.

We are most interested in funding projects that demonstrate sustainability and have clear plans for evaluating outcomes.

PURPOSE

WVOM's mission is to promote a physically active lifestyle for all West Virginians by providing leadership, technical expertise, and collaboration with the goal of reducing the prevalence of chronic disease.

We recognize that the children in our state are at serious risk. Many statistics relating to the health of WV children are alarming, such as those from the WVU CARDIAC Project in this table. Schools can play an influential role in reversing these negative trends, since children spend the majority of their day at school. Because of statistics such as these, WVOM offers this program to help create or foster opportunities for comprehensive school physical activity that could not be developed without external funding.

Statewide school screenings 1998- 2009	%
Body Mass Index >85 th %	28
Body Mass Index > 95 th %	25
Blood pressure > 95 th %	14
<i>From www.cardiacwv.org</i>	

FUNDING FOCUS

Applications proposing interventions that have the potential for the greatest positive impact for increased physical activity among students, staff, and family will be given the most favorable consideration for funding. One-time activities that show no signs of sustainability will not be funded. In addition, proposals without a detailed evaluation plan will not be funded. Proposals involving in-kind funds, collaboration and cost-sharing are encouraged.

IMPORTANT DATES

Mark your calendar with these important dates.

Timeline WVOM Schools on the Move Grant Program 2010-2011 Cycle www.wvonthemove.net	
Grant Application Released	October 15, 2009
Letter of Intent Deadline	December 15, 2009
Application Deadline	February 17, 2010
Award Recipients Notified	April 15, 2010
Allocation of Funds to Recipients	May 1, 2010
Progress Report Deadline	December 1, 2010
Project Complete and Final Report Deadline	May 1, 2011

PRE-REQUISITES

1. **Have or develop a Grant Team** - School must have, or plan to have, a School Health Council or SOM Grant Team that includes, but is not limited to, representatives from: school administrator, grant leader, physical education teacher, health teacher, other teacher, school nurse, food services personnel, parent, student, community leader, and others.
2. **Have already completed or will complete the School Health Index (SHI) – Self-Assessment** - Schools must have completed, or complete as part of this application, a School Health Index self-assessment to examine current activities, policies, and practices related to physical activity in the school environment. (More information is provided in these guidelines)
3. **Review County/School Wellness Policy prior to completing the application** – School wellness policies require that all school districts have physical activity goals, and an implementation plan for meeting those goals.
4. Understand that grant checks, if awarded, will only be paid through a Local Education Agency (LEA).

PROJECT EXPECTATIONS

Your proposed project must involve an intervention that will enhance physical activity opportunities for students, staff, and families during the 2010-2011 school year.

Proposed projects are required to:

- Implement evidence based best practices for improving physical activity and/or physical education
- Demonstrate new and creative approaches to improving school physical activity levels of students, staff, and families.
- Demonstrate involvement of teachers and parents

**Is your project
a good fit?**

To review 35 funded
projects go to:

www.wvonthemove.net

Proposed projects may also address:

- Community change to increase physical activity
- Programs to assist individuals in learning new skills necessary to successfully participate in physical activity

GRANT DISTRIBUTION

A panel of experts will review qualified applications and select grant recipients. Recipients will first be announced on our website and then by a general email to grant contacts.

If your project is selected, WVOM will mail you a Memorandum of Understanding (MOU), outlining terms and conditions of acceptance. Once the signed MOU is received by WVOM, grant money will be released, as scheduled.

OBLIGATIONS OF GRANT RECIPIENTS

Some of the obligations you will have if you are awarded a grant are listed below.

- Use funds for a school-based intervention that follows the plans described in the grant
- Develop and implement an effective evaluation plan that will demonstrate how the project has increased healthy behaviors in students, staff, and families
- Collaborate with appropriate groups or individuals to plan and implement the project
- Complete project within timeframes outlined in the grant application
- Submit a *Progress Report* by December 1, 2010,
- Submit a *Final Report* by May 1, 2011, including a complete report of budget versus actual expenditures
- Participate in conference calls with WVOM, as needed
- Host an on-site visit for a WVOM representative(s)
- Assist WVOM in conducting evaluation procedures on the WVOM –SOM Grants Program, by completing follow up surveys, etc.
- Share your experiences with other schools through presentations and other media, as needed

UNMET GRANT OBLIGATIONS

If the grant obligations as outlined in the grantee's proposal and application are not met, full reimbursement of funds or partial reimbursement of funds will be expected by May 15, 2011 to WVOM. If a reimbursement is necessary, the amount of reimbursement will be determined by WVOM, based on the grant Action Plan and Evaluation Plan.

