



ANNOUNCEMENT OF REQUEST FOR PROPOSALS

MEATLESS MONDAY HEALTH COMMUNICATIONS SCHOLARS GRANT PROGRAM

The Meatless Monday Campaign, Inc. is pleased to announce its fourth annual call for health communications graduate student proposals. The purpose of the Meatless Monday public health communications campaign is to reduce the consumption of meat and saturated fat in the American diet and encourage healthier alternatives. The Meatless Monday campaign is interested in science-based, innovative, and effective strategies to increase awareness of and participation in the campaign. The **\$5,000 grants** will be awarded to students enrolled in graduate degree programs at any Association of Schools of Public Health (ASPH) member school in the U.S.

The request for proposals is available online at:

www.jhsph.edu/clf

Contact Janna Howley (jhowley@jhsph.edu or 410-502-7578)
with any questions about the RFP.

Proposals must be received no later than **MARCH 10, 2006.**

Meatless Monday Health Scholars Grant Program 2005-2006 Request for Proposals

Issued By: Meatless Monday Campaign, Inc.

Objectives: The purpose of this ongoing initiative is to encourage the creation of innovative, effective messages and communication programs to increase public participation in the Meatless Monday campaign. This solicitation will focus on communication projects designed to decrease saturated fat in the diet and increase awareness of the deleterious effects that high meat diets have on public health.

Eligibility and funding: Awards in the amount of \$5,000 are available for up to ten students currently enrolled in graduate degree programs in any Association of Schools of Public Health member colleges or universities.

The awards are for one year of support, beginning approximately July 1, 2006.

Deadline for submission of proposals: March 10, 2006.

Please send proposals to: Janna Howley, MA at jhowley@jhsph.edu

Contact: For additional information, please call Janna Howley at 410-502-7578.

A copy of this RFP can be downloaded from: www.meatlessmonday.com

ABOUT THE MEATLESS MONDAY CAMPAIGN

The Meatless Monday campaign is a non-profit organization working in association with the Johns Hopkins Bloomberg School of Public Health and has the support of 28 other schools of public health. The goal of the campaign is to reduce saturated fat consumption, mainly from meat and certain dairy products, in the American diet and to promote healthier alternatives.

Meatless Monday is a component of a new, broad Healthy Monday initiative in partnership with Columbia Mailman School of Public Health. Healthy Monday encourages Americans to use Mondays as a weekly focal point for incorporating broader behavior change towards healthier lifestyles.

For more information about the Meatless Monday campaign and current funded Meatless Monday and Healthy Monday projects, please visit the official website: www.meatlessmonday.com

OVERVIEW OF APPLICATION REQUIREMENTS AND PROCEDURES

A. OBJECTIVES

Excess consumption of saturated fats is a major public health problem in the United States today, and increasingly in other industrialized countries and the developing world as well. Animal products such as meat and whole-fat dairy are the main sources of saturated fat in the American diet. The purpose of the Meatless Monday campaign is to reduce the consumption of saturated fat in the American diet and increase awareness about the deleterious effects high meat diets have on public health.

The Meatless Monday campaign and the new umbrella organization, Healthy Monday, is interested in science-based, innovative, and effective messages and strategies to increase awareness of, and participation in, the campaign. Creative ideas for increasing participation in the campaign among higher-risk populations are strongly encouraged. Proposed projects may include one or more of the following elements:

- Developing or strengthening partnerships between the campaign and:
 - organizations providing health and nutrition information to the public (public or private health agencies; community and religious organizations, etc.)
 - school, campus or workplace dining and nutrition programs
 - restaurants, grocery stores, and other commercial food service providers
- Publicizing the campaign using local or national media, grassroots community mobilization, school programs, contests, etc. Projects emphasizing participation in lower-income populations with limited access to the internet are encouraged
- Creating unique strategies and methods of communicating the messages of the Meatless Monday campaign locally, regionally or nationally

Although projects encouraging dietary changes are the main focus of this program, comprehensive health and nutrition programs incorporating Healthy Monday will also be considered.

B. REVIEW PROCESS

Applications will be reviewed by three to five committee members, including faculty from schools of public health, Meatless Monday staff, Health Scholars, and campaign advisors.

