

FAQ
STATEWIDE HEALTH IMPROVEMENT PROGRAM
Request for Proposals: Healthier Beverage Initiative

Q: What is the timeline and work plan for this project?

A: We are hoping to execute contracts and begin work on June 1st. Following the execution of contracts, the Minneapolis Health Department and selected organizations will come together to form a Healthier Beverage Leadership Team. During the first two months (June-July 2014), this team will explore and review existing sugar-sweetened beverage campaigns from other cities, and collectively select one campaign that can best be tailored to each respective community (e.g. pictures, text, key messages, etc.). The Minneapolis Health Department will incur all costs associated with tailoring existing campaign materials.

Applicants' written proposals should focus on deliverables after the adaptation of existing campaign materials. For example, for the first component of the Healthier Beverage Initiative – implementing awareness raising activities – the proposal should discuss the applicant's approach for planning, organizing, and carrying out awareness raising/educational activities in their communities, using the campaign materials. These first two "planning" months do not preclude you from implementing either component of the Healthier Beverage Initiative; however, campaign materials will not be available at that time.

When this initiative was being planned, the hope was that as selected organizations carry out targeted work in their communities, the Health Department would also carry out work that impacts the broader Minneapolis population. However, this raised questions and concerns from City leadership. As a result, this initiative will focus on a more grassroots approach. There may be a possibility of expanding the initiative during year 2.

Q: Basically, should the proposal target racial and ethnic disparities?

A: Though consumption of sugar-sweetened beverages affects the population at large, this RFP is taking a more grassroots approach, soliciting applications from neighborhood- or community-based organizations that serve a specific community – youth, geographic region, race/ethnicity, etc. This is because there are racial and ethnic disparities in sugar-sweetened beverage consumption and related obesity rates.

Q: Could you provide more clarity on the evaluation requirements of funded organizations?

A: As an FYI, the RFP states that in addition to implementing the two components of the Healthier Beverage Initiative, selected organizations will also be responsible for carrying out evaluation activities to help measure the impact of their work. However, applicants do not need to indicate specific evaluation activities in their application because the proposal narrative does not ask for this information. As the Healthier Beverage Initiative work progresses, selected organizations will work with the Health Department on evaluation activities, and the burden on selected organizations will be minimal.

Q: We are interested in applying for the funding, but are located in St. Paul. We do serve Minneapolis residents. Would our location make us ineligible to apply?

A: Organizations and/or agencies located outside of Minneapolis (e.g. St. Paul) are eligible to apply. However, as per eligibility criteria, applicants must include non-profit and for-profit neighborhood- or community-based organizations and/or agencies that **serve specific Minneapolis communities** defined by geography, age or cultural group. In the proposal narrative of the application, applicants are asked to describe their target population in detail including (1) specific characteristics of the community they intend to reach through the project (e.g. how many Minneapolis residents they serve, where they live, what languages they speak, income levels, etc.) and (2) describe their organization's past and current capacity to engage the target population. (See page 9 of the RFP – "Target Population").