

## Grant Available

**Application Deadline: Monday, February 12, 2018 at 11:59pm**

### Summary

The New York City (NYC) Department of Health and Mental Hygiene (Health Department) is pleased to announce the availability of grants for a minimum of four community-based organizations (CBOs) that wish to implement one of the following programs (1) Stellar Farmers Markets, (2) Farmers Markets for Kids, or (3) Enhanced Cooking Demonstrations during the 2018 season (July through October/November) at a farmers market (or farm stand) serving low-income New Yorkers. The NYC Health Department will provide technical assistance to support the success of program implementation. Health Bucks, coupons redeemable for fresh fruits and vegetables at any NYC farmers market, will also be provided to promote and incentivize the program. Please note that funding will be made as reimbursements and not paid in advance to selected organizations.

### Background

A balanced diet is essential to good health. Healthy eating can help prevent and control risk factors, including weight gain and high blood pressure, for diet-related diseases such as diabetes and heart disease and eating fruits and vegetables every day can lower your risk of heart disease and possibly some cancers. However, most New Yorkers do not consume recommended amounts of fruits and vegetables and New Yorkers with lower incomes are even less likely to consume fruits and vegetables than those with higher incomes.<sup>1</sup> Therefore, programs that address challenges to healthy eating faced by those with lower incomes such as cost, time, and availability, are extremely important. Providing nutrition education to adults and children is a key strategy for improving dietary behaviors.

In recent years, farmers markets have proliferated nationwide, including in low-income urban neighborhoods.<sup>2-4</sup> Farmers markets sell high-quality local produce, which makes them great locations for nutrition and culinary education. The NYC Health Department has provided nutrition and culinary education for hundreds of thousands of participants through the Just Say Yes to Fruits and Vegetables Stellar Farmers Markets and Farmers Market for Kids programs, both of which are implemented at farmers markets serving low-income New Yorkers. These programs are tailored to local communities, presenting culturally and linguistically appropriate information and culinary demonstrations. An evaluation of the Stellar Farmers Market program showed that adults who attended workshops were more likely to eat more fruit and vegetables, had more positive attitudes toward fruits and vegetables, and had higher confidence in preparing them.<sup>5</sup> An evaluation of the Farmers Markets for Kids program showed that fruit and vegetable consumption increased among participating children. In addition, these children more often assisted with food preparation at home and were more willing to try new fruits and vegetables.<sup>6</sup>

Over the last nine years, the Stellar Farmers Market program has expanded from nine markets in 2009 to 20 markets in 2017. The Farmers Markets for Kids program was created in 2013 and has offered workshops at two to four markets per season. The Farmers Market Nutrition Education Capacity Building Program was developed in 2016 by the NYC Health Department in response to

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increased demand for nutrition education and culinary demonstrations at farmers markets and recognition of the value and potential for community-based organizations to take a leadership role in program implementation due to their unique positioning and knowledge of community needs. This grant aims to satisfy the growing demand for Stellar Farmers Markets, Farmers Markets for Kids, and overall nutrition-based culinary demonstrations, build capacity of CBOs, and leverage existing assets within communities.

### Eligibility Requirements

To be eligible for this award, only organizations with a 501 (c) (3) nonprofit status will be considered.

### Program Description

Organizations will receive financial support (\$12,500 or \$17,500 depending on selected program), up to \$2,150 in Health Bucks, training, and technical assistance to implement one of three programs below at a farmers market or farm stand approved by the NYC Health Department. Eligible markets must serve low-income populations, have both fruits and vegetables for sale, and provide no other existing nutrition education programming.

