



Let's Move Pittsburgh Champion Schools Application Guidelines 2017

Let's Move Pittsburgh, a collaborative program of Phipps, provides children and their caregivers with the knowledge, tools and support needed to make nutritious food choices and lead active lifestyles. Inspired by First Lady Michelle Obama's Let's Move! campaign to improve children's health, we aim to put solutions into swift action here at home.

About the Champion Schools Initiative

PURPOSE

Let's Move Pittsburgh wants to celebrate and reward champion schools for being leaders and innovators of healthy lifestyle programming for children. Since students spend the majority of their day at school, it is important that kids have the chance to be physically active and eat healthy foods before, during and after the school day. We want to help every early childcare center, pre-K and elementary school in Allegheny County become the healthiest place for kids to learn and grow. **Therefore, we are excited to launch the Champion Schools program for the fourth year to support new or existing programs geared towards children's health and wellbeing.**

AWARDS

Applicants may apply to **one** of the following grant opportunities:

- **Champion Schools Seed Grant (\$1,000):** This application is for schools that are proposing new programs and are in need of tools and resources to turn their ideas into action. These Champion Schools will be awarded funding for implementing their new programs.
- **Champion Schools Awards (\$1,000):** This application is for schools with existing programs or projects that are already in place and can provide Let's Move Pittsburgh with evidence of impact. These projects will be celebrated for their great work and awarded funding for continued support.

Please note that all money must be used towards program or project costs (expansion, incentives, equipment, measurement, evaluation, etc.). Funds should not be used for direct school staff support.

ELIGIBLE PROGRAMS/PROJECTS

Let's Move Pittsburgh is looking for Champion Schools whose programs or projects are focused on **at least one** of the following areas:

- **Bag the Junk:** These projects aim to increase healthy food and nutrition education in schools. Example projects may include the following:
 - An initiative to remove junk food from the school setting
 - A nutrition education program
 - Healthy concession stands
 - Water campaign
 - Healthy snack or breakfast program



- **Get Kids Moving:** These projects aim to increase physical activity in and out of schools. Example projects may include the following:
 - Classroom physical activity breaks
 - An afterschool exercise club
 - Structured recess games
 - Kinesthetic classrooms
- **Teach Kids to Grow and Cook Food:** These projects aim to increase knowledge of how to grow and prepare fresh, healthy food. Examples projects may include the following:
 - A school vegetable garden
 - An afterschool healthy cooking club
 - Healthy cooking lessons from local chefs
 - Classroom wall gardens or tower gardens

WHO MAY APPLY

Educators, administrators, students, food service directors, school nurses and/or parents on behalf of **a licensed early childcare center, pre-kindergarten or elementary school in Allegheny County.** All applicants must receive permission from the school principal to apply for funds. All licensed childcare facilities must participate in Keystone STARS at any level, 1-4, to be eligible for an award.

APPLICATION TIMELINE

Visit letsmovepittsburgh.org/champion to complete the application. Your completed application must be submitted by Friday, March 24, 2017. Winning applicants will be notified by Monday, May 1, 2017.

THINGS TO DO BEFORE COMPLETING THE APPLICATION

1. **Collect information about your school.** You will need several pieces of information to complete the application. Be sure to gather (1) school contact information, (2) school enrollment information, (3) percentage of children who qualify for free or reduced price lunch and (4) how many children are expected to participate in your proposed program.
2. **Build a Champion School team!** The application will require you to list a project lead and a co-lead upon applying. However, your application will be more competitive if you have a strong and diverse team in place. If your school has a School Wellness Committee, that is a great starting place to solicit feedback and brainstorm ideas that you would like to see in your school. An effective school health system uses a team approach to guide programming and facilitate collaboration between the school and the community.
3. **Visit the Let's Move Pittsburgh website** letsmovepittsburgh.org to learn about our programs, partners, speaker series and biannual symposium. Keep the mission of Let's Move Pittsburgh in mind as you fill out the application.
4. **Identify existing resources** you can use for free. Our [Raise Your Hand for Health](#) guide may be a useful tool for this process. Then, ask Let's Move Pittsburgh to cover the costs you could not otherwise pay for yourself. Provide an itemized budget that clearly states how you will spend the funds. Ideally, no funds should be used to cover salaries



of school staff. The funds should be used to purchase supplies, materials, equipment, instructor fees, incentives, event costs, evaluation and other creative uses.

