



## **Community Based Grants-CFP for 2009**

**CHALK (Choosing Healthy & Active Lifestyles for Kids)**, a collaboration between Community Pediatrics at NewYork Presbyterian Hospital/Columbia University Medical Center and our community, is a five year Center for Best Practices grant funded by the New York State Department of Health starting in 2008 at NewYork-Presbyterian Hospital. The goals of CHALK are to reduce over time the prevalence of childhood obesity and its related morbidity in Northern Manhattan (with a focus on school-aged children), and to promote a culture and create an environment in which healthy lifestyles are integral to the lives of all children. CHALK works with a community coalition of partners, initially focusing on Washington Heights/ Inwood, to develop and disseminate a social marketing message that promotes healthy lifestyles, while identifying barriers and resources to healthy living. CHALK also works internally within the hospital to engage and train health care providers to identify best practices and to foster an environment of healthy living.

**CHALK is issuing a call for proposals (CFP) to community based organizations and initiatives that support healthy lifestyles for school-aged children in Washington Heights/Inwood.** Specifically, we are interested in funding either new or ongoing initiatives that increase access to and knowledge about healthy foods and eating habits, and/or physical activity. We are looking for initiatives that are both innovative and creative, or are as simple as helping cover administrative costs relevant to healthy lifestyles promotion for your program. Programs will ideally demonstrate evidence of effectiveness, success in promoting healthy lifestyles and a high likelihood of producing sustained change. Applicants are strongly encouraged to incorporate into their proposals the community task force's social marketing message:



### **Eligibility Criteria:**

- Primary target of initiative/program must be school-aged kids (aged 5-12) and their families who live in the Washington Heights/Inwood neighborhood of Manhattan, New York City.
- Proposals must seek to prevent or reduce childhood obesity in target population through at least one of the following: increasing access to healthy foods and/or physical activity opportunities; educating about healthy eating habits and/or physical activity; marketing healthy foods, eating habits and/or benefits of physical activity.
- Non-profit organizations and freelance artist/consultants are eligible to apply. If you are a freelance artist/consultant without an organization, you must be able to complete a w-9 tax form and provide evidence that your project provides a community benefit.
- Grant projects must start by November 2009 and must be completed by November 2010.

### **Selection Process**

The CHALK steering council will consider proposals only if all eligibility criteria are met and if submitted by the deadline below. Proposals will be judged based on compatibility with CHALK goals, feasibility of project, and likelihood of successful outcomes and sustained change.

### **Awards:**

CHALK plans on disseminating approximately \$20,000 in community based healthy lifestyles grants. Organizations can apply for grant amounts ranging from \$200-\$5,000. Funds will be awarded based on merits of submitted proposals and depending on funds available. Projects may be partially funded.

### **Deadline:**

**Proposals must be received by 5pm, Friday, August 14<sup>th</sup>, 2009.**

### **How to Apply:**

Complete the attached application by August 14<sup>th</sup>, 2009 and email to:

Stephanie Pitsirilos-Boquín, MPH  
CHALK  
Email [snp7002@nyp.org](mailto:snp7002@nyp.org)

If submitting by mail, please mail to:

Stephanie Pitsirilos-Boquín, MPH  
CHALK- Choosing Healthy & Active Lifestyles for Kids  
NewYork-Presbyterian Hospital/Columbia University Medical Center Community Pediatrics  
622 West 168th Street VC4-402  
New York, NY 10032

(proposals must be RECEIVED by August 14<sup>th</sup>, 2009)

*If you have any questions on the application process, feel free to contact Stephanie at  
212 305-2771 [snp7002@nyp.org](mailto:snp7002@nyp.org)*

