

# Health Strategy

## Request for Proposal

United Way of the Dutchess-Orange Region (UWDOR) issues this Request for Proposal as a part of our commitment to improve the condition of our neighbors affected by poverty and limited resources. UWDOR’s commitment to health investment targets strategies that will ultimately reduce childhood obesity and the detrimental effects caused by engaging in risky behaviors such as substance abuse, aggression and bullying. We aim to improve health outcomes for our children and families living in Dutchess and Orange counties by providing education about healthy decision-making.

The goals outlined in this RFP represent a multi-faceted plan developed in partnership with community leaders including government, businesses, nonprofits, medical practitioners, educators, students, parents and the larger community. Through this RFP process, UWDOR seeks partnerships with nonprofit organizations during the time period **of July 2018 to June 2019**. Our intention is to invest sufficient funding to achieve significant results. United Way’s Community Fund is divided into two funding categories:

- **For previously funded programs**, please indicate the amount you are requesting (maximum request of \$50,000).
- **For programs not previously funded**, United Way has allotted funding in increments up to \$10,000 for these requests. Please indicate your request here (maximum of \$10,000). *If your program is selected for funding, you may be eligible for additional funding next year. This is contingent that your organization remains in good standing with regards to all United Way contract requirements. Future additional funding is not guaranteed.*

### Key Dates

Activity	Date
RFP Released	January 29, 2018
Questions & Answers	Please submit questions to: <a href="mailto:ci-inbox@uwdor.org">ci-inbox@uwdor.org</a> Responses will be issued within 48 business hours
Technical Guidance “How to Apply”	10 am on February 14, 2018
Application Due Date	5:00 pm on March 9, 2018
Award Notifications by	June 30, 2018

### Core Funding Criteria

In partnership with our community, United Way utilizes a cohesive strategy to address the needs of children, families and individuals with limited income in Dutchess and Orange Counties. This RFP is designed to build resilience, increase access to healthy food and, in some cases, may involve pilot initiatives that have the potential to be expanded upon with future funding. UWDOR is seeking to support partners who share our commitment to the following:

- A commitment to **community-level outcomes** focused on demographics and geographic locations with the greatest need;
- A commitment to cross-agency and cross-community **collaboration** in developing effective strategies; and
- A commitment to strategies that demonstrate success using **evidence-based or evidence-informed models**.

### Community-Level Outcomes

United Way has conducted extensive research and has held community forums to continually address the goals and indicators that determine community success. Together, we have identified and are working towards key indicators of success. We hold ourselves and our partners accountable to achieving success by using concrete metrics, based on local, state and federal data, to measure our progress.

Annual Goals	Community-Level Outcomes
Children and families will increase their understanding and improve healthy eating habits and physical activity.	Decrease the percentage of children considered overweight or obese.
Increase the resiliency of adolescents and young adults in order to reduce instances of substance abuse, bullying, violence, and other destructive behaviors.	Decrease the rates of bullying, violence and substance abuse among adolescents.

### Collaboration

Strong collaboration among all partners is necessary for our community to realize outcomes that will demonstrate lasting and meaningful change for our region’s children. Nonprofit partners are strongly encouraged to incorporate collaborative opportunities into their proposal.

\* Programs that rely on ANY PARTNER to accomplish stated goals (school districts, nonprofit organizations, etc.) are required to provide letters of commitment that demonstrate support from the outside organization.

### **Evidence-Based or Evidence-Informed Models**

United Way is committed to changing our community in a positive and meaningful way. In order to do so, we seek to partner with programs that are evidence-based or evidence-informed, meaning they have been proven successful in the past.

*From the Child Welfare Information Gateway:*

**Evidence-based practices** are approaches to prevention or treatment that are validated by some form of documented scientific evidence. This includes findings established through controlled clinical studies, but other methods of establishing evidence are also valid.

**Evidence-based programs** use a defined curriculum or set of services that, when implemented with fidelity as a whole, has been validated by some form of scientific evidence.

