

Governor's Healthy Community Award 2017

Guidelines



**Presented by Colorado Office of Economic Development and International Trade
& LiveWell Colorado HEAL Cities & Towns Campaigns**

Date Issued:	September 6 th , 2017
Deadline for Submission:	October 25 rd , 2017
Contact Person:	Jamie Hackbarth Health and Wellness Strategist, OEDIT Jamie.hackbarth@state.co.us

I. OVERVIEW

Colorado Office of Economic Development and International Trade

The Colorado Office of Economic Development and International Trade (OEDIT) works with statewide partners to create a positive business climate that encourages dynamic economic development and sustainable job growth. Under the leadership of Governor John Hickenlooper, we strive to advance the state's economy through financial and technical assistance in support of local and regional economic development activities throughout Colorado.

FOR COLORADO: FOR THE HEALTH OF IT! INITIATIVE:

For Colorado is a statewide initiative led by OEDIT focused on integrating health and wellness into the places Coloradans live, work and play. Its mission is to cultivate a culture of health and well-being in small businesses and communities to enhance economic vitality statewide. It aims to assist, recognize and connect Coloradans through a three pillar model:

1. **Free small business consulting:** Provide health and wellness assistance to improve employee well-being leading to business vitality.
2. **Statewide wellness council:** Partner with the Governor's Council of Active and Healthy Lifestyles to enhance wellness efforts statewide.
3. **Governor's Health and Wellness Awards:** Incentivize cultivation of culture of health among small businesses and communities through statewide recognition.

For Colorado is a grant-funded initiative by the Colorado Health Foundation. It partners with various stakeholders to elevate wellness efforts currently being executed including: Health Links, Small Business Development Centers, Colorado Department of Public Health and Environment, LiveWell Colorado, Governor's Council of Active and Healthy Lifestyles and The Colorado Health Foundation.

II. GOVERNOR'S HEALTHY COMMUNITY AWARD:

The Governor's Healthy Community Award will honor a community actively pursuing efforts toward community wellness while simultaneously impacting economic vitality. The award will provide increased visibility of the winner's efforts statewide potentially leading to further economic benefit.

OEDIT is partnering with [LiveWell Colorado's HEAL Cities & Towns Campaign](#) to elevate its vision that all Coloradans live in environments with equitable access to the nourishing food and physical activity they need to be healthy. The HEAL Cities & Towns Campaign assists municipal leaders to adopt policies that increase access to healthy food, active living and healthy workplaces. It has expanded to 53 municipalities across Colorado and is continuously growing.

Benefits of the Award:

1. Governor's proclamation of being healthiest community in the state
2. Press release from the Governor's office sent out to media outlets statewide
3. Feature story on OEDIT's website (choosecolorado.com) and social media channels.
4. Mini-blueprint 2.0 technical assistance to improve plan for future community health and wellness efforts.
 - a. A collaborative technical assistance approach to build out an action plan to develop short-term and long-term goals, and next steps to execute provided by OEDIT.



III. ELIGIBILITY

- The Governor's Healthy Community award is available to all communities. If your community is designated as a district, township, town, city or county the application process is available to your community.
- An elevated score will be given to communities who are a part LiveWell Colorado's HEAL Cities & Towns Campaign, but it is not a requirement for consideration.
- If your community would like to apply for the award and is not already a HEAL Cities & Towns Campaign, we highly encourage you to join to continuously benefit your community and an elevated score will be given to any municipality not already in the Campaign that pledges to join before the end of the year.

What does it mean to join the HEAL Campaign?

To join the Campaign, a community must adopt a resolution with at least one specific policy goal that aims to increase opportunities for healthy eating and active living. For assistance developing a HEAL Resolution for your community, contact Julie George at juliegeorge@livewellcolorado.org or 720-573-3628.

Once a municipality joins the campaign, free technical assistance on policy work regarding access to healthy food, active living and a healthy workplace is provided. Technical assistance can include reviewing a policy, finding sample policies, connecting with other municipalities that have tackled the same/similar issues, surveys written for the town, and more. Refer to **APPENDIX C – HEAL POLICY MENU** for additional information.