The applications will be judged on the following criteria:

1. Scholarly merit including design, methodology and evaluation
2. Innovative, unique message creation or strategy
3. Adequacy and appropriateness of the budget

Proposals must be received by March 10, 2006.

Applicants will be notified by email and letter of the status of their application by May 1.

C. WORKSHOP

A workshop for 2006 Meatless Monday Health Communications Scholars will be held in June, 2006. Details will be provided in proposal award letters.

D. REPORTING REQUIREMENTS

The applicant(s) will be required to submit brief monthly updates and one final report. The final report will include:

- review of original project objectives and revisions
- review of original methodology and revisions
- challenges or barriers encountered; measures that were taken to resolve them
- Process and impact evaluation of the project – were objectives achieved?
- recommendations for improvements, alternative strategies

E. MATERIALS

Student investigators will receive a campaign toolkit and will work closely with representatives from the Meatless Monday campaign to plan and implement their projects.

In accepting the award, the applicant gives permission for use of such materials by the Meatless Monday Campaign, Inc. The recipient shall provide any materials developed or produced with project funds.

PROPOSAL SUBMISSION INSTRUCTIONS

Applicant should submit their proposal via email as instructed on page 1. The proposal should not exceed **8 pages** in length, excluding title, summary and abstract.

With each proposal, please include a cover sheet with the name, address, phone and fax numbers and email address of each student investigator and sponsoring faculty member. Also include brief bios summarizing the relevant experience of each student investigator and sponsoring faculty member.

Prepare your proposal according to the following outline:

1. Title and summary

Please provide a title and one to two sentence summary of the project.

2. Abstract

The abstract of up to 350 words must include the purpose, brief description of methods, anticipated outcomes, and evaluation methods.

3. Background and Audience

Briefly summarize what is currently known about the problem you are addressing and discuss the rationale for selection of the target population and location of the project.

4. Goals and Objectives

Clearly state the overall goal(s) and list the main objectives to be achieved by your project. Objectives should be specific and measurable given the methodology of your project.

5. Methodology

Provide a detailed plan of how you will achieve your goals and objectives. Describe the methods that will be used during the course of the project, and include expected outcomes. Describe how the activities will contribute to achieving your project objectives. Detail how the project will be implemented, what tasks will be performed, and who will perform them.

6. Evaluation Plan

The evaluation plan should be based on the project objectives. How will you determine if your project was successful?

7. Project Timeline

Chronologically outline in detail the time frame in which the project planning, implementation, activities and evaluation will occur.

8. Materials

List and briefly describe all promotional materials needed to implement the project.

9. Personnel

List all project personnel and include a brief summary of qualifications as they relate to the statement of work and project responsibilities.

10. Facilities/Institutional Support

Describe the resources and services of your institution as it pertains to the project.

11. Continuation of Activities After Project Completion

Describe intent to continue project services to targeted community after completion of the project. What services will be continued and how will they be funded? Describe any plans for sharing results of the project with participants.

12. Other Monetary Support

BUDGET PROJECTIONS

Applicant shall submit a detailed budget with the proposal. Funds may be requested for the following (these are examples only and are not meant to be all-inclusive):

- developing, producing, and distributing materials (printing, photocopying, postage)
- stipend for student investigator's time
- rental or purchase of equipment and/or software
- travel necessary to support the project

Student investigators will be required to submit appropriate documentation of funds distribution.

TRANSFER OF FUNDS

Funds will be allocated directly to the student investigators in two payments of \$2,500 each. Student investigators will be responsible for maintaining detailed budgets and documenting all spending via receipts and other approved funds tracking forms. Failure to maintain required records will result in notification of such to the student's academic institution.

HUMAN RESEARCH / INSTITUTIONAL REVIEW BOARD REVIEW

Each student investigator and sponsoring faculty member will be responsible for following the guidelines of their institution's policies on human research and obtaining approval for their project prior to contact with any project participants. IRB review may require submission of drafts of all promotional material, surveys and other recruitment tools or public communications in addition to standard regulatory forms.

TRAVEL ALLOWANCE FOR PRESENTATIONS AT SCIENTIFIC MEETINGS

Meatless Monday Health Communication Scholars who present their project at an appropriate public health, food or nutrition conference or meeting within one year of completion of their project may apply for a travel reimbursement allowance of *up to* \$300. Presentation and participation in professional conferences and meetings is strongly encouraged.