Rural Produce Prescription Toolkit Grant Announcement
Request for Proposals 2022-2023

Issue Date: April 25, 2022
Applications Due: May 20, 2022
Award Date: June 6, 2022

Introduction

Who We Are
No child should go hungry in America, but in the wake of the coronavirus pandemic, 1 in 6 kids could face hunger this year. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. Health Partnerships at No Kid Hungry strives to increase meals available to children and their families by integrating nutrition assistance and food access into health care’s preventative services and investments in social determinants of health. Learn more about our work [here](#). No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.

Background
Grounded in the belief that produce prescription programs should be uniquely tailored to meet the specific needs of each community, No Kid Hungry partnered with Vouchers 4 Veggies to research and develop a toolkit focused on implementing these programs in rural areas. By sharing strategies and lessons learned from produce prescription programs operating in rural areas across the country, this toolkit identifies specific ways to utilize community strengths and assets to address the unique challenges, such as transportation and limited food retail options, often faced by produce prescription program operators in rural communities. The Rural Produce Prescription Toolkit is available [here](#).

Leaning into community-driven knowledge and solutions, we will support grants of up to $50,000 and a learning cohort of approximately 10 to 15 organizations with established produce prescription programs. A total of $500,000 in funding is available to support existing produce prescription programs operating in rural communities who have a desire to test and scale promising practices identified in the Rural Produce Prescription Toolkit. Operators’ program implementation will receive support through peer learning and expert presentations. The learning cohort will serve as a venue to learn, share, and work together to ultimately improve the capacity and sustainability of member produce prescription programs.

Definition of Rural and Rural Priority
We consider a community to be Rural when it is classified by the National Center for Education Statistics (NCES) as either Rural-Remote, Rural-Distant, or Town-Remote, with exceptions made on a case-by-case basis.
Rural households are more likely to experience food insecurity than households in more urban areas and often navigate unique challenges to accessing healthy food. While produce prescription programs are a proven strategy to improve food security and increase access to healthy foods for households with low-income or those with a diet-related health condition; currently, most research and funding for produce prescription programs is based in urban settings. This funding opportunity prioritizes grant funds to organizations and projects in rural communities where organizations face unique challenges in addressing hunger.

Equity Priority
The coronavirus pandemic has exacerbated long-standing systemic health, social and economic inequities, disproportionately impacting racial and ethnic minority groups. To ensure we are supporting individuals and communities most impacted, we will prioritize grant funds to organizations and projects serving historically underserved racial and ethnic groups, including immigrant communities.

Request for Proposals

Eligibility and Participation Criteria:

✔ You are a provider or a lead-administrator employed by an organization interested in implementing best practices from the Produce Prescription toolkit to address healthy food access as part of your organization’s existing produce prescription program and preventative services.

✔ Your organization or project serves low-income families in a rural community. For additional information about the definition of a rural location, please see this document.

✔ You will participate in monthly cohort learning and coaching sessions (July 2022 – December 2023). You are willing to be part of a cohort, including committing time and expressing the desire to engage and contribute with others working in this area, and willing to work on building capacity/sustainability for your program.

✔ You complete a project proposal including the elements in the outline below. Projects must include ways to connect students and families with federal nutrition assistance programs and healthy food access, as well as opportunities for nutrition education.

✔ You will evaluate your project and share your learnings with the cohort.

✔ You will monitor and report on the project budget and resources required to implement the project.
✔ You will consider allowing your program to be included as a case study in Share Our Strength resource materials.

Participation Timeline:

- Project Planning and Implementation: July 1, 2022, – December 15, 2023
- Monthly Cohort virtual TA and implementation meetings: July 2022 – December 2023
- Project wrap up: December 15, 2023
- Final Report due: January 15, 2024

Eligibility and Application Considerations:

- Applicant is an established produce prescription program operating for at least 3 years.
- Applicant centers participant and community experience in program implementation and design.
- Applicant program increases access to healthy food for adults with children in their care who are also struggling with food insecurity.
- Applicant program addresses other elements that strengthen food security for families as part of their plan (e.g., enrollment in federal nutrition programs, such as SNAP or WIC and Child Tax Credit).

Reporting Requirements Include:

Grant recipients:

- track and report the number of participants reached during the grant period.
- report on a set of core metrics specified below and in the application.
- participate in a grantee learning cohort, with monthly Zoom convenings.
- refer program participants to federal nutrition programs such as WIC and SNAP.
- complete a final grant report. Late or missing reports will make the grantee ineligible for another grant for at least one year.

Award Information:
Each produce prescription program operating organization will receive a grant (up to $50,000) to maintain or expand a locally-designed produce prescription program integrated with preventative care. NKH and the cohort of grantees will support and coach participants for the successful implementation of these projects.