IV. APPLICATION CRITERIA & REVIEW:

The Governor's Healthy Community award will evaluate various components to sustaining and managing a healthy community including: healthy policies, healthy workplaces, community collaboration, social impact and supporting materials. The following criteria and weighted scores are used by reviewers to evaluate and rank proposals on a 0-10 point scale. (See **APPLICATION QUESTIONS & APPENDIX D – REVIEW RUBRIC** for additional information):

- **Community Health and Wellness Excellence (40%):** Overall community evaluation of program efforts towards community health and wellness. This will include a review of the community's goals, program summary, evaluation, outcomes and planning, and wellness excellence merit.
- **Healthy Workplace Criteria (20%):** A workplace is its own community, the more workplaces and community wellness initiatives blend together, the more collaborative efforts will occur to see programs grow and sustain overall well-being. Overall review of workplaces fostering well-being in the community and any collaborative efforts with the community.
- **Community Collaboration (20%):** Engagement of leadership throughout the community is critical to healthy program efforts. A diverse collaboration across municipal leaders, workplace leaders, citizens, non-profits, public health leaders, Chambers of Commerce, school leaders and top community advocates can enhance a community to the next level. Evidence of involving

various stakeholders and citizens to build a shared vision of community health is an important component of the review.

- **Social Impact (20%):** Community wellness project that place an emphasis on increasing access to healthy eating and active living in low-income and/or communities of color in order to address health inequities will receive a higher score during the review process.

The review process incorporates a variety of professional representatives from disciplinarians including: non-profit, community development health policy, public health, worksite wellness and economic development who will review, score and rank the application and support materials. Applicants will be notified via email in mid-November of the result of the Healthy Community award. All applicants should be aware to be recognized they must be present at **November 30th** at the LiveWell Summit to receive the award.

V. ONLINE APPLICATION SUBMISSION:

The application portal is available online via <https://oedit.secure.force.com/oedit/>. The Healthy Community application can be found underneath the Health and Wellness tab. **New users will need to register for an account on the Healthy Community Award Portal, and all users are required to login to the portal, update Account Profile and complete the online application.**

All narrative questions will be inputted into the online portal, and support materials will be uploaded into the online system.

For additional help on using the online grant system, use the 'Resources' section of the Healthy Community Award Portal.

VI. SUBMISSION DEADLINE & TIMELINE

Only online applications will be accepted. You must hit the "submit button by 5:00pm MST on Friday, November 3, 2017. No Extensions will be granted.

The Application will be open on **September 5th until November 3, 2017**. Below is timeline of entire application process.

- September 6, 2017: Application opens
- **October 25, 2017:** Application Deadline (5:00pm MST)
- October 30 – November 1st Application Review Process
- November 3rd: Winner notified
- November 30th, 2017: Award publically announced at LiveWell Colorado's 2017 HEAL Summit
 - Press release and feature story published
- December 2017: Healthy Community Award Winner coordinates with OEDIT for mini-blueprint advising sessions.

VII. ADDITIONAL INFORMATION

For question regarding the application process, please contact Jamie Hackbarth at Jamie.hackbarth@state.co.us or 303-892-3764.

APPENDIX A – APPLICATION CHECKLIST

STEP 1: Read the Guidelines and Application Instructions thoroughly.

- Verify your eligibility
- Review the Guidelines and make special note of program requirements, required attachments and application deadline.

STEP 2: Create your applicant account on the online portal

- Register Here:
- Tips:
 - Your username is your email
 - Use one of the preferred browsers; Google Chrome, Mozilla Firefox or Safari
 - IF you are getting a “blank screen” or “error message” you need to clean out your Temporary Internet Files and Cache
 - For further assistance registering or logging into the system, please contact Leasa Schwaebe at leasa.schwaebe@state.co.us or Jamie Hackbarth, at Jamie.hackbarth@state.co.us

STEP 3: Prepare the For Colorado Community Award Application

- Contact and Community information
- Narrative Questions
 - Prepare your answers in a word processing document, then cut and paste into online application. Each question text box allows a maximum of 3,000 characters (including spaces and punctuation)
- Uploads/Attachments
 - Provide in the order listed and save using the following naming convention as a template COMMUNITYNAME_descriptive title (for example: TOWNOF COLORADO_policies)
 - Excess pages, items not listed in the guidelines or alternative formats are not acceptable

STEP 4: Submit the application

- Review your completed application thoroughly and print a pdf copy for your files
- Call OEDIT staff with any questions by October 20th.
- Hit the “submit” button with plenty of time before the 5:00 p.m. on October 23rd.