| Program Options                                 | Required Activities  |
|---|--|
| <p><b>1. Stellar Farmers Markets (SFM)</b></p>  | <p>CBOs will receive up to \$17,500 plus up to 1,000 Health Bucks (\$2,150 value, including administrative costs) to implement the SFM program using the Just Say Yes to Fruits and Vegetables (JSY) Farmers Market curriculum and recipes, in accordance with the seasonal calendar. This program requires:</p> <ul style="list-style-type: none"> <li>• a minimum of four (4) <b>adult</b> workshops per market day (one day per week during hours that the market is open)</li> <li>• one weekly market day for 20 weeks (July through November)</li> <li>• employing 2-3 seasonal educators</li> </ul> |
| <p><b>2. Farmers Markets for Kids (FMK)</b></p> | <p>CBOs will receive up to \$12,500 plus up to 1,000 Health Bucks (\$2,150 value, including administrative costs) to implement the FMK program using the NYC Health Department’s FMK curriculum and JSY recipes, in accordance with the seasonal calendar. This program requires:</p> <ul style="list-style-type: none"> <li>• a minimum of four (4) <b>child</b> (ages 3-11 years old) workshops per market day (one day per week during hours that the market is open)</li> <li>• one weekly market day for 16 weeks (July through October)</li> <li>• employing 2-3 seasonal educators</li> </ul>       |

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|  |   |
|--|---|
| <b>3. Enhance Cooking Demonstrations (ECD)</b> | CBOs will receive up to \$12,500 plus up to 1,000 Health Bucks (\$2,150 value, including administrative costs) to implement cooking demonstrations using the NYC Health Department’s ECD curriculum and JSY recipes, in accordance with the seasonal calendar. This program requires: <ul style="list-style-type: none"><li>• a minimum of five (5) <b>adult</b> workshops per market day (one day per week during hours that the market is open)</li><li>• one weekly market day for 20 weeks (July through November)</li><li>• employing 1-2 seasonal educators</li></ul> |
|--|---|

Please review the *Workshop Implementation Sample Materials* found in *Application Instructions - Appendix*, attached, for more information. Grantees will be required to follow the seasonal calendar, curriculum, lessons, and selected recipes.

### Requirements of Selected Organizations

1. Obtain all equipment, supplies, food, and print materials needed to implement the program.
2. Hire, train, and supervise all staff to implement the selected program. Recommended requirements for educators are as follows:
  - For both SFM and FMK programs, the lead educator should have a minimum of 15 college credit hours in nutrition. The FMK lead educator should have experience working with families and kids.
  - For all three programs, the culinary educator should have experience in culinary arts. The FMK culinary educator should also have experience working with families and kids.
  - For all three programs, the NYC Health Department strongly recommends hiring a bilingual educator to serve as an interpreter and translator, based on community and market needs.
3. Deliver the selected program by following approved curriculum at a farmers market identified by the organization and approved by the NYC Health Department. See description and table above for requirements before selecting a program.
4. Evaluate the program via participant surveys.
5. Attend orientation, train-the-trainer training, and monthly meetings with the NYC Health Department to gain technical assistance and troubleshoot concerns.
6. Complete and submit paperwork and data regarding program purchases, implementation and participation to the NYC Health Department in a timely fashion, for payment.

### Available Assistance from the NYC Health Department

1. Financial support and Health Bucks as described previously.
2. A comprehensive Implementation Guide, including necessary curriculum, recipes and handouts for reproduction, templates for job postings, participant surveys, etc.
3. Train-the-trainer in –person training and materials, such as training agendas, PowerPoints, and lesson plans.

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4. Support and technical assistance from NYC Health Department staff throughout the season, including:
- Grant administration
  - Programmatic support educator skills trainings, site visits, monthly meetings, and weekly workshop updates.
  - Data entry and analysis of participant surveys and implementation information

