



NEWS RELEASE

KNOX COUNTY MAYOR TIM BURCHETT

400 MAIN STREET, SUITE 615, KNOXVILLE TN 37902

Oct. 19, 2011

For more information,
Contact: Raneë Randby,
Knox County Health Department
215-5534 or 388-6186

KNOX COUNTY HEALTH DEPARTMENT OFFERING MINI-GRANTS TO KNOX COUNTY BUSINESSES AND CHILD CARE FACILITIES

Initiative Funded Through an Agreement with the State of Tennessee

To assist local businesses and child care facilities provide proactive environments for better health, nutrition and physical activity for their employees and children in their care, Knox County Health Department is offering more than 40 community mini-grants. The grants are part of KCHD's *Comprehensive Approach to Reducing Diabetes (CARD)* grant from the Tennessee Department of Health and encompass several programs aimed at stemming the diabetes epidemic in Knox County. There are 12 \$1,500 grants to help defray start-up costs and equipment for businesses interested in developing and implementing worksite wellness programs for their employees. Thirty \$600 grants are set aside to help child care facilities improve nutrition and physical activity.

"These mini-grants are designed to provide an opportunity for local businesses and child care centers to implement creative programs to address the obesity epidemic, which is a contributing factor to developing diabetes and other serious illnesses during a person's lifetime," said Dr. Martha Buchanan, Knox County Health Department director.

Mini-grant applications are due by Nov. 15. More information and grant applications are available at knoxcounty.org/health. Below are brief descriptions for the two mini-grants types:

Worksite Wellness Mini-Grants

- Twelve (12) \$1,500 grants are available to for-profit and non-profit businesses with a Knox County address
- Funding is to be used to promote physical activity and healthy eating at the worksite
- Grant recipients will be expected to present project to the East Tennessee Wellness Roundtable on May 14.
- To learn more and request an application, contact Sarah Griswold at 215-5170 or e-mail sarah.griswold@knoxcounty.org

Child Care Mini-Grants

- Thirty (30) \$600 grants are available to Knox County family based or center based child care facilities
- Funding is to be used to assist child care centers in developing and implementing nutrition and physical activity related programming
- To learn more and request an application, contact Cheryl Hill at 215-5170 or cheryl.hill@knoxcounty.org

Grants will be awarded no later than Dec. 1 and all applicants will be notified of their status.

According to the national Centers for Disease Control and Prevention, there are 17.9 million people nationally diagnosed with diabetes and an estimated 5.7 million people who have the disease but are undiagnosed. If current trends continue, one out of three U.S. adults will have diabetes by 2050. In Tennessee, the percentage of adults with diabetes almost doubled between 1996 and 2005, from 5 to 9.1 percent and Tennessee had the sixth highest percentage of diabetic adults compared to all other states. In Knox County, diabetes was the seventh leading cause of premature death in 2005. In 2008, 9.5 percent of Knox County adults reported they have been diagnosed with diabetes. This estimate does not include pre-diabetes or borderline diabetes. The estimate for 2002 was 7.1 percent and in 2005, it was 8.2 percent (Knox County Behavior Risk Factor Survey, 2002, 2005, 2008).

Knox County Health Department's initiatives through the *CARD* Program directly address reducing diabetes rates and include programs such as the tri-yearly diabetes management class series; community-wide walking programs; the Nutrition Education Activity Training (NEAT) after school program; the mini-grants; a walking school bus pilot project and an Eat Play Live Conference planned for March 2012.

###

2011-2012 Project Diabetes Grant

Comprehensive
Approach to
Reducing
Diabetes

Worksite Mini-Grant Application Packet

This project is funded through an agreement with the State of Tennessee.

Project Diabetes Mini Grant 2011-2012

What is this grant about?