5. **Preview the application beforehand.** The application can be previewed at the end of this document to help you prepare for the application process. You will complete the actual application process using Survey Monkey.
6. **Develop an detailed project plan for your program.** You will be asked to provide details about your program, specifically: *frequency and duration* (the extent and how often the program will take place), *delivery method* (who and how your health message or activity will be carried out) and *tangibles/materials* (any hands-on tools, equipment, food and learning resources).
7. **Formulate your goals to demonstrate project impact.** Listing your program goals will allow us to understand how the students will benefit from your proposed program. We are looking for programs that have potential to increase attitudes, awareness, knowledge and healthy behaviors in children over time. Be creative, but keep in mind that goals are meant to be specific and attainable by the one year timeline. Here are some examples:
 - By the end of this program, our students will be able to list two different fruits and two different vegetables that they tried in their smoothies.
 - By the end of this program, our students will have been exposed to the basics of rollerblading.
 - By the end of this program, our students will be able to successfully pot a plant and care for it on their own.
8. **Consider adding a family or take-home component to your program.** Take-home resources or healthy activities for the entire family help to reinforce healthy habits at home. Programs with a family component will stand out!
9. **Contact us with questions.** Please contact acubarney@phipps.conservatory.org for any questions about filling out the application.

Still have questions? Check out our frequently asked questions below!

SCORING

Applications will be scored by multiple reviewers using three criteria: need, sustainability and impact. Reviewers will score the applications on a 100 point scale. Please review the following scoring guide before you complete your application.

Champion Schools grant application review criteria and scoring rubric:

Project **Need** (Consider school climate, student needs and creativity) up to **5 points each**

Proportion of children qualifying for free and reduced price lunch.	
Addresses significant gap in school wellness programming.	
Overview and details of project align with at least one of the three focus areas.	
Addresses a significant gap in school wellness programs or students' needs as learners.	
Illustrates innovation and creativity.	

Total (up to 25 points) _____



Project **Sustainability** (Consider evaluation, project team, budget and appropriateness) up to **5 points each**

Accessibility (location, time of day, number of students able to participate) and feasibility.	
Budget items justify the purchase of essentials and address long term programming needs.	
Goals seems attainable and relate to the proposed project	
There is a solid and well-rounded project team that includes at minimum, a project lead and a co-lead.	
Adapts delivery to target population (appropriate for students, age, and community).	

Total (up to 25 points) _____

Project **Impact** (Consider project inputs, outputs and behavior change) up to **5 points each**

Goals increase regular healthy activity and likely to impact behavior change.	
Tangibles and direct services given (i.e. incentives, hands on tools or materials, food, plants, exercise equipment).	
Dosage (i.e. frequency, duration, delivery method).	
Evidence-based or potential to be (similar or identical programs have seen positive results).	
Presents a family or “take-home” element likely to improve impact	

Total (up to 25 points) _____

Need		Provide comments about the application in this box (optional)
Sustainability		
Impact		
Overall Impression score (up to 25)		
Total score		

Frequently Asked Questions

What is the difference between the Champion Schools Seed Grant and Champion Schools Award?

Applicants can choose to apply for a Champion Schools Seed Grant or a Champion Schools Award. Schools that want to start a new program should apply for the Champion Schools Seed Grant to help get the program started. Applicants can request \$1,000 to kick start their program. Schools that want to be recognized for an existing program or project should apply for the Champion Schools Award. Programs that have evidence of success and impact can receive recognition as a Champion Schools and model best practices for other schools in the Greater Pittsburgh community.



Why is the application only open to Allegheny County early childhood centers, pre-kindergarten and elementary schools?

Research tells us that in order to impact child health, we need to reach children with healthy messaging as early as possible. If your school is located outside of Allegheny County or working with the adolescent population, please still visit www.letsmovepittsburgh.org or contact Let's Move Pittsburgh for information on other ways to get involved in our movement.