Thank you for your time and effort in completing this application.

APPENDIX B - STAFF CONTACTS

Applicants seeking assistance are advised to contact appropriate staff well in advance of the application deadline. Prior to contacting for assistance, applicants should read the guidelines thoroughly, and review all available Application tools on the website.

For Colorado Initiative is hosted out of the Colorado Office of Economic Development

1625 Broadway Suite 2700

Denver, CO 80202

Tel: 303-892-3840

Website: www.choosecolorado.com/forcolorado

Online Portal Resources: <https://oedit.secure.force.com/oedit/>

For general questions or assistance in using the online award application system :

Jamie Hackbarth, Health and Wellness Strategist

Colorado Office of Economic Development

303.892.3764 jamie.hackbarth@state.co.us

Meridith Marshall, Health and Wellness Champion

Colorado Office of Economic Development

303.892.3840 meridith.marshall@state.co.us

LiveWELL Technical assistance: Questions regarding LiveWell status or enrollment please contact

Julie George, Director, HEAL Cities & Towns

720-573-3628 juliegeorge@livewellcolorado.org

APPENDIX C – HEAL Cities & Town Policy Menu

HEAL CITIES & TOWNS POLICY MENU

ACTIVE COMMUNITY
Comprehensive Plan, Land Use Plan, and Transportation Plan Updates
1. Include general health goals; promote physical activity and access to healthy food options
2. Promote mixed-use, transit-oriented, and/or compact development
3. Promote street connectivity
4. Promote “complete streets”
5. Promote pedestrian and bicycle safety in all transportation planning
6. Improve access for all residents to existing recreational and natural areas
7. Provide transit access and pedestrian/bike connectivity to grocery stores
8. Increase the number of parks, open spaces, and recreational trails
Establish Guidelines and/or Zoning Controls
9. Adopt incentives for compact, mixed use and/or transit-oriented development
10. Establish pedestrian and bike friendly street design standards
Bicycle and Pedestrian Plans
11. Establish dedicated pathways for pedestrians and cyclists
12. Address pedestrian and bicycle safety at crossings, along traffic corridors, on routes between residential areas and schools, and in other transportation projects
Healthy Infrastructure Investments - Promotion and Access to Recreation
13. Increase accessibility of recreational facilities and other key destinations to pedestrians, cyclists, and transit riders
14. Create Safe Routes to Schools from residential neighborhoods to local elementary, middle, and high schools
15. Prioritize capital improvement projects that fund sidewalks, crosswalks and bike lanes in neighborhoods with high obesity rates
HEALTHY FOOD ACCESS
Improving Access to Healthy Food Options
16. Attract retailers that offer fresh fruits and vegetables and wholesome staple items at reasonable prices
17. Provide economic incentives for healthy food retail projects
18. Support availability of fresh fruits and vegetables and wholesome staple items at reasonable prices in areas identified as “food swamps” or “food deserts”
19. Allow new and/or support existing farmers markets
20. Allow new and/or support existing community gardens
21. Create a healthy food zone around schools and parks by allowing or supporting the location of wholesome food retail and community gardens in those areas