**Evidence-informed practices** use the best available research and practice knowledge to guide program design and implementation. This informed practice allows for innovation while incorporating the lessons learned from the existing research literature.<sup>1</sup> For your convenience, the evaluation tool has been outlined below:

### **Application Evaluation Scoring Rubric**

Applications will be evaluated based upon the following criterion:

- Program Design (50 Points)
  - Application should demonstrate the ability to achieve identified community-level outcomes;
  - Application should demonstrate evidence of active collaboration;
  - Application should demonstrate identification and implementation of evidence based/informed models.
- Justification of Need (20 Points) – Application should demonstrate - through data - the need for this program and value added to our community.
- Organizational Infrastructure (30 Points) – Application must demonstrate that the organization has the capacity to implement program design and collaboration.

\* Organizations that are collaborating will not be considered for funding without letters of support. Collaboration is highly encouraged.

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<sup>1</sup> <https://www.childwelfare.gov/topics/management/practice-improvement/evidence/ebp/definitions/>

## Our Community's Challenge

Although health problems are pervasive, we have an opportunity to create healthier conditions for ourselves — and for generations to come. Health affects nearly every element of our daily lives, including employment, education, and providing for the family. Thus, healthy living is a vital element of our overall well-being.

By making health-conscious decisions, individuals will be able to function at their optimal level. Unfortunately, health issues such as nutrition, intimate partner violence and bullying are not unique to our community. In fact, they are continuously increasing each year. To illustrate: "On average, nearly 20 people per minute are physically abused by an intimate partner in the United States. During one year, this equates to more than 10 million women and men."<sup>2</sup>

Intimate partner violence, substance abuse, including opioid addiction, and other destructive behaviors are linked to a lifetime of health challenges, including higher rates of depression and suicide, chronic diseases, criminal behavior and difficulty finding and maintaining employment.

Research shows that early substance abuse is a determining risk factor for many chronic diseases, involvement in violent behaviors, suicide attempts among youth and other emotional/behavioral problems. The effects of substance abuse extend beyond the afflicted. Costly physical, mental, and public health issues result for their families and communities (e.g., Nansel et al., 2001; Gladstone et al., 2006; 06; Hugh-Jones & Smith, 1999; Olweus, 1994).

Additionally, bullying, including cyber-bullying, can cause emotional and behavioral problems which are known to continue into adulthood and may produce long-term negative outcomes including low self-esteem and self-worth, depression, antisocial behavior, vandalism, drug use and abuse, criminal behavior, gang membership and suicidal ideation (e.g., Nansel et al., 2001; Gladstone et al., 2006; 06; Hugh-Jones & Smith, 1999; Olweus, 1994).

In regards to weight, the childhood obesity rate nationally is 17%.<sup>3</sup> One in every three children in our country has a body mass index (BMI) that is considered overweight or obese. Our community shares these national trends.

<b>Student Weight Status Category Report: 2012-2014</b> <sup>4</sup>			
	Overweight	Obese	Total
Dutchess County	16%	18%	34%

<sup>2</sup> NCADV | National Coalition Against Domestic Violence. (n.d.). Retrieved January 08, 2018, from <https://ncadv.org/statistics>

<sup>3</sup> "Prevalence of Childhood and Adult Obesity in the United States, 2011 – 2012". <http://jama.jamanetwork.com/article.aspx?articleid=1832542> Accessed 1/25/16

<sup>4</sup> Student Weight: Percent Obese by School District Map: 2012 -2014

Orange County	18%	19%	36%
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While the average weight of our community’s children is statistically in line with the national average, some school districts in our area far exceed these levels. Across the two counties, overweight/obesity rates vary from 22% to 46.7%. The long-term impact of childhood obesity has serious health consequences for individuals, families and our overall community. Obesity is linked to a lifetime of health challenges including heart disease, diabetes, kidney failure, stroke, cancer, depression, muscle and joint problems, shorter life span and costly health needs.

### **Our Community’s Opportunity**

The challenges to health that impact families across our region are as broad as the definition of health provided by the World Health Organization - the physical, mental and social well-being of an individual. Although we cannot address all of these challenges, UWDOR aims to build resiliency on the health issues that persist in our region. Building resiliency is the most effective way to improve the overall health and wellness of our community.