Why do childcare facilities need to be licensed and participate in Keystone STARS?

Champion Schools Awards is only made possible by generous funding from the Heinz Endowments. As a part of our funding agreement, we are awarding early childcare facilities who also strive to improve, support, and recognize the continuous quality improvement efforts of early learning programs in Pennsylvania - the Keystone STARS initiative. Learn more about Keystone STARS on the PA Keys website: http://www.pakeys.org/pages/get.aspx?page=Programs_STARS

Can one school submit multiple applications?

Yes, technically your school can submit more than one application. However, Let's Move Pittsburgh will only award **one grant per school**. Please pick your best program to be featured on the application rather than submitting multiple applications.

What if a school has already received funds from Let's Move Pittsburgh in 2014, 2015 or 2016?

Your school may only receive **one grant per calendar year**. If your school received a grant in 2014, 2015 or 2016, please apply again in 2017!

Why describe other wellness initiatives at your school?

Your description of additional wellness programs at your school will serve as an assessment of the school environment. This will also help you identify specific gaps in healthy programming at your school. For instance, there may be a primary focus on food and nutrition at your school, but not enough attention to physical activity programming.

What is the Let's Move Pittsburgh Symposium?

The Let's Move Pittsburgh Symposium is held every other year during the month of November. Champion Schools from 2014, and the first round of 2015, were highlighted at the 2015 symposium. Spring recipients from 2015, as well as 2016 and 2017 recipients will be highlighted at the next symposium in November 2017. Champion Schools may be invited to participate in presentations, poster presentations, panels, etc. Participating in the symposium does not hurt your chances of being selected for the grant. Please refer to the web site for information about the upcoming event: <http://www.letsmovepittsburgh.org/symposium.php>.

Why are Healthy Fundraisers required?

Fundraisers are a great way to support your health and wellness programs and make them sustainable for future school years. Traditionally, some fundraisers involve selling unhealthy foods like candy, chips and sugar-sweetened beverages. Let's Move Pittsburgh challenges schools to use alternative methods that do not involve unhealthy foods like healthy



concession stands, walk-a-thons or craft fairs. Please note that you have the option of starting a new healthy fundraiser OR adding a healthy component to an existing school fundraiser.

How will I be evaluated?

The Let's Move Pittsburgh team finds value in evaluation to gain data and insight on the successes of your program! If awarded, you will be asked to participate in our evaluation process during the funding year. For the evaluation process, you will be required to complete two progress reports that ask basic questions about your program. Our team has worked hard to ensure the evaluation process is quick and easy, but also gathers meaningful data for our records and yours!

The following pages contain a sample copy of the application as it will appear on your screen.

Let's Move Pittsburgh Champion Schools Award 2017

PURPOSE

[Let's Move Pittsburgh](#) wants to celebrate and reward champion schools for being leaders and innovators of healthy lifestyle programming for children. Since students spend the majority of their day at school, it is important that kids have the chance to be physically active and eat healthy foods before, during and after the school day. We want to help every early childcare center, pre-K and elementary school in Allegheny County become the healthiest place for kids to learn and grow. **Therefore, we are excited to launch the Champion Schools program for the fourth year to support new or existing programs geared towards children's health and wellbeing.**

ELIGIBLE PROJECTS

Let's Move Pittsburgh is looking for Champion Schools whose programs or projects are focused on **at least one** of the following areas:

Bag the Junk: These projects aim to increase healthy food and nutrition education in schools. Example projects may include the following:

- o An initiative to remove junk food from the school setting
- o A nutrition education program
- o Healthy concession stands
- o Water campaign
- o Healthy snack or breakfast program

Get Kids Moving: These projects aim to increase physical activity in and out of schools. Example projects may include the following:

- o Classroom physical activity breaks
- o An after school exercise club
- o Structured recess games
- o Kinesthetic classrooms

Teach Kids to Grow and Cook Food: These projects aim to increase knowledge of how to grow and prepare fresh, healthy food. Examples projects may include the following:

- o A school vegetable garden
- o An after school healthy cooking club
- o Healthy cooking lessons from local chefs
- o Classroom wall gardens or tower gardens

WHO MAY APPLY

Educators, administrators, students, food service directors, school nurses and/or parents on behalf of **a licensed early childcare center, pre-kindergarten or elementary school in Allegheny County.** All applicants must receive permission from the school principal to apply for funds. All licensed childcare facilities must participate in Keystone STARS at any level, 1-4, to be eligible for an award.