22. Allow “Community Supported Agriculture” distribution points on public property
23. Include nutrition and food education as part of parks and recreation offerings
24. Facilitate the promotion and use of SNAP at farmers’ markets
Recognize Retailers that Promote Healthy Eating
25. Recognize restaurants that disclose the calorie amount and grams of fat for each menu item listed on a menu or menu board in a clear and conspicuous manner
26. Recognize restaurants that remove foods containing artificial trans-fat from their menu
27. Recognize restaurants that offer smaller portions of popular high-calorie and high-fat dishes
28. Recognize restaurants that establish pricing structures that encourage consumption of lower-calorie, lower-fat, and less processed foods
29. Recognize restaurants and markets that feature healthy check-out lanes for orders that include only lower-calorie, lower-fat, and less processed or unprocessed foods
HEALTHY WORKPLACE
Healthy Workplace Policies
30. Schedule activity breaks during the work day
31. Encourage use of stairways
32. Offer nutrition education
33. Improve breastfeeding accommodations for employees
Healthy Meeting Policies
34. Require that all meetings with food offer healthy options (e.g., fruit, nuts, reduce portion sizes)
35. Make water the preferred beverage at meetings
36. Encourage walking meetings
37. Establish physical activity breaks for meetings that last more than one hour
Nutrition Standards
38. Set nutrition standards for vending machines located in city owned or leased locations
39. Set nutrition standards for food offered for sale or served at city events, city sponsored meetings, city facilities, city concessions, and city programs
Access to Healthy Food Options in the Workplace
40. Offer Community Supported Agriculture (CSA) programs to city employees



APPENDIX D

Community Health & Wellness Excellence (40% Total)	High Recommend Highly 10 – 8	Medium Recommend with some Reservations 7-6	Low Do Not Recommend 5
Health & Wellness Excellence	Clear evidence programs and services fulfill community needs and/or community interest. In-kind shows a strong connection to community through donated goods or services. Program is highly accessible due to location, appropriate costs, and/or ability to serve those with special needs	Evidence programs and services fulfill community needs and/or community interest. In-kind shows a connection to community through some donated goods or services. Program is accessible due to location, appropriate costs, and/or ability to serve those with special needs	Little or no evidence programs and services fulfill community needs and/or interest. Little or no evidence of connection to community. Lack of in kind support. Program is not accessible due to location, appropriate costs, and/or ability to serve those with special needs
Mission and goals	Programs or project is clearly aligned with community’s mission; goals are clearly described and measurable. Program or project is clearly described and includes detail (e.g. population, numbers served, expected results)	Programs or project is aligned with community’s mission; goals are described and measurable. Program or project has some detail and good description of expected outcomes	Programs are not aligned with the organization’s mission; goals are incomplete and/or not measurable. Program or project description is difficult to understand
Evaluative Outcomes & Planning	Planning and outcome goals are clear and based on sound, measurable evaluation techniques; key community stakeholders are highly qualified and experienced	Planning and goals are adequate and based on evaluation techniques; key community stakeholders are qualified and experienced	Planning and goals are not adequate and do not address evaluation results; qualifications of community stakeholders are not included



Community Involvement and Impact (60% Total)	High Recommend Highly 10 – 8	Medium Recommend with some Reservations 7-6	Low Do Not Recommend 5
Community Collaboration (20%)	Collaborations are highly diverse, nature of collaboration is specified and shows meaningful and demonstrate mutual benefit. Community demonstrates a high level of inclusiveness within multiple stakeholders, e.g. organizations, staff, programs and citizens	Collaborations are varied, nature of collaboration is alluded to, and demonstrate some mutual benefit. Community demonstrates some inclusiveness within one or more stakeholder group, e.g. organizations, staff, programs and volunteers	Collaborations are limited, superficial and demonstrate little benefit for one or more parties. Organization demonstrates little or no inclusiveness within organizations, staff, programs and volunteers
Healthy Workplace Participation (20%)	There is high workplace participation collaborating with community wellness efforts. They foster wellness within their workplace, and blend with community activities. Partnerships are innovative and beneficial for employees and citizens of the community.	There is workplace participation collaborating with community wellness efforts. They foster wellness within their workplace, and partner occasionally with community wellness efforts.	There low participation of workplaces collaborating with community wellness efforts. Limited partnerships, on either side.
Social Impact (20%)	Applicant clearly defines community served by project or organization. Programs are planned with identified community, and program clearly reaches self- defined intended audience. Program is highly accessible due to location, appropriate costs, and/or ability to serve those with low-income and/or communities of color.	Applicant defines community served by project or organization. Programs involve some outreach to identified community, and program reaches self- defined intended audience. Program is accessible due to location, appropriate costs, and/or ability to serve those with disproportional disadvantage.	Applicant does not define community served by project or organization. Program is not planning with targeted audiences, and program reach is not well defined and limited in scope. Program is not accessible due to location, appropriate costs, and/or ability to serve those with disproportional disadvantage.