

STORE TOUR TRAINING GRANT PROGRAM

Produce for Better Health Foundation (PBH)

2015 Request for Proposals

OBJECTIVE: Produce for Better Health Foundation (PBH) desires 1) enhanced collaboration between supermarkets and university nutrition & dietetic programs, 2) training of nutrition and dietetic students to deliver grocery store tours to college peers or community members, and 3) training of nutrition & dietetics students about key fruit and vegetable issues. PBH is offering grant funding to encourage such collaborations, acknowledging that some strong collaborations already exist.

PROJECT PERIOD: One semester

TOTAL FUNDS AVAILABLE: up to \$25,000/semester

GRANT LIMITS: up to \$5,000/semester

REQUEST FOR PROPOSALS DEADLINE:

Spring Semester: Proposals must be received by 5:00 pm (EST), October 1, 2014

Fall Semester: Proposals must be received by 5:00 pm (EST), May 1, 2015

FUNDING PERIOD:

Spring Semester: January 1 to June 30, 2015

Fall Semester: August 1 to December 31, 2015

AWARD NOTIFICATION

Spring Semester: Successful applicants will be notified by December 1.

Fall Semester: Successful applicants will be notified by July 1.

ELIGIBILITY: Any Accredited Nutrition, Dietetic Internship or Coordinated Program in Dietetics

PROPOSAL SUBMISSION: E-mail submissions to StoreGrant@pbhfoundation.org.

PROJECT OUTLINE

Grocery store dietetics is a growing field of employment for nutrition professionals. As a means of exposing nutrition & dietetic students (NDs) to skills needed in leading grocery store tours, with a particular emphasis on fruit and vegetables, PBH desires to support these efforts by providing funding for out-of-pocket costs of training.

NDs would be trained by an experienced supermarket dietitian and then use their new skills to lead grocery store tours, with a particular focus on all forms of fruits and vegetables, to groups of peers and/or to community adults. During training, NDs would learn about corporate marketing and private label products, experience a grocery store tour, and learn about common misperceptions about fruit and vegetables following a general outline (available from PBH). Tours would be designed to offer solutions to the confusion that shoppers often experience when trying to make healthy food choices. Sampling fruits and vegetables would be part of the tour, and each tour participant will take away information that gives tips on eating fruits and vegetables (available from PBH).

As a result of this effort, NDs practice a unique, hands-on style of nutrition education with their community population in the grocery store environment where consumers make many of their nutrition decisions. Universities, dietetic internship programs, and grocers also develop closer relationships for future potential collaborations.

PROPOSAL FORMAT

1-2 page submissions on university or internship program letterhead should include:

1. *Identification*: Name of university nutrition or dietetic internship program.
2. *Contacts*: a) Faculty contact for program management and b) the individual who will train the NDs (e.g. supermarket dietitian or someone with appropriate store tour background).
3. *Grocer*: Name of involved grocery chain(s). PBH can assist with providing existing supermarket dietitian contacts if needed.
4. *Nutrition/ Dietetic Students*: Number of NDs to be trained.
5. *Project Participants*: Estimated number of college peers or community members who will be participants. (Suggestion: offer extra credit or make it part of curriculum for beginning nutrition classes; consider transportation logistics and number of participants in each tour)
6. *Timetable*: Estimated dates for ND training, peer/community tours, completion, and reports.
7. *Budget*: General budget inclusive of cost of food samples, transportation, handouts, etc. *Note that all indirect costs (e.g. university overhead) are not allowed.*
8. *Attachments to include*:
 - a) Resume and/or CV: Of the individual who will be training NDs
 - b) Support Letters: i) From an appropriate administrator (e.g. department chair) and ii) From Grocery Store Manager(s) where training will occur.

EVALUATION

Proposals will be weighted by:

1. *Reach*: biggest impact at least cost.
2. *Continuity*: ability to prove effectiveness to encourage grocer's implementation of ongoing collaboration and training.

REPORTING & OTHER REQUIREMENTS

For awardees