APPLICATION TIMELINE

All applications must be submitted by Friday, March 17, 2017. Winning applicants will be notified by Monday, May 1, 2017.

APPLICATION INSTRUCTIONS

Please review the [application guidelines and frequently asked questions](#) prior to completing the application in Survey Monkey. It is recommended that applicants complete a practice version on paper.

Let's Move Pittsburgh Champion Schools Award 2017

* 1. Please select the type of award you are applying for.

- ☐ **Champion Schools Seed Grant (\$1,000):** This application is for schools that are proposing new programs and are in need of tools and resources to turn their ideas into action. These Champion Schools will be awarded funding for implementing their new programs.
- ☐ **Champion Schools Awards (\$1,000):** This application is for schools with existing programs or projects that are already in place and can provide Let's Move Pittsburgh with evidence of impact. These projects will be celebrated for their great work and awarded funding for continued support.

* 2. Person Completing Application/Champion Schools lead or project manager:

First Name

Last Name

Position/Role

Email Address

Phone Number

* 3. You are required to have a co-lead for your Champion Schools project. Please insert their contact information below.

First Name

Last Name

Position/Role

Email Address

Phone Number

4. Please include the names, position/role and email addresses of any other project team members (including, but not limited to educators, administrators, parents, nurses, school food professionals, school wellness committees, etc.).

--

* 5. School or childcare facility information:

School Name

--

District

--

Address Line 1

--

Address Line 2

--

City/Town

--

Zip code

--

Phone Number

--

Is the childcare facility
currently licensed by the
state of Pennsylvania?
(yes or no)

--

Is the childcare facility
currently involved with
the Keystone STARS
initiative? (yes or no)

--

* 6. School Data

Total # of Enrolled
Students

--

% of Students Eligible
for Free and Reduced
Price Lunch

--

* 7. Please submit the principal's name and email. By submitting this information you are confirming that the principal approves of this grant proposal.

First Name

Last Name

Email Address

Let's Move Pittsburgh Champion Schools Award 2017

CHAMPION SCHOOLS PROGRAM DETAILS, PLAN AND EVALUATION

Whether this school program is already in place OR is a proposal to make change in your school, the details, plan, and evaluation sections of this application will be the same for both Champion Schools Seed Grant and Champion Schools Awards.

* 8. Please indicate the focus area of the school program (select all that apply).

- ☐ Bag the Junk
- ☐ Getting Kids Moving
- ☐ Teach Kids to Grow and Cook Food

* 9. What is the name of your program?

* 10. What is the target grade level or age group for your program?

* 11. Please list the estimated number of children expected to benefit from this program.

* 12. What time of day will your program target? (Select all that apply.)

- ☐ Before School
- ☐ During the School Day
- ☐ After School

* 13. How often will the program take place?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Once per quarter/semester
- ☐ Once per school year
- ☐ Other (please specify)

* 14. What are the main activities of the program and who will lead the activities? (200 words or less)

* 15. Please describe any hands-on tools, equipment, food or learning resources that will be given to the students. (100 words or less)

* 16. Does the program involve a family or take-home element? If yes, please describe the parent involvement. (100 words or less)

* 17. How will your Champion Schools program address a significant gap in school wellness programs or students' needs as learners? (200 words or less)

Let's Move Pittsburgh Champion Schools Award 2017

Program Goals: Please describe 3-5 goals that explain how your program will benefit the children that are exposed to it.

Goals will be formatted with this sentence structure: "By the end of this program our students will be able to _____."

Examples: "By the end of this program our students will be able to say they have tried 3 new fruits and 3 new vegetables."
"By the end of this program our students will be able to weed a garden on their own."

* 18. Goal 1: By the end of this program our students will be able to...