The Knox County Health Department (KCHD), in partnership with Tennessee Department of Health, is happy to announce grant funding available to worksites in Knox County. The Project Diabetes funding will assist worksites in developing and implementing nutrition and physical activity related programming. The goal of these grants is to provide resources to worksites that will result in long-term programs and environmental or policy change. As we strive to make Knox County a healthier place to live, we encourage you to apply for one of twelve (12) \$1,500 grants that are available to our community.

Why should you apply?

- Grant recipients will receive \$1,500 to increase awareness and action of healthy behaviors related to nutrition, physical activity, and weight management
- Employers with successful wellness programs have lower rates of sick leave and absenteeism, lower health care costs, and less employee turnover
- Employees participating in a wellness program typically experience increased energy, morale and self-esteem and decreased body weight/fat and stress levels
- Grant recipients will have access to professional and experienced staff for consultation

Who can apply?

- For profit and non-profit worksites with a Knox County address

When are the grant applications available and when does funding start?

Project Diabetes Mini Grant Timeline

Date	Activity
November 15, 2011	Applications due
December 1, 2011	Grant recipients announced
December 1- April 30, 2012	Project implementation
February 15, 2012	Mid-project report due
April 30, 2012	Final project report due Success stories due
May 14, 2012	Grant recipient presentations due *Agencies will be expected to present project to East TN Wellness Roundtable

How may grant funds be spent?

Funds may be used for the following:

- Materials, equipment (see exceptions below), supplies, and resources needed to implement the proposed program
 - Examples include: refrigerated vending, exercise equipment, or signage for healthy programs
 - Note: Use of funds to purchase incentives for program participants will be restricted to no more than 15% of the total amount of funding requested or up to \$225.00
- Training expenses that meet the following criteria:
 - Wellness training related to program goals
 - Benefits applicable to all staff
 - Sustainable beyond grant timeline
- Please see Appendix B for additional ideas and strategies listed in the Eat Well Play More Tennessee Statewide Nutrition and Physical Activity Plan for “Where We Work.”
- Another resource is the KCHD Worksite Wellness Toolkit, available on-line at http://www.knoxcounty.org/health/worksite_wellness.php

Funds may **NOT** be used for the following:

- Office equipment or computer hardware
- Staff or salaries
- Travel and staff development

How can our business apply?

- Complete the grant application
- Submit your completed grant application
- Application **MUST BE RECEIVED BY 4:00 PM on Tuesday, November 15, 2011**

Knox County Health Department
C/O: Community Health
ATTN: Sarah Griswold
140 Dameron Avenue
Knoxville, TN 37917

Fax: 865-215-5148

To submit electronically, please email: sarah.griswold@knoxcounty.org

Additional questions?

Please contact Sarah Griswold at 865-215-5304 or by email at sarah.griswold@knoxcounty.org

Application must be received by 4:00 PM on TUESDAY, NOVEMBER 15, 2011

Project Diabetes Grant Application 2011-2012

Contact Person's Name	
Title	
Organization	
Address (of organization)	
City, State, Zip	
Phone	
Fax	
Email	

Description of Proposed Project

Proposed Project Name: _____

How will you use the mini-grant funds to better promote nutrition and fitness at your business? (please be specific) _____

What do you hope to accomplish within the grant timeframe?

1. _____
2. _____

Program Setting: *Where will your program be delivered?*

Corporate Headquarters _____ Off-site/branch/satellite location _____

Sole location of business _____

Explain how your grant funds will impact specific policies at your business or lead to an environmental change.

Policy and environmental change are more effective at changing behavior and having a longer lasting impact than education.