LETTER OF INTENT REQUIREMENT

All applicants must first submit a completed Letter of Intent (LOI) form via email by 11:59 p.m. on December 15, 2009, The Letter of Intent form can be downloaded at www.wvonthemove.net. The LOI is not scored, but is required to reserve a space in the application process. It will be used in planning the grant review process. Handwritten or faxed LOI's are not accepted. The LOI submission should be one page only.

Email to: sholland@wvonthemove.net

APPLICATION SUBMISSION REQUIREMENTS

The SOM Application Form and the Application Guidelines can be downloaded at www.wvonthemove.net.

Mail an original application plus three stapled copies by the application deadline of February 17, 2010. Mailed applications must be postmarked by the deadline date. Faxed or handwritten applications are not accepted. Personal deliveries are accepted but must be pre-arranged.

Mail to: WVOM – SOM Grants, 700 Washington Street E, Suite 201, Charleston, WV 25301

SUBMISSION FORMATTING

The Grant Application was created with default font, spacing and margin settings. However, changes may occur during data entry. The submitted application must adhere to formatting requirements noted below.

Tables and Lists in the Application should be formatted with a default font of 12, Arial, and are single spaced.

The Descriptive Narrative in the Application should be typed in font size 12, doubled spaced, 1" margins. Limit your Descriptive Narrative to 8 pages or less. Charts or tables that you might insert into the Descriptive Narrative section may be in smaller fonts.

Please do not add unrequested sections or unrequested attachments.

COVER SHEET

The application cover sheet briefly outlines your proposal and provides critical demographic and contact information. WVOM will primarily communicate with applicants using the provided email address, therefore, be certain to verify that it is active and valid. Limit the Project Description to 300 words or less, single spaced. The cover sheet should remain on one page.

SOM GRANT COMMITTEE LIST–

List the names and titles of the members of the SOM Grant Committee who have agreed to support this project. The committee should include, but is not limited to: school administrator, grant leader, physical education teacher, health teacher, other teacher, school nurse, food services personnel, parent, student, community leader, and others.

DESCRIPTIVE NARRATIVE

In this section, provide a detailed description of the proposed project using the headings provided in the Grant Application. This section is already formatted and must be completed in Arial, font size 12, double spaced, 1” margins. The Descriptive Narrative (Section 1 – 5) should be completed in 8 pages or less.

The five sections in the Descriptive Narrative are summarized below and detailed on the following pages.

Section 1. Need/Problem Statement

Section 2. Expected Outcomes

Section 3. Target Audience

Section 4. Intervention Description

Section 5. Evaluation.

SECTION 1 - NEED/PROBLEM STATEMENT

Why are you looking for external funding from WVOM?

In this section you will describe the need and/or problem that your project will address as identified using the School Health Index (SHI), developed by the Centers for Disease Control and Prevention (CDC). Using the SHI self-analysis, please provide a written description of how one or more of the identified areas of need will be addressed by the proposed physical activity intervention. Grant proposals that demonstrate a clear need are preferred.

SHI is a self-assessment and planning tool that helps schools identify strengths and weaknesses for planning to make changes related to school health policies and programs. The eight components of the SHI correspond to the eight components of a Coordinated

School Health Program, and therefore, to the Local School Wellness Policy, that all districts have been required to develop.

As part of the SOM Grant application process, schools must complete the Score Cards and Completed Planning Questions 1-3 (Strengths, Weaknesses, and Recommended Actions to Improve Scores) for each Module listed:

- Module 1 – School Policies and Environment
- Module 3 – Physical Education and Physical Activity Programs
- Module 7 – Health Promotion for Staff
- Module 8 – Family and Community Involvement.

These assessments can be completed by your SOM Grant Committee if the results are not already available for your school. You can complete the required forms online or print them at <http://www.cdc.gov/HealthyYouth/SHI/instructions.htm#5>.