Proposal Components

Overview and Background

- Organization name and address
- Project lead name and contact information
● Name and contact information of the person authorized to sign a grant agreement letter for this grant
● Information about your organization (including the number of children and families served, community demographics, community description, the number of Medicaid enrollees served (if applicable), types of preventative services offered, annual budget, and current funding sources)
● Define your community and describe the unique circumstances and influences that contribute to food insecurity in your area, focusing on the families that are disproportionately affected.
● Please share how your organization has worked to address food insecurity in the past, including any collaborating partners. What food access efforts are currently being implemented?
● Please provide a concise description of your Produce Prescription project. Describe the flow of your program, partners involved, and focus population.

Intervention Plan
● Describe your current Produce Prescription program, including:
  o Program goals and measurable objectives
  o How do you identify youth and families to participate?
  o How do you intend to use Share Our Strength’s new Rural Produce Prescription Toolkit to further your work?
  o What is the projected number of people (adults and youth) impacted during the grant implementation period (July 1, 2022, through December 15, 2023)?
  o What community, healthcare, or other collaborative partners will you work with to implement the intervention? What role will each partner play?
  o Describe the community-centered approach to develop and implement the intervention. What data did you use to identify this intervention as a fit for your community? How will you include the community in the intervention planning and execution? Describe any efforts to ensure project design and decision-making reflect the community your organization serves.
  o What are existing challenges in achieving health equity in your community and how will your project address these challenges?

Challenges and Technical Assistance
● What challenges or opportunities do you anticipate related to sustaining this program? What support do you need for your program to be sustainable?
● Identify any challenges you anticipate in implementing promising practices from the Rural Produce Prescription Toolkit. How do you anticipate addressing these challenges?
● What additional support or training do you need to be successful in implementation?

Evaluation Plan
The following core metrics are required for each project. Pre- and post-survey tools may be provided to capture the participant outcomes noted below, as well as to collect qualitative data about the patient experience.
1. Changes in food security [pre/post survey]
2. Changes in dietary health [pre/post survey]
   - Fruit and vegetable consumption
   - Knowledge or skill to select and prepare healthy foods
3. Engagement in preventative care
   - Appointments kept/missed
4. Patient demographic information [pre/post survey]
5. Program outputs [i.e. number of households participating in program, number of community partners engaged in project, number of participants referred to and/or enrolled in federal nutrition programs, such as SNAP or WIC and Child Tax Credit]

Please acknowledge your ability to capture and report these core project metrics.

In addition:

- Describe any challenges you anticipate to collecting the core metric data. What support will you need?
- What data points related to health equity in your community will be important to capture?
- Describe any additional metrics that you intend to capture as a part of your project. These could include health outcome measures or process measures related to the Produce Prescription program implementation.
- Describe how process evaluation will be documented. How will you identify successes and lessons learned? How will you document any changes to your original project implementation plan and why were these changes needed?
- Describe the partnerships and resources that will be needed to sustain the produce prescription model as you currently understand them.

**Project Budget**
Please include a detailed budget. Grant requests may be up to $50,000.

Line-item categories: personnel, fringe, supplies, travel, contracts, indirect, other

- Description of line item and how it will be used
- Estimated cost of each line item
- Purpose of cost

Please submit a detailed budget here. If you prefer, you may paste a link to a spreadsheet.

**Equity, Diversity, and Inclusion Survey**

1. Please estimate the percentage of your organization’s members of the Board of Directors that identify as Persons of color. (Select one: Below 25%, 25-49.9%, 50-74.9%, or 75% or higher)
2. Please estimate the percentage of your organization’s Senior Leadership that identify as Persons of color. Applicant may define “senior leadership” however the term best fits its organization. (Select one: Below 25%, 25-49.9%, 50-74.9%, or 75% or higher)

3. Please estimate the percentage of your organization's staff members (not including senior leadership) that identify as Persons of color. (Select one: Below 25%, 25-49.9%, 50-74.9%, or 75% or higher)

4. Please estimate the racial and ethnic diversity of the community served by the funded program. If an individual identifies as more than one race, such as Black and White, please include this in "Two or More Races." If you do not know the race or ethnicity category of the community served, please enter 100 under "Unknown." Please refer to NCES race and ethnicity definitions if further guidance is needed. Total percentages should not exceed 100%.

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5. Please list all counties impacted by these grant funds.

**Application Access**

Please follow these instructions to access the application:

1. Log into or create an account in Google Drive ([http://drive.google.com](http://drive.google.com))
2. To create a new account, click “Create Account.”
3. After you have logged into Google, [click this link](http://drive.google.com) to start your application.
4. Be sure to input all required answers and save frequently as you are inputting information.
5. Once all questions are completed, click “Submit.”
6. You will receive a copy of your application by email once it has been submitted.

You may [preview the application form here as a PDF](http://drive.google.com). We suggest writing the application responses in a separate document, and copying and pasting those into the form.

**Proposal Deadline is 5 PM Eastern time, May 20, 2022.**

**For questions, contact:**
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