Examples of environment and policy change include:

- *Healthier foods in vending machines or cafeterias*
- *Flex time policy for exercise*
- *Additional examples in the Tennessee Statewide Nutrition and Physical Activity Plan (Appendix B)*

Worksite Demographics

1. Number of employees: _____
2. Age range of employees: _____
3. Average age of employees: _____
4. Employee gender: Male _____ Female _____
5. Employee Race/Ethnicity:
_____ % African American _____ % American Indian
_____ % Asian _____ % Hispanic/Latino
_____ % White _____ % Native Hawaiian/Pacific Islander
6. Employee Health Statistics (please provide if available)
_____ % Have diabetes
_____ % Have high blood pressure
_____ % Are overweight
_____ % Lead a sedentary lifestyles

Possible secondary impact of proposed program (enter ranges for those that apply)

Community: _____
Families: _____
Clients/Customers: _____

Method of Delivery

How will you notify employees and other target audiences of the changes within your organization? How will you encourage or promote participation?

_____ Classes/Lessons _____ Mailing/Flyers
_____ Community Events _____ Contest
_____ Other: _____

For the following section please attach additional pages if needed

Evaluation

How will you measure the outcome(s) of the program? Specify your plan and provide a copy of tools (i.e. surveys, pre/post tests, assessment skills etc.) and timeframe for when activities will be completed.

Sustainability

Applicant should be able to show how these budget items will contribute to sustainable/recurring efforts. Will you be able to continue your program after grant funding ends? Why or why not?

Budget Justification

Why do you need money to implement this program? Please see appendix A to list what you will purchase.

Conclusion

Why is this program worthy of a Project Diabetes mini-grant? What makes it unique?

Commitment to the Program

Grant winners will be notified no later than December 1, 2011.

Signature of Applicant _____

Date _____

Name (print) _____

Date _____

Signature of Director _____

Date _____

Name (print) _____

Date _____

Appendix B:

Tennessee Statewide Nutrition and Physical Activity Plan

Where We Work

WHERE WE WORK

TARGET AREA: WORKSITES

RATIONALE: Given the amount of time adults spend at work, the worksite is an important environment where healthy behaviors can be influenced. Employers benefit from reduced health care costs, increased productivity and decreased absenteeism. Employees can benefit from improved health and morale. The most successful healthy worksites are those where employees and management work together to develop wellness-related policies and sustainable educational programs.

Worksite wellness is multi-dimensional, influenced by individual awareness and values, co-worker support, organizational policies, social norms, and implementation of state and federal laws that support wellness.

REFERENCE: Barkin SL, Heerman WJ, Warren MD, Rennhoff C. Millennials and the world of work: the impact of obesity on health and productivity. J Bus Psychol 2010; 25:239-45.

OBJECTIVE 1: Promote implementation of worksite wellness programs in all Tennessee work environments.

STRATEGIES:

- Develop and offer a model Worksite Wellness Toolkit to all employers following the Leading Employees to Activity and Nutrition (LEAN model from the CDC: <http://www.cdc.gov/leanworks/index.html>).
- Advocate for incentives or rebates for companies that provide worksite wellness programs to maintain a healthy weight.
- Encourage employers to contract with outside wellness professionals to provide wellness programs on site.
- Encourage employers to offer yearly fitness screenings and incentive-based programs to employees to encourage exercise, fitness, and healthy eating.

Partners: Worksite wellness work group, Tennessee Department of Health, YMCA/Pioneering Healthier Communities teams, Blue Cross/Blue Shield of Tennessee, United Healthcare

OBJECTIVE 2: Promote opportunities for physical activity for employees.

STRATEGIES:

- Encourage employers to offer flexible hours to allow for physical activity during the day and alternative/active transportation for commuting.
- Work with employers to map out walking paths around worksite with mileages for employees to follow.
- Encourage employers to provide onsite wellness facility or coordinate with local fitness centers to offer discount memberships for employees.
- Encourage use of stairs as the default whenever possible.
- Promote provision of shower and changing facilities on site.
- Promote “healthy” give-away incentive programs (jump rope, pedometer, exercise ball, etc.).