* 19. Goal 2: By the end of this program our students will be able to...

* 20. Goal 3: By the end of this program our students will be able to...

21. Goal 4: By the end of this program our students will be able to...

22. Goal 5: By the end of this program our students will be able to...

Let's Move Pittsburgh Champion Schools Award 2017

- * 23. Please provide an itemized budget explaining how your award money will be spent. You must include the price and quantity of each budget item.

(Note: This grant is \$1,000 and will only fund a maximum of \$1,000 toward your total budget.)

--

- * 24. If awarded funds, your school will be required to **1)** Lead at least one “healthy” fundraiser to raise additional dollars to support your work. You will be provided with ideas and resources for healthy fundraisers; and **2)** Complete an online evaluation survey at 6 months and 12 months to track the progress of your program outcomes, fundraisers and success stories.

☐ I agree to these terms and conditions.

☐ I do not agree to these terms and conditions.

☐ Other (please specify)

--

In addition to the \$1,000 award, Let's Move Pittsburgh will come lead a fun and healthy activity of your school's choosing! We will be offering either a classroom lesson, cafeteria activity, school pep rally or after school event that will be themed in accordance with a holiday or national school awareness event.

- * 25. Would you be interested in Let's Move Pittsburgh coming to your school and leading a fun and healthy activity?

☐ Yes

☐ No

26. Any other important details about your program you would like to share?

--

Let's Move Pittsburgh Champion Schools Award 2017

27. During which holiday would you like your activity to take place?

Please check at least 5 choices from the list below.

- | | | |
|--|---|---|
| <input type="checkbox"/> New Year's Day (Observed January 2) | <input type="checkbox"/> March Equinox (March 20) | <input type="checkbox"/> School Lunch Week (October 9 – October 13) |
| <input type="checkbox"/> MLK Jr Day (January 16) | <input type="checkbox"/> National Nutrition Month (March) | <input type="checkbox"/> Food Day (October 24) |
| <input type="checkbox"/> The Great Kindness Challenge Week (January 23 – January 27) | <input type="checkbox"/> Public Health Week (April 3 – April 7) | <input type="checkbox"/> Halloween (October 31) |
| <input type="checkbox"/> National Mentoring Month (January) | <input type="checkbox"/> Drop Everything and Read Day (April 12) | <input type="checkbox"/> National Yoga Month (October) |
| <input type="checkbox"/> Ground Hog Day (February 2) | <input type="checkbox"/> Every Kid Healthy Week (April 24 – April 28) | <input type="checkbox"/> Farm to School Month (October) |
| <input type="checkbox"/> Valentine's Day (February 14) | <input type="checkbox"/> Screen Free Week (May 1 – May 6) | <input type="checkbox"/> Family Literacy Day (November 1) |
| <input type="checkbox"/> President's Day (February 20) | <input type="checkbox"/> Drinking Water Week (May 8 – May 13) | <input type="checkbox"/> Thanksgiving (November 23) |
| <input type="checkbox"/> National Heart Month (February) | <input type="checkbox"/> Food Revolution Day (May 19) | <input type="checkbox"/> Good Nutrition Month (November) |
| <input type="checkbox"/> Read Across America Day (March 2) | <input type="checkbox"/> First Week of School (September 1 – September 9) | <input type="checkbox"/> Handwashing Awareness Week (December 4 – December 8) |
| <input type="checkbox"/> School Breakfast Week (March 6 – March 10) | <input type="checkbox"/> September Equinox (September 22) | <input type="checkbox"/> Winter Holiday Week (December 18 – December 22) |
| <input type="checkbox"/> Pi Day (March 14) | <input type="checkbox"/> Physical Fitness and Sports Month (September) | <input type="checkbox"/> December Solstice (December 21) |
| <input type="checkbox"/> St. Patrick's Day (March 17) | <input type="checkbox"/> Child Health Day (October 2) | |

Let's Move Pittsburgh Champion Schools Award 2017

Thank you for submitting your application.

Want to receive recognition for your school district's efforts to promote health and wellness? Learn how to become a Live Well Allegheny School district [here](#).