



# American Heart Association Healthy for Life Grant Application (2021 - 2022)

The NEAFCS is excited to announce a grant opportunity supporting the Healthy for Life® community nutrition program, an initiative led by Aramark and the American Heart Association (AHA). The Healthy for Life evidence-based nutrition education experiences are supported by American Heart Association science and developed by food and nutrition experts.

## Grant Overview

Five Healthy for Life® community nutrition program grants are available. Grants are \$2,500 each and funds will be used to implement four educational experiences over a two to three-month period for an audience of 20-25 participants each time. The primary target audience is individuals responsible for meal preparation in the home and families in under-resourced communities.

Desired outcomes include:

- Attain and build food literacy (i.e., knowledge, attitudes and beliefs about healthy food) and increase knowledge of how to connect food choices with daily goals.
- Increase frequency around shopping and preparing healthy food.
- Increase confidence in shopping and preparing healthy home-cooked meals.
- Increase consumption of healthy foods (fruits, vegetables, whole grains).

Successful applicants will receive funding in addition to training and resources from the American Heart Association to effectively implement the Healthy for Life community nutrition program. A summary report will also be required at the conclusion of the grant.

Please provide the following information for NEAFCS. NEAFCS will communicate directly with you regarding all grant details. Do not submit a grant for someone else under your login. **Deadline to submit is August 20, 2021.** All submissions will be reviewed by September 17, 2021.

Please email [djessup@executiveoffice.org](mailto:djessup@executiveoffice.org) with any questions.

## **Applicant Information**

- NEAFCS Member Name
- Organization/Entity Name
- Address
- City
- State
- Phone #
- Email address

## **Program Oversight**

- What are the member's qualifications to administer and oversee the program?

## **This program would be a:**

- New Program or Enhance Existing Program?
- Briefly describe the existing program.
- Does the existing program receive additional dollars? If so, please state the amount of additional dollars received.
- Is there a committee that supports your existing work? If so, please describe the support that the committee offers to your existing work.

## **Target Audience, Recruitment and Participant Engagement**

- What is the target audience to benefit from the program?
- What methods will you use to recruit participants? (e.g., flyers, newsletters, social media)
- Will you offer any incentives for participation? If yes, provide example(s).

## **Facilitator/Volunteer Activation**

- Who will facilitate the educational experiences?
- Do you plan to utilize volunteers? If yes, provide examples

## **Program Narrative**

- In 200 words or less, please outline why your organization should receive the funding (i.e., alignment with target audience, existing infrastructure, etc.).

## **Proposed Budget Breakdown**

Please identify the dollar amount (i.e. \$75) in each of the following categories (maximum grant is \$2,500). If no budget is allocated for the category, please enter "\$0".

- Recruiting efforts
- Incentives
- Food/Beverages
- Materials (non-food supplies)
- Staff
- Other

## **Additional questions**

- Budget Justification: Outline/describe the proposed expenditures.
- Describe how the proposed project might engage participants through remote/virtual learning experiences if local or state guidelines restrict face-to-face instruction.
- Given the uncertainty associated with COVID-19, what precautions and/or contingency plans are being considered to recruit participants, deliver the educational experiences, and complete the project?