Good health is dependent on multiple factors, including personal choice, healthy behaviors and responsibility for one’s health, as well as conditions over which individuals often have little or no control. Working in partnership with our community, UWDOR has identified strategies rooted in an analysis of academic literature, statistical review and the engagement of local field experts aimed at addressing major public health issues from a prevention standpoint.

#### **Nutrition and Physical Activity**

The nutrition habits of children are often determined by their parent or caregiver. To combat the growing trend of childhood obesity and adverse health in adults caused by obesity, UWDOR seeks to partner with community nonprofits. By targeting these populations, our goal is to increase access to fresh healthy foods, improve family education on adequate nutrition and provide opportunities for children and families to participate in regular physical activity.

**Goal:** Children and families will increase their understanding and improve healthy eating habits and physical activity.

**Indicator:** Students and families will indicate a behavioral change with regard to improved nutrition, healthy eating, or physical activity.

## Building Resiliency

Unfortunately, overdosing has become the leading cause of death in individuals younger than 50 years of age.<sup>5</sup> The opioid and resulting crises have traveled across every facet of our community, from adolescents to adults. It has become evident that no approach alone will stem the tide in alleviating the epidemic.

United Way, using evidence-based prevention strategy, is seeking proposals that will support youth and adolescents in seeking positive opportunities in an effort to avoid this tragic crisis. Studies reveal that prevention education surrounding substance abuse will curb the adoption of harmful drugs: “Past year use of narcotic drugs other than heroin (reported only for grade 12) did not show any increase as heroin declined. In fact, annual prevalence fell from 6.1 percent to 5.4 percent in 2015 (not a statistically significant change).”<sup>6</sup> We aim to bring nonprofit providers together to address issues in a collective effort to increase prevention education for today’s youth. While we are seeking organizations to demonstrate a comprehensive substance abuse prevention curriculum, special attention must be paid to opioid abuse. It has been illustrated that early intervention and prevention at an elementary school level is effective in discouraging drug use as youth become adolescents and adults.

Additionally, bullying, especially at a grade-school level, disallows the individual from realizing their full potential. Bullying may lead to negative impacts on mental health and may also invite opportunities for substance abuse. 28% of U.S. students among grades 6-12 and 20% of U.S. students among grades 9-12 experience bullying.<sup>7</sup> Cyberbullying shouldn’t be overlooked either. Cyberbullying, which affects 9% of students in grades 6-12, has been linked to teen depression.<sup>8</sup>

Overall, safe and healthy relationships ensure achievement of the individuals’ full potential as connected and contributing members of society. United Way seeks to increase the resiliency of adolescents by providing them with tools and resources to make healthier decisions when it comes to intimate partner violence and bullying, as well as substance abuse.

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<sup>5</sup> Kaplan, S. (2017, November 03). C.D.C. Reports a Record Jump in Drug Overdose Deaths Last Year. Retrieved January 22, 2018, from <https://www.nytimes.com/2017/11/03/health/deaths-drug-overdose-cdc.html>

<sup>6</sup> University of Michigan. (2015, December 16). Use of ecstasy, heroin, synthetic marijuana, alcohol, cigarettes declined among US teens in 2015 [Press release]. Retrieved January 22, 2018, from <http://www.monitoringthefuture.org/pressreleases/15drugpr.pdf>

<sup>7</sup> Facts About Bullying. (n.d.). Retrieved January 22, 2018, from <https://www.stopbullying.gov/media/facts/index.html#stats>

<sup>8</sup> Cyberbullying on Social Media Linked to Teen Depression  
Stephanie Pappas - <https://www.livescience.com/51294-cyberbullying-social-media-teen-depression.html>

**Goal:** Increase the resiliency of adolescents and young adults in order to reduce instances of substance abuse, bullying and violence.

**Indicator:** Adolescents and young adult participants will demonstrate improved life skills to build coping mechanisms, including increased confidence and improved decision making.

### **Selection Process**

All applications will be reviewed by members of the United Way Community Impact Committee and supporting Councils. Additionally, community leaders have been invited to work as evaluators to ensure a diverse representation of our community serving to further this crucial process. Applications will be scored based on the set criteria (see page 3). The Community Impact Committee reserves the right to take previous granting history into consideration and to request additional information during this process.