



March 18, 2008

Dear Youth Service Professional:

We are excited to announce that Mississippi State University–Extension 4-H (MSU-ES 4-H) has been given the opportunity to implement National 4-H Council's **Health Rocks!® Healthy Life Program** again this year. This program, which targets youth ages 8 -12, utilizes a collaborative approach to reduce youth risk factors by focusing on positive youth development and life skills development as an approach to preparing young people to make healthy lifestyle choices.

The attached Request For Proposal outlines proposal requirements.

Our goal is for each selected community site to target a minimum of 100 participants in an out-of-school setting. Organizations selected as community sites will receive a grant of up to \$5,000 based on total participants reached, curricula and incentive items at no charge, and training. Selected community sites will send a team of three (two teens between the ages of 14 and 18, and one adult leader) to a training conference to be held at the C. A. Vines Arkansas 4-H Center in Little Rock, Arkansas, June 27-29, 2008. Travel will be arranged and paid by MSU-ES 4-H. An agenda and schedule for this event are available at http://msucares.com/4h_Youth/health_rocks/index.html.

Again, we encourage anyone interested in this program to submit a proposal. Proposals must be **received by 5:00 p.m. CDT, May 1, 2008**. Proposals may be e-mailed, faxed or mailed. Decisions will be announced on or before May 12, 2008. For more information on **Health Rocks!®** or on the proposal procedure, please contact:

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Sincerely,

Susan L. Holder, State Program Leader
4-H Youth Development

Request for Proposal - Community Site

RFP# 007

March 18, 2008

Complete Proposal Due: **May 1, 2008**

Decisions Will Be Announced On Or Before: **May 12, 2008**

OVERVIEW

Health Rocks![®] A Healthy Life Program is a curriculum developed by National 4-H Council to develop, implement, and evaluate a nationwide, collaborative approach to reduce youth risk factors. The program focuses on positive youth development and life skills development as an approach to preparing young people to make healthy lifestyle choices. The overall program focuses on community action. The critical goal is to reduce youth smoking and use of other tobacco products by youth.

The program, which targets youth ages 8-12, utilizes a collaborative approach to reduce youth risk factors by focusing on positive youth development and life skills development as an approach to preparing young people to make healthy lifestyle choices. This is an experiential based train-the-trainer curriculum that focuses on decision making. The design focuses on application in out-of-school environments such as youth groups, clubs, camps, day camps, and after school programs.

OBJECTIVE

Mississippi State University – Extension Service (MSU-ES), a land grant university located in Starkville, Mississippi, is seeking proposals to identify community sites led by youth and adults in partnership. Mississippi State University – Extension Service 4-H seeks nationwide and diverse geographical representation. Community Sites will implement the nationally developed **Health Rocks!**[®] curriculum from June 30, 2008 through April 30, 2009. Each Community Site will be trained and supported by MSU-ES 4-H.

FUNDING

Community Sites will be provided funding of up to \$5,000. This grant amount will be based on the number of participants and must be designated in the grant application. Funding options are:

1. **Minimum of 100 participants** reached will receive \$800 for supplies and \$500 awarded upon delivery of 6 lessons and submission of the final report.
2. **100 - 300 participants** reached will receive \$1,500 for supplies and \$500 awarded upon delivery of 6 lessons and submission of the final report.
3. **300-500 participants** reached will receive \$2,500 for supplies and \$1,000 awarded upon delivery of 6 lessons and submission of the final report.
4. **More than 500 participants** reached will receive \$3,500 for supplies and \$1,500 awarded upon delivery of 6 lessons and submission of the final report.

Selected Community Sites must attend a training conference and will be provided training costs that include travel, meals, and lodging for one adult leader and two teen leaders. **These costs will be paid by MSU-ES.** All Community Sites must have Internet access for the purpose of reporting and program evaluation. Indirect (overhead) expenses will not be funded.

