

PROGRAM NARRATIVE INSTRUCTIONS

Request for Proposals (RFP) for Subrecipients

SNAP-Ed at Michigan Fitness Foundation (MFF) Fiscal Year 2024 (October 1, 2023 – September 30, 2024)

Formatting Guidelines:

- Standard paper size (8.5 x 11)
- At least 1” margins on all sides
- Easily readable font in black type, such as Arial, Calibri, etc.
- At least 11 pt. font size
- Tables, charts, and footnotes no smaller than 9 pt. font size
- Numbered pages

Insert information to complete the table below.

- Insert organization/agency name and type of organization/agency.
- Insert title of your proposed SNAP-Ed program (No more than 75 characters).
- Insert point person contact information for each applicable role. This is the person from your organization who is responsible for ensuring each set of activities is completed.

Organization/Agency Name:	
Title of SNAP-Ed Program:	
Type of Organization/Agency:	
Taxpayer ID or EIN#:	
Physical Address:	
Mailing Address:	
Authorized Organization Representative:	
Telephone:	
E-mail Address:	
Lead Program Contact:	
Telephone:	
E-mail Address:	
PSE Lead:	
Telephone:	
E-mail Address:	
Financial Representative:	
Telephone:	
E-mail Address:	

Enter the total amount of funding being requested for your proposed FY 2024 SNAP-Ed program.

FY 2024 Funding Request: \$_____

1. Describe the needs of the focus community* that your proposed SNAP-Ed program aims to address and explain how you identified those needs. **If your proposed program will serve multiple communities, be sure to describe the unique needs of each community.*

When responding to Question 1, you must focus on providing local, on-the-ground data and information that show community needs. Your response to Question 1 should focus on SNAP-Ed related needs, with additional community needs as the secondary focus (if relevant).

MFF has compiled state and county level health outcome, demographic, and social determinants of health data so you can focus on providing community and/or neighborhood level data, as available, that describe existing needs of people in the community(ies) you plan to serve.

Use the [2022 Michigan County Health Rankings](#) file to identify state and county level needs and then use any local data you have to demonstrate local needs. This can include quantitative (e.g., health outcome statistics) and/or qualitative (e.g., results from community conversations) data.

In Question 1, do not restate the state or county level data provided by MFF unless you are using it as a comparison to local data you are providing. You may, however, include additional state or county level data if those data highlight community needs not already provided by MFF.

Things to include:

- Information about the SNAP-eligible people in your communities (city, town, etc.).
- Supporting data on changing community/focus population needs, specific to your community(ies).
- Unmet community needs that your program plans to address in the proposed programming.
- Barriers that could limit potential programming and opportunities that could facilitate potential programming.

Source the data and information used in Question 1, including any community engagement efforts, community member involvement/input, partner organization conversations, etc., that helped you identify and prioritize needs and make decisions about anticipated FY 2024 programming.

In Question 2, you will tie the needs described to your proposed programming.

2. Name the proposed core DE interventions and PSE strategies selected to address community needs outlined in Question 1 and provide the rationale for selecting those core interventions and strategies. If you are a returning local SNAP-Ed organization, also note any changes in DE intervention programming and/or PSE strategy implementation.

Intervention/Strategy Enter the DE intervention name(s) and PSE strategy(ies) you select in the <i>Anticipated Programming Form</i> . Include the PSE assessment/tool with the PSE strategy if currently known.	FY 2024 Changes (Returning organizations only) Provide an overview of any significant changes you plan on making from FY 2023 to FY 2024 to address evolving or emerging community need(s) noted in Question 1. Name the change category along with your explanation.	Rationale for Intervention/Strategy Use this template: We propose to implement this DE intervention/PSE strategy because it meets [X community need described in Question 1].

Intervention/Strategy

Your proposed core direct education interventions and PSE strategies should match what you select in the *Anticipated Programming Form* ([Form Instructions](#): DE list [pg.12] and PSE list [pg.15]).

Changes (Returning organizations only)

Proposed FY 2024 programming changes should reflect changes in community need(s) identified in Question 1. Consider changes that might impact who you serve, where you serve, how you recruit, programming approaches, and/or the number of people reached.

Programming changes may be appropriate in one or more categories. Change categories and examples:

- **Audience.** *Example:* If a program will no longer serve seniors with an intervention in FY 2024.
- **Community.** *Example:* If a program plans to implement an intervention in an additional community in FY 2024.
- **Delivery method.** *Example:* If a program plans to add virtual delivery to an intervention to their traditional in-person delivery in FY 2024.
- **Reach.** *Example:* If a program plans for an increase in indirect channel reach for a DE intervention in FY 2024.
- **Setting.** *Example:* If a program will add food pantries as a new setting in FY 2024.
- **Intervention/strategy.** *Example:* If a program decides to remove an intervention from their FY 2023 program in their FY 2024 SNAP-Ed proposed program.

Rationale

The rationale section is structured in a “Mad Lib” style where you will input the required information as indicated by the bracketed prompt, [X community need described in Question 1], in the template above. Responses should be a brief paragraph (two [2] to three [3] sentences). The rationale should provide the reasoning for why you are choosing to implement or not implement the DE intervention/PSE strategy in FY 2024 based on current community needs.

EXAMPLE TABLE

Intervention/Strategy	FY24 Changes (Returning organizations only)	Rationale for Intervention/Strategy
Linking Lessons in Schools	N/A	We propose to implement Linking Lessons in Schools because the community identified a clear need for general nutrition education for its high school students. These students are currently not receiving nutrition education and are reportedly eating fewer fruits and vegetables than the state average based on available data as described in question one above.
PSE change strategies for food store Using Stock Healthy, Shop Healthy Toolkit	N/A	We propose to implement PSE change strategies for food stores using the Stock Healthy, Shop Healthy Toolkit (SHSH). As described in question one, our community has identified a need to increase the availability of affordable healthy foods at small stores in rural Michigan. While the SHSH Toolkit was developed for an urban setting, the process and activities, including strong community engagement, are well-suited for a community-driven approach to meet local needs.
Healthy Schools, Healthy Communities	Setting: In FY23, we delivered HSHC in elementary schools in two communities. In FY24, we plan to add two summer camp sites that typically have kids who are not in our current elementary school sites. Community: In FY24, we will add a third community to where we deliver HSHC based on the identified need for more K-5 nutrition education in that community.	We propose to implement Healthy Schools, Healthy Communities in two of our communities because the nutrition needs of elementary aged students are not being met as described in question one, two of our communities offer no nutrition education in grades K-5. Another community organization offers cooking classes for teens, but nothing for the elementary aged students.

3. Explain how the particular mix of proposed DE interventions and PSE strategies will create a comprehensive program that will maximize community impact and build sustainability.

When thinking about your response, be sure to consider the DE interventions and PSE strategies you listed in Question 2 and describe how your proposed FY 2024 program, as a whole, will:

- Achieve a comprehensive approach to address community needs;
- Foster positive community changes in behaviors and supportive environments; and
- Build and promote sustainability.

4. Describe the existing systems, practices, policies/procedures, resources, capacities/abilities, etc. that your organization has in place to successfully and independently:

- A. Lead programmatic decision making to ensure locally-relevant, comprehensive SNAP-Ed programming;
- B. Implement proposed interventions/strategies with fidelity;
- C. Catalyze multi-sector collaborations to advance the goals of SNAP-Ed;
- D. Address and build a foundation of equity; in particular, state what considerations have been taken in regards to SNAP-Ed staff [compensation](#) and benefits; and
- E. Follow and complete all grant requirements and ensure grant compliance (e.g., complete timely grant reporting, monitor grant budget, ensure good stewardship of grant funds).

Note: Past SNAP-Ed program and operations compliance, completion of grant requirements, and program performance will be considered in the proposal review process for organizations with prior funding from SNAP-Ed at MFF.

Note on FY 2024 Program Evaluation

If funded, you will work with an assigned MFF evaluator to develop and implement a customized, comprehensive evaluation plan, including SMART objectives, for your SNAP-Ed program. This evaluation plan will be aligned with the [SNAP-Ed Evaluation Framework](#) and developed to assess your PSE strategies and DE interventions and, in addition to providing program-specific outcomes, will allow for aggregation of outcomes to represent a Michigan-specific story of impact.