Do not submit the Score Cards and Completed Planning Questions with your application. However, it is recommended that the SHI results be available should they be requested during the grant review or reporting process.

SECTION 2 – EXPECTED OUTCOMES

What will you accomplish as a result of this project?

The identification of expected outcomes represents a critical component of the grant writing and management process. Given the mission of the SOM Grant Program, these outcomes must relate to school-based physical activity promotion and should be **specific**, **measurable**, and **time sensitive**. The project outcomes should also be well aligned with the described needs/problem statement. Grant proposals that demonstrate a clear alignment between the intended project outcomes, the SHI self-analysis, and Local School Wellness Policy are preferred.

EXAMPLE: A school that has identified limited parent outreach as an area of need using the SHI, could propose to engage parents and children in 30-minutes of daily moderate-to-vigorous physical activity by developing a family-based intervention that would require parents and children to track their minutes of physical activity each week using a school activity calendar and written log. So, the outcome expected from this intervention would be an increase of 30 minutes/day in parent and child physical activity.

SECTION 3 – TARGET AUDIENCE

Who will participate in the proposed intervention?

A number of professional and government organizations have proposed that schools serve as community centers for physical activity promotion given the wide range of individuals who

are served by them. Accordingly, school-based physical activity interventions can potentially target a wide range of people including students, faculty, staff, parents, and other members of the community. Provide a written description of the various groups who will serve as the target audience for the proposed project. Please be sure to provide sufficient detail so that grant reviewers will have a clear understanding of the key characteristics that define your target audience - including the number of participants. Grant proposals that engage multiple groups within the school are preferred.

EXAMPLE: A six-week walking program that requires students, teachers, and staff to track their physical activity using pedometers would serve several different groups within the school community.

SECTION 4 – INTERVENTION DESCRIPTION

What strategies (activities) will you use to help your target audience achieve the designated project outcomes?

School-based physical activity interventions can take a variety of forms related to the provision of quality physical education; alternative physical activity opportunities before-, during, and after-school; parent and community outreach; use of active transportation to and from school; and staff/faculty wellness programming. Provide a detailed description of **all** grant-related activities that will be used to facilitate participant progress toward the project outcomes. Grant proposals that provide a complete description of the project in a logical, organized manner are preferred.

EXAMPLE: A project intended to increase student participation in the types of outdoor adventure activities that are readily available in WV could involve purchasing backpacking equipment for the school, designing a backpacking instructional unit for physical education, adding a page to the school website about local opportunities for hiking and backpacking, and sponsoring a day-long back-packing trip for students and their families at a local state park.

SECTION 5 – EVALUATION

How will you determine whether or not the intervention was effective and the expected outcomes were achieved?

It's critical that every project proposed have a plan for evaluating the expected outcomes. By gathering results from schools in every part of the state, we can share information and results with others so that we may continually improve our efforts of creating opportunities for physical activity that have been proven to work effectively. Please be sure to spend adequate time planning how you will evaluate results.

The evaluation plan should be well **defined, realistic,** and **appropriate** for meeting the expected outcomes and determining success of the proposed programs/interventions. Include a description of the evaluation tools and methods. Use **process evaluation** and **outcome evaluation** where appropriate. (See textbox). Evaluation should be built into every phase of your intervention.

Process Evaluation:

Did your project unfold as planned?

Outcome Evaluation:

Did you achieve what you intended?

EXAMPLES: Examples of evaluation methods that might be used to show your program(s) successes are described below. You might plan to use one or more of these or other methods.

- Tracking program activities
 - Method: Event logs (e.g., number of events or activities, number of participants, number of users before, during and after events/programs, how often physical activity participation occurred)
- Information about participants
 - Method: Surveys or interviews (e.g., participant demographics, effects of programs/interventions on various groups and subgroups, participant perceptions of intervention)
- Changes in knowledge, beliefs, and/or behaviors
 - Method: Pre/post attitudinal questionnaires or knowledge tests
- Changes in amount of physical activity
 - Method: Physical activity logs, self-recall questionnaires, activity logs for participants, pedometers, heart rate monitors, or energy expenditure calculations
- Changes in policy
 - Method: Evidence of written policy,
- Changes in physical environment
 - Method: Before and after photographs, documentation of increased miles of available walking paths, specifications and photographs of changed environmental and/or facility improvement

PROJECT OUTCOMES SUMMARY TABLE(S)

Complete a Project Outcome Summary Table for each of the identified Expected Project Outcomes from Section 2 of the Descriptive Narrative. Complete a separate table for each outcome- up to three. In the table summarize the expected outcomes, intervention strategies, planned deadlines and related evaluation method. Formatted tables are provided in the Grant Application. You may delete unused tables from your application. You may add lines in your table(s), as necessary.

