

United Way of the Dutchess-Orange Region
Health Strategy
FY2016-2017 Request for Proposal

As a pillar in the community for decades, United Way has partnered with nonprofits to support strategies to address critical needs across our region. We have laid the framework for a collaborative model focused on community solutions. We have brought positive change to the lives of many men, women and children. Together, we have made progress. As a community, it is our time to combine efforts and develop a unified vision for systematic change.

The goals outlined in this RFP represent a multi-faceted plan developed in partnership with community leaders representing government, business, non-profit, medical practitioners, educators, students, parents and our larger community. United Way and our partners identified goals and aligned outcomes to direct our work. Together, we identified and are working toward 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.

Investing in our Community

UWDOR issues this RFP as a part of an indelible commitment to achieve the goal of improving the condition of our neighbors affected by poverty and limited resources. We aim to reducing reliance on social and government support in Dutchess and Orange counties. UWDOR targets our investment on strategies that support development and improve community health outcomes.

Through this RFP process, UWDOR seeks partnerships with nonprofit organizations during the time period **of July 2016 to June 2017**. Our intention is to invest sufficient funding to achieve significant results.

Key Dates

Activity	Date
RFP Released	February 1, 2016
Questions & Answers	Please submit questions to: ci-inbox@uwdor.org Responses will be issued within 48 business hours
Technical Guidance “How to Apply”	12:00 pm on February 12, 2016. Join us from the comfort of your own office as we walk through “How to Apply”. <i>Details to follow</i>
Application Due Date	5:00 pm on March 11, 2016
Award Notifications	May 2016

Core Funding Criteria

United Way is committed to a cohesive strategy, in partnership with our community, to address the needs of children, families, and caregivers with limited income in Dutchess and Orange counties. This RFP is designed to establish a foundation for financial stability and in some cases may involve pilot initiatives that will be expanded upon with future funding. UWDOR is looking for partners who share our commitment to the following:

1. A commitment to community level **outcomes** focused on geographic and demographic locations with the greatest need as defined by data;
2. A commitment to cross-agency and cross-community **collaboration** in developing effective, cohesive strategies; and
3. A commitment to strategies that demonstrate long term success using **evidence-based or evidence informed models**.

- **Community Level Outcomes**

Together with our partners we will support individuals and families in demonstrating measureable behavior changes that improve their financial standing, while working collaboratively to measure our success against local indicators of poverty. These community-level indicators include, but are not limited to: childhood obesity rates, incidences of intimate partner violence or bullying, and/or Students receiving Free or Reduced price Lunch.

Annual Goals	Community-Level Outcomes
Increasing resiliency of adolescence to help them lead healthier lives.	Decrease in the rates of bullying, violence and substance abuse among adolescence.
Reducing barriers to healthy eating for children and families.	Decrease in the percentage of children considered overweight or obese.

- **Collaboration**

UWDOR believes that strong collaboration among all partners is necessary for our community to realize outcomes that will effect change. Nonprofit partners are strongly encouraged to demonstrate their commitment to community change by incorporating collaborative opportunities into their requested program model.

Programs that rely on outside organizations to accomplish stated goals (i.e. school districts) are strongly encouraged to provide letters of commitment from the outside organization. Letters should be uploaded under the Required Documents form in the e-granting portal.

In the instance requests are submitted by collaborative organizations, one application should be submitted clearly outlining each respective partner and the structure in which they will operate to achieve collective goals. A separate section of the online application has been included for detailed information outlining how the collaboration will operate, including fiscal and management structure.

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

Evidence-Based models are program models that have been scientifically proven to be effective at achieving the desired outcome. While this verification remains paramount to the work we

do to support our community, we also recognize that evidence-informed models are less costly and also effective. Evidence Informed models are programs based upon measurement of relevant data combined with research (including case studies) that supports the efficacy of the program in delivering a measureable change in behavior, allowing for creative interventions to these complex problems.

Our Community's Challenge

Although health problems are pervasive in our community, we have an opportunity to create healthier conditions for ourselves — and for generations to come.