PARTNERS: Worksite Wellness Work Group, Tennessee Department of Health, YMCA/Pioneering Healthier Communities teams, Blue Cross/Blue Shield of Tennessee, Governor’s Council on Physical Fitness and Health

OBJECTIVE 3: Provide a Healthy Food Environment for Employees

STRATEGIES:

- Promote development of policies for healthy food and beverage choices in cafeterias, vending machines and meetings to include fruits and vegetables.

Tennessee Statewide Nutrition and Physical Activity Plan

A comprehensive plan to reduce obesity and chronic disease in Tennessee, 2010-2015

- Promote nutrition labeling in all food venues.
- Encourage employers to adopt Healthy Meetings policy.
- Support community gardens and farmer's markets by encouraging employers to host them at the worksite or encourage employees to be involved through flex time or incentives.

PARTNERS: Worksite Wellness Work Group, Tennessee Department of Health, YMCA/Pioneering Healthier Communities teams, Tennessee Farmers

OBJECTIVE 4: Encourage the adoption of breastfeeding-friendly workplaces.

STRATEGIES:

- Implement and support enforcement of employer compliance of existing worksite breastfeeding policy to accommodate breastfeeding at work, including designated comfortable space to breast feed and store milk at work.
- Educate employers on the benefits and cost savings of worksite policies that encourage and support breastfeeding moms at work.
- Encourage human resource directors to include coverage for breastfeeding support programs in employee health plan benefits.
- Implement USDHHS Business Case for Breastfeeding: Steps for a Breastfeeding Friendly Worksite
- Recognize businesses that accommodate breastfeeding women.
- Advocate for all health plans to cover lactation consultation and breastpump purchase/rental.
- Disseminate breastfeeding work site support kits.
- Provide technical assistance to help worksites implement policies that allow breastfeeding.

PARTNERS: Breastfeeding Coalitions, Tennessee Department of Health, Chamber of Commerce, Selected Businesses (especially health care facilities and institutions of higher learning)



CARD Child Care Mini-Grant 2011-2012

What is this grant about?

The Knox County Health Department, in partnership with Child Care Resource and Referral (CCR&R), Knox Area Association for the Education for Young Children (KAAEYC) and the Tennessee Department of Health (TDOH) is happy to announce grant funding available to child care centers in Knox County. The funding will assist child care centers in developing and implementing nutrition and physical activity related programming. The goal of these grants is to provide resources to child care centers that will result in long- term programs and environmental or policy change. As we strive to make Knox County a healthier place to live, we encourage you to apply for one of the thirty (30) \$600 grants that are available to our community. This project is funded under an agreement with the State of Tennessee.

Why should you apply?

- Grant recipients will receive \$600 to increase awareness and action of healthy behaviors related to nutrition and physical activity
- Obtain continuing education hours (approved by DHS) through multiple workshops targeting nutrition and physical activity
- Opportunity to “brag” about your center at KAAEYC’s June 2012 Director’s Survival Training
- Access to a registered dietitian for consultation

Who can apply?

- *Family-based child care centers in Knox County*
- *Center-based child care centers in Knox County*

When are grant applications available and when does funding start?

Healthy Habits Mini Grant Timeline

Date	Activity
November 15, 2011	Applications due
December 1, 2011	Grant recipients announced
December 13, 2011	Healthy Habits: Be a Super Model workshop *
December 1, 2011- April 30, 2012	Project implementation
February 15, 2012	Mid- project report due
April 30, 2012	Final project report due Success stories due Project photo(s) due
June 2012	Attend Director’s Survival Training and share about your grant application.

* Grant recipients **must attend** the “Healthy Habits: Be a Super Model” workshop on December 13, 2011, 6:30-8:00 p.m. at the Knox County Health Department.

What can grant funds be used for?

