



## LiveWell NKY 2.0 Mobilization

### LiveWell NKY 2.0 Mobilization Grant Application

#### **Purpose:**

Much of our health starts where we live, learn, work, and play. Many factors influence a person's health. It is important to build a culture of health in Northern KY where the healthy choice is the easy choice for everyone.

No single person or group can tackle this problem alone. It will take residents, businesses, government, education, and organizations representing many interests working together to create and maintain opportunities to live a healthy life as possible.

LiveWell NKY is a regional effort to improve the overall health and wellness of Northern KY residents. LiveWell NKY focuses on supporting the creation of a healthier region by way of educational outreach, enhancing the environment to encourage physical activity, improving access to healthier food options, and supporting smoke-free efforts through collaborative work with partners, stakeholders, and residents in the community.

#### **Objectives for Funding:**

1. Identify key stakeholders from various sectors within the community.
2. Implement strategies to gain community input (needs/barriers) for addressing the top three risk factors contributing to heart disease (physical activity, healthy eating, and tobacco use). Strategies could include community assessments, focus groups, and/or community listening sessions.
3. Determine goals, strategies, and an action plan to address the identified health priority.
4. Develop a communication and/or market plan.
5. Submit quarterly progress reports (template will be provided for report requirements).
6. At least 20% of members of the coalition must attend required trainings.

#### **Goals:**

1. Encourage community mobilization that brings together a diverse representation of the community to work collaboratively to build a healthy community.
2. Support environments and policies that promote equitable opportunities for healthy eating, active living, and smoke-free environments.

#### **Eligibility and Selection Criteria:**

1. Communities that do not currently have an active or strong coalition/group or newly formed group with a focus on reducing heart disease and chronic diseases.
2. Priority will be given to communities located in the vulnerable areas as identified on NKY Health Equity Map with Boone, Campbell, Kenton, and Grant County.

**Key Dates:**

**Grant Deadline: September 30, 2021**

**Applicants Notified: October 2021**

**Funds Released: January 2022**

**Grant Period Ends: December 2022**

\* 1. Applicant/Organization Name:

\* 2. Contact Person(s) and Title(s)

Name/Title

\* 3. Mailing Address: (address for receiving correspondence and grant reimbursement checks)

Address

Address 2

City/Town

State/Province

ZIP/Postal Code

\* 4. Phone Number(s):

Phone Number

\* 5. Email Address(s):

Email Address

\* 6. Please provide a brief description of the coalition and the capacity it has to accomplish the project.

\* 7. How will your coalition bring people together? How will it engage the community?

\* 8. How do you plan on spending the funding?

\* 9. How will you know if your coalition is a success?

\* 10. Please list any key stakeholders that your coalition plans to collaborate with that would add to the success of the coalition. (provide name, title, and organization)

stakeholder

\* 11. List and explain community concerns that pertain to physical activity, healthy eating, and/or tobacco-free environments.

\* 12. Needs Assessment: Please identify one or two challenges facing your community that this project will address related to physical activity, healthy eating, and tobacco-free environments. Include the source of data sustaining the challenges identified. (300 words max)

\* 13. Please provide needs assessment data collected.

Choose File

Choose File

No file chosen

\* 14. How will your coalition work to address physical activity, healthy eating, or tobacco-free environments to under-served populations?