### Important Dates

|   |   |
|---|---|
| Monday, February 12, 2018 at 11:59pm        | Application due   |
| Monday, March 12, 2018                      | Grant recipients notified                               |
| Friday, March 30, 2018 (to be confirmed)    | Program Orientation in Long Island City, Queens         |
| Friday, May 11, 2018 (to be confirmed)      | Train-the -Trainer Training in Long Island City, Queens |
| Wednesday, June 27, 2018                    | Seasonal Educators Additional Skills Training           |
| July 2 - 8, 2018                            | Program at markets begins                               |
| July 16 - 22, 2018 (to be confirmed)        | Educator visits to NYC Health Department markets        |
| October 15 - November 12, 2018              | Program at markets end                                  |
| Friday, November 30, 2018 (to be confirmed) | Season-end reporting & wrap-up meeting                  |

## Application Instructions

Please complete and appropriately name (1. Application Form, 2. Projected Budget, and 3. Letter of Agreement from Market Operator) all documents below and send by email to Paola Sánchez, [psanchez@health.nyc.gov](mailto:psanchez@health.nyc.gov) by Monday, February 12<sup>th</sup>, 2018 at 11:59 PM. Grant recipients will be notified by March 12<sup>th</sup>, 2018.

The following documents must be submitted:

Application Form

Answer ALL questions on pages 6 - 11. Fill in PDF or copy and paste questions into a Microsoft Word document.

Projected Budget

Following the instructions on page 12, complete the Projected Budget Template on page 13. Fill in PDF or copy and paste table into an Microsoft Excel document.

Letter of Agreement from Market Operator

Include a letter of agreement from your market operator supporting the implementation of your selected program at the market during the 2018 season. Include the following information:

- Name of market operator (specify if market is run by applying CBO or a different entity)
- Market name, address, days/hours of operation, and # of farmers
- Market # of years in operation and type of customer population
- How proposed programming aligns with market mission
- Confirmation that no other nutrition education exists at the market

Contact the NYC Health Department with any questions regarding this application. You can reach **Paola Sánchez, Community Partnerships Coordinator**, by email at [psanchez@health.nyc.gov](mailto:psanchez@health.nyc.gov) or by phone at **(347) 396-4668**.

## Application Form

### Organization Information

|                      |  |
|----------------------|--|
| Name                 |  |
| Organization Address |  |
| City, Zip code       |  |
| Website              |  |

### Primary Contact Information

|                |  |
|----------------|--|
| Name           |  |
| Title          |  |
| Work Phone     |  |
| E-Mail Address |  |

### Secondary Contact Information

|                |  |
|----------------|--|
| Name           |  |
| Title          |  |
| Work Phone     |  |
| E-Mail Address |  |

### Organization Background

1. Is your entity a 501 (c) (3) nonprofit organization?

- Yes  
 No

2. What is the primary mission of your organization? How does nutrition education and/or promoting healthier eating fall within your mission?

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3. Please describe your organization's current or past involvement with farmers markets in NYC.

4. What experience does your organization have implementing nutrition education or culinary demonstrations in community settings? Please explain.

5. With this grant your organization will need to hire, train, and supervise one to three part-time seasonal educators from late June through late November, 2018. Please describe your organizational capacity to hire, train, and supervise these staff, including who the supervisor(s) of these staff will be, title name of supervisor(s), proposed activities for supervision, and where within your organizational structure the staff and program will be located. Please note, The NYC Health Department anticipates a supervisor to spend an average of seven to eight hours/week during the planning months (April to June) and three to four hours/week during the implementation months (July through November).

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**Proposed Program Implementation**

6. Indicate below the program you agree to implement for the season 2018, if your organization is awarded this grant. Check only one program:
- The SFM program.** Implement a minimum of four adult workshops per market day for 20 weeks (July through November) using the Just Say Yes to Fruits and Vegetables (JSY) Farmers Market curriculum and recipes available, in accordance with the seasonal calendar.
  - The FMK program.** Implement a minimum of four child (ages 3-11 years old) workshops per market day for 16 weeks (July through October) using the NYC Health Department's FMK curriculum and JSY approved recipes, in accordance with the seasonal calendar.
  - The ECD program.** Implement a minimum of five cooking demonstrations for adults per market day for 20 weeks using (July through November) the NYC Health Department's ECD curriculum and JSY approved recipes, in accordance with the seasonal calendar.