Good health practices are a vital element of our overall well-being. The simple fact is, without good health, individuals cannot function at their optimal level. Health affects nearly every element of our daily lives: employment, education, the ability to maintain relationships and one's ability to be a contributing member of society.

While health issues such as nutrition, substance abuse, intimate partner violence and bullying are not unique to our community they are continuously increasing each year.

Consider this:

- In 2010, the US Department of Agriculture identified that only 40% of individuals had regular access to healthy foods in Orange County and 49% in Dutchess County.
- A victim of bullying is twice as likely to take his or her own life as compared to someone who is not a victim.
- New York State Office of Alcoholism and Substance Abuse Services (OASAS), estimates that 12% of New York residents older than age 12, experience a substance use disorder which includes an addiction or abuse of alcohol, tobacco or drugs, both legally and illegally obtained.

I. Our Community's Opportunity

The health challenges that impact families across our region are as broad as the definition 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 believes that focusing on prevention for two of our largest public health issues, Nutrition & Physical Activity and Building Resiliency, is the most effective way to improve the overall health and wellness of our community.

While good health depends on personal choice and responsibility, healthy behaviors are also shaped by 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 in the medical, social service and business fields aimed at addressing major public health issues from a prevention standpoint.

1. Nutrition and Physical Activity

Over the past three decades childhood obesity rates across the United States have tripled. According to the Journal of the American Medical Association, "Despite recent declines in the prevalence among preschool-aged children, obesity among children is still too high. For children

and adolescents aged 2-19 years, the prevalence of obesity has remained fairly stable at about 17% and affects about 12.7 million children and adolescents for the past decade”¹. Almost one in every three children in our country has a body mass index (BMI) that is considered obese or overweight. According to recent student weight statistics collected by the New York State Department of Health, children in our Dutchess and Orange community mirror these national statistics.

Student Weight Status Category Report: 2008 – 2010		
	Healthy Weight 4%-84%	Overweight/Obese <85 th Percentile
NYS (Excluding NYC)	66%	32%
Dutchess County	67%	32%
Orange County	66%	33%

However, some districts in our area far exceed these levels:

- Newburgh Enlarged City School District – 46.7%
- Northeast Central School District – 40%
- Florida Union Free School – 39.1%
- Red Hook Central School 34.6%

The long term impact of childhood obesity has serious 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.

The nutrition habits of children are often determined by their family. To combat the growing trend of childhood obesity and adverse health in adults caused by obesity, UWDOR seeks to partner with community nonprofits 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: Individuals and families will increase their understanding and improve behaviors regarding the value of 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.

2. Building Resiliency

The long term impact of the decisions we make during our adolescent years can have lifelong consequences for individuals, families and our overall community. Domestic violence, substance abuse, and other destructive behaviors are linked to a lifetime of health challenges

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

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.

Additionally, 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).

Across New York State, 11.2% of students report being a victim of bullying. Across the Dutchess-Orange Region, those numbers remain consistent. However, in some of our districts, this rate is much higher: Poughkeepsie (18%), Pine Plains (28%), Newburgh (25%), and Valley (26%).

UWDOR believes that safe and healthy relationships are the mechanism for which individuals can achieve their full potential as connected and contributing members of society. To combat the public health issues of abuse such as bullying, violence, and substance abuse United Way seeks to increase the resiliency of adolescence by providing them with tools and resources to make healthier decisions.

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

Indicator: Adolescents and young adult participants will demonstrate improved life skills to build coping mechanisms, including 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 stakeholders have been invited to serve as evaluators to ensure a diverse representation of our community is taken into consideration. Applications will be scored based on the set criteria. The Community Impact Committee reserves the right to take previous granting history into consideration and to request additional information during this process.

Successful applications will include:

- ❖ Demonstration of need for the program based on local statistics;
- ❖ High quality programming that align to outcomes outlined in this RFP;
- ❖ Organizational capacity to fulfill the program requirements;
- ❖ Financial sustainability including diversified income sources.