Grant proposals that have well aligned outcomes, intervention strategies, and evaluation methods are preferred.

EXAMPLE:

Planned Project Outcomes (Up to 3)	Activities (Intervention Strategies)	Planned Deadlines	Evaluation Methods
Increase student physical activity to 60 minutes or more on all, or most, days of the week and reduce screen time to 1-2 hours per day	Set activity/screen goals with students and signing behavioral contracts	9/15/2010	Process Evaluation: Number of students completing behavior contracts and homework assignments. Outcomes Evaluation: Students complete a pre/post 3-day physical activity recall and parents complete an exit survey regarding any changes to the home environment
	Increase student physical activity in physical education by modifying lesson structure, providing weekly “homework” assignments in physical education through use of a fitness calendar	Begin: 9/15/2010 End: 10/15/2010	
	Offer incentives for those students making progress toward goals	9/25/2010 10/1/2010 10/15/2010	
	Send family fun pack home with ideas for alternative activities to replace television/computers	9/20/2010	

BUDGET AND JUSTIFICATION

Provide the project Budget in the table provided in the Grant Application. Immediately after the Budget, describe in narrative format how the funds will be used and justify proposed expenses by budget category: *Contractual, Educational Materials, Supplies, Equipment (Purchased/Rented), Printing Postage & Publications, Incentives, Staff Development/Training, Travel and Other.*

Any in-kind or matched funds should be noted. Personnel costs are not allowed, however contractual costs are permitted. Grant winners are required to submit a final budget report stating budgeted amounts and the actual expenditures incurred. Any requested adjustments to the proposed budget during the grant period must be submitted in writing to WVOM and approved by WVOM before changes are made. Unused funds should be returned to WVOM at the end of the grant cycle.

EXAMPLE: *Contractual-* A contractor will be paid to grade the land for the walking track for an estimated \$2,500. The gravel, sand and other paving materials, worth \$ 2, 327, will be donated by the sports boosters. In addition, volunteers from the neighboring church have volunteered to do landscaping and clean up.

LETTERS OF SUPPORT

Letters of Support from those involved in your project give us a sense of how involved your school, volunteers and/ or community are in your project. Please provide at least two letters of support for your project. One of the letters must be from the school principal.

Letters of support should be attached at the end of your completed application.

QUESTIONS

If you have questions, you may contact:

Shannon Holland
Executive Director, WVOM
304.345.1235
sholland@wvonthemove.net
www.wvonthemove.net



CHECKLIST

This sheet is provided as a convenience to you for determining if you have met the general requirements before mailing your application. **Do not submit this form.**

	Yes / No
Does submitted project meet Pre-Requisites outlined?	
Letter of Intent was emailed and received at WVOM by due date?	
Does this project meet Project Expectation as outlined in Application Guidelines?	
Can our committee fulfill Progress and Final reporting requirements?	
Application Cover Sheet completed, reviewed and signed by grant contact and Principal?	
School Health Council/SOM Grant Committee list provided?	
School Health Index (SHI) - Self-Assessment has been completed and documentation available? : <ul style="list-style-type: none"> • Module 1 – School Policies and Environment • Module 3 – Physical Education and Physical Activity Programs • Module 7 – Health Promotion for Staff • Module 8 – Family and Community Involvement. 	
Descriptive Narrative completed with headings as outlined in Application Guidelines.	
Project Evaluation Plan clearly described in Descriptive Narrative and outlined in Outcomes Summary Table?	
Budget completed and immediately followed by Budget Justification narrative?	
Two letters of support (one from the principal) attached at the end of application?	
Is my proposal typed and organized as requested?	
Can our school meet the Obligations and Timelines of this grant?	
WVOM thanks you for your efforts in getting Schools on the Move!	