7. Please summarize the unique qualifications of your organization to implement the program selected above.

8. Why are you interested in implementing the program selected and how will this program support your organization's mission?

9. Please describe the farmers market(s) identified to implement the program selected (include name and location of market, history of market, number and type of farmers, and population visiting the market). Please describe how the farmers market(s) satisfies the qualifications below. To qualify, the market must:
- o Serve low-income New Yorkers
  - o Sell both fruits and vegetables
  - o Host no other existing nutrition education programming
  - o Have access to potable water nearby
  - o Have physical space available for tent-setup

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10. For successful market workshops, a variety of program equipment is required including a tent, folding table, storage bins, a water cooler, tent weights, and wash bins. This equipment takes up approximately 4' x 4' x 4' of space when stacked. In thinking about your intended market site, please describe a storage space that you know of where these items may be quickly and safely accessed on a weekly basis.

### Food and Beverage Guidelines

The NYC Health Department works with community and faith based organizations to support them in voluntarily adopting the [NYC Food and Beverage Guidelines](#), guidelines based on the NYC Food Standards for meetings and events and for vending machines. Having an internal policy and practice that reflects programming provided in the community helps organizations build capacity of staff and demonstrate leadership by staying consistent with internal and external messages. If you are interested, the NYC Health Department can support your organization to develop and implement a policy that reflects the NYC Food and Beverage Guidelines.

11. Please check the sentence below that best describes your organization's status regarding interest in and implementation of the NYC Food and Beverage Guidelines.

- My organization already has a written policy that reflects the NYC Food and Beverage Guidelines.
- My organization is already working with the NYC Health Department to develop a written policy that reflects the NYC Food and Beverage Guidelines.
- My organization does not have a written policy that reflects the NYC Food and Beverage Guidelines but is interested in receiving support from the NYC Health Department to create one that does.
- My organization does not have a written policy and is not interested in working on one at this time.
- I am not sure if my organization has a policy.

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**Additional Information**

12. How did you find out about this grant opportunity?

Through a contact at the NYC Health Department, name:

\_\_\_\_\_

Through a contact at another organization, name of organization:

\_\_\_\_\_

Other: \_\_\_\_\_

13. Would you like to receive notifications of other opportunities such as grants, or NYC Health Department resources or initiatives related to healthy eating?

Yes

Yes, but please send notification to the following email address instead:

\_\_\_\_\_

No

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**Agreement and Signature**

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a community partner, any false statements, omissions, or other misrepresentations made by me on this application may result in disqualification.

|                |  |
|----------------|--|
| Name (printed) |  |
| Title          |  |
| Signature      |  |
| Date           |  |

**Our Policy**

It is the policy of the NYC Department of Health and Mental Hygiene to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age, or disability.

Thank you for completing this application form.

## Projected Budget Instructions

Please complete the template below. Include in your proposed budget both requested funds and in-kind funds, which most likely will be necessary to implement all components of the program. Please include an explanation for each expense in the narrative justification column. Refer to *the Applications Supplements (Sample Budget and Suggested Equipment and Supplies List)* found in *Application Instructions - Appendix*.

Please include in your Projected Budget:

- **Personal**

Please list all personnel needed to implement the program. This includes:

- Program Coordinator - A portion of an existing staff member's salary may be covered by award. Please note, The NYC Health Department anticipates a supervisor to spend an average of 7 to 8 hours/week during the planning months (April to June) and 3 hours/week during the implementation months (July through November).
- Seasonal Educators - Please see number of educators required per program on pages 2 - 3. Include estimated time for training, preparation for and delivery of workshops at the market, and team meetings. The NYC Health Department recommends compensating educators at the following rates:
  - Lead Educator/Nutritionist at \$27/hour
  - Culinary Educator at \$20/hour
  - Bilingual Educator at \$17/hour

Please note, facilitating workshops at the farmers market must be the sole responsibility of the seasonal educators on market day.
- Fringe - Please include any fringe for personnel.