Please keep in mind the following when constructing your proposal:

- < Leadership and Management:
 - Staffing
 - Development and marketing of programs
- < Implementation
 - Plan of Action

ALL PROGRAM CURRICULA AND INCENTIVE ITEMS WILL BE PROVIDED AT NO CHARGE TO COMMUNITY SITES.

GENERAL CONDITIONS

Acceptance of a Proposal neither commits Mississippi State University –Extension Service 4-H to award a contract, even if all requirements stated in the RFP are met, nor limits our right to negotiate in our best interests.

EXPECTATIONS AND CRITERIA FOR SELECTION OF COMMUNITY SITES

In your narrative please address the following:

1. The ability to implement **Health Rocks!**[®] within your community during the program period of June 30, 2008 through April 30, 2009. Please clearly define the target area and plans to reach the targeted youth (minimum of 100 ages 8 to 12).
2. The ability to establish and maintain effective channels of communication with Mississippi State University–Extension Service 4-H and any other entities deemed responsible for facilitating the flow of information between MSU-ES 4-H and community sites. Such entities might include, but are not limited to evaluation teams established by MSU-ES 4-H.
3. Selected Community Sites will be required to send three people (two teens between the ages of 14 and 18 and one adult) to a training workshop with Mississippi State University –Extension Service 4-H on June 27-29, 2008. This team will be the core training team for the community site. This training will cover marketing and training of the program/ curriculum. Mississippi State University–Extension Service 4-H will provide travel expenses of those participating in the training workshop. Additional training workshop information may be obtained at http://msucare.com/4h_Youth/health_rocks/index.html.
4. Each Community Site will be responsible for maintaining Internet access for the purpose of submitting reports and evaluation data via an established web-based reporting.

Please respond specifically to the following criteria:

1. Demographic information
2. Describe previous experience:
 - a. Program delivery to youth populations.
 - b. Programs implementing youth-adult partnerships.
3. Design an Implementation Plan that includes:
 - a. Description of the planned community site(s).
 - b. Timeline
 - c. Number of youth who will be reached which will determine your funding allocation.
 - d. Number of adults, and organizations that will be involved.
 - e. Provide detailed information on how teen trainers will partner with adults in the development and management of the community site.

4. A budget narrative. Community Sites may include expenses for materials and supplies. **Indirect expenses (overhead) will not be funded.** All program curricula, incentive items, and training expenses for national workshop will be provided at no additional cost.

If you are a 4-H program (club, county, district or state), then include a message from your County Extension Director and/or State 4-H Leader confirming their knowledge that the proposal is being submitted (Email message is acceptable).

How to Submit Information:

Submit original of all proposal materials in this order on or before 5:00 p.m. CDT, May 1, 2008 to the contact below. Email, faxed or hard copies are acceptable. We will be acknowledging all proposals with an email message.

Dr. Susan Holder, State Program Leader
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Mississippi State, MS 39762
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Format Requirements

- ★ Maximum of five (5) pages (does not include cover page and vita)
 - ★ 12 point font
 - ★ 1" margins
 - ★ Double-spaced
1. Cover Sheet to include:
 - ★ **Name of Project Coordinator(s)**
 - ★ **Mailing Address**
 - ★ **Physical Address (for UPS shipping)**
 - ★ **Email address**
 - ★ **Phone number**
 - ★ **Tax ID number**
 - ★ **FAX number**
 2. Summary overview of your project
 3. Outline of Action Plan
 4. Short vita of key implementation leader.
 5. Budget and budget narrative.
If you are a 4-H program (club, county, district or state), then include a message from your County Extension Director and/or State 4-H Leader confirming their knowledge that the proposal is being submitted (email message is acceptable).
 6. Any other information you think would be beneficial to our review of your information.

Proposals Due: **May 1, 2008**

Questions regarding the Request for Proposal are encouraged and should be submitted to Dr. Susan Holder (susanh@ext.msstate.edu) or Dr. Rae Wilkinson (raew@ext.msstate.edu)