Allowable expenses/ budget items for grant funds:

Funds may be used for the following:

- Materials, equipment (see exceptions below), supplies, and resources needed to implement the proposed program
 - Examples include: curricula, materials, signage, educational and promotional materials and resources or installation of permanent structures or surfaces
 - Note: Use of funds to purchase incentives for program participants will be restricted to no more than 15% of the total amount of funding requested.
- Training expenses
 - For training that will be provided as part of the proposed program

Funds may NOT be used for the following:

- Office equipment or computer hardware
- Staff or salaries
- Field trips (without pre-approval)
- Travel and staff development

How can our center apply?

- Complete the grant application
- Submit your completed application.
- Application **MUST BE RECEIVED BY** 4 p.m. on November 15, 2011.

If you are mailing your application or hand delivering, please mail or deliver to:

Knox County Health Department
ATTN: Cheryl Hill
140 Dameron Avenue
Knoxville, TN 37917

To submit electronically, please send via email to: Cheryl.hill@knoxcounty.org.

Additional questions?

Please contact Cheryl Hill at 215-5062 or by email at Cheryl.hill@knoxcounty.org

Healthy Habits Grant Application 2011-2012

Contact Person's Name	
Title	
Organization	
Address (of organization)	
City, State, Zip	
Phone	
Fax	
Email	

Description of Proposed Project

Proposed Project Name: _____

How will you use the mini-grant funds to promote better nutrition and fitness at your location?

What do you hope to accomplish within the grant timeframe?

1. _____
2. _____

Program Setting: *Where will your program be delivered?*

Center-based _____ Family-based _____

Explain how your grant funds will impact specific policies at your center or lead to an environmental change. *(For example, your center chooses not to use candy as a reward or you implement the Gold Sneaker Initiative.)*

Description of Target Audience

This program will serve children that are ____ to ____ years old.

This program has the potential to reach ____ to ____ number of children during the grant period.

This program impacts the following secondary audience (enter ranges for those that apply).

Community: ____ to ____ people

Families: ____ to ____ people

Staff: ____ to ____ people

Additional children: ____ to ____ people

Target Children Gender:

Select participant gender:

___ Female ___ Male ___ Both

Target Children Race/Ethnicity:

Enter percentages below so that the sum equals 100% of your target population.

___ % African American ___ % American Indian
___ % Asian ___ % Hispanic/Latino
___ % Native Hawaiian or other Pacific Islander ___ % White

Target Children Geographic Location:

Fill in the below percentages as they apply to your target children. The sum should equal 100%.

___ % Rural ___ % Suburban ___ % Urban

Need for Funding:

Fill in the percentages as they apply to your organization; each value should be between 0 and 100.

___ % below poverty level ___ % free/reduced lunch ___ Unknown
___ # of Certificate children

Method of Delivery

How will you teach? Select all that apply (at least one is required).

Classes/ lessons

Mailings

Community events

Lunch box notes

Contest

Website or software

Family events

Other _____

Evaluation

How will you measure the outcome(s) of the program? Specify your plan, including tools (i.e. surveys, pre/post tests, assessment skills, etc.) and timeframe for when activities will be completed.

Sustainability

Applicant should be able to show how these budget items will contribute to sustainable/ recurring efforts. Will you be able to continue your program after grant funding ends? Why or why not?

Budget Justification

Why do you need money to implement this program? Please see appendix A to list what you will purchase.

Conclusion

Why is this program worthy of a Healthy Habits mini-grant? What makes it unique?

Commitment to the Program

Grant winners will be notified no later than December 1, 2011. As a celebration of receiving grant funds, you or a director from your site must attend the Healthy Habits Workshop titled "Be a Super Model!" on December 13, 2011. It will be held at the Knox County Health Department, 140 Dameron Avenue, Knoxville, TN 37917. The workshop will be held from 6:30-8:00 p.m. Dinner will be served with the opportunity to win an additional gift card. In addition, will you commit to providing a display and share the highlights of your program at a Director's Survival Training Workshop in June 2012? _____ Yes _____ No

Signature of Applicant _____ Date _____

Name (print) _____

Signature of Director _____ Date _____

Name (print) _____