- **Other Than Personal Services (OTPS)**

Please include expenses for the following:

- Equipment and supplies
  - Any needed large equipment such as table, tent, bins, water cooler, wash bins, butane stove, and fire extinguisher
  - Any needed smaller items such as cooking utensils, office supplies, and food safety supplies.
- Food for demonstrations and tastings - All produce should be purchased at the farmers market. Food costs should be between \$30 - \$50 per market day.
- Printing (bilingual if needed) - Please include cost of print materials including handouts, recipes, tracking forms, surveys, and promotional materials.
- Administrative Fees - Please include any administrative fees at a rate of no more than 15%.

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## Projected Budget Template

Organization Name: \_\_\_\_\_ Proposed Program: \_\_\_\_\_

Market Name: \_\_\_\_\_ Market Location: \_\_\_\_\_

| Budget Categories                   | Funds Supported | In-kind Contributions | Total | Narrative Justification |
|-------------------------------------|-----------------|-----------------------|-------|-------------------------|
| <b>Personal Services</b>            |                 |                       |       |                         |
| Program Coordinator                 |                 |                       |       |                         |
| Educator #1 (Add Title)             |                 |                       |       |                         |
| Educator #2 (Add Title)             |                 |                       |       |                         |
| Educator #3 (Add Title )            |                 |                       |       |                         |
| Fringe                              |                 |                       |       |                         |
| <b>Subtotal Personnel</b>           |                 |                       |       |                         |
| <b>Other Than Personal Services</b> |                 |                       |       |                         |
| Equipment & Supplies                |                 |                       |       |                         |
| Food                                |                 |                       |       |                         |
| Printing                            |                 |                       |       |                         |
| <b>Subtotal OTPS</b>                |                 |                       |       |                         |
| <b>Subtotal Personnel + OTPS</b>    |                 |                       |       |                         |
| <b>Administrative Fee</b>           |                 |                       |       |                         |
| <b>Grand Total</b>                  |                 |                       |       |                         |

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## References

1. New York City Department of Health and Mental Hygiene. Community Health Survey 2016; public use dataset accessed on 1/11/18.  
<https://www1.nyc.gov/site/doh/data/data-sets/community-health-survey.page>
2. The United States Department of Agriculture. New Data Reflects the Continued Demand for F. Release No. 0167.14, USDA Office of Communications (202) 720-4623. 4 Aug 2014. Web. 17 April 2017  
<https://www.usda.gov/media/press-releases/2014/08/04/new-data-reflects-continued-demand-farmers-markets>
3. Farmers' Markets in New York City Thomas P. DiNapoli Kenneth B. Bleiwas New York State Comptroller Deputy Comptroller Report 6-2013. August 2012  
[https://www.osc.state.ny.us/osdc/farmersmarkets\\_rpt6-2013.pdf](https://www.osc.state.ny.us/osdc/farmersmarkets_rpt6-2013.pdf)
4. FOOD POLICY NEWS / NYC FOOD BY THE NUMBERS JULY 14, 2014. NYC Food by the Numbers: Farmers' Markets  
<http://www.nycfoodpolicy.org/nyc-food-numbers-farmers-markets/>
5. Dannefer R, Abrami A, Rapoport R, Sriphanlop P, Sacks R, Johns M. A Mixed-Methods Evaluation of a SNAP-Ed Farmers Market–Based Nutrition Education Program. *Journal of Nutrition Education and Behavior*, Volume 47, Number 6, 2015
6. Dannefer R, Bryan E, Osborne A, Sacks R. Evaluation of the Farmers Markets for Kids programme. *Public Health Nutrition*, doi:10.1017/S1368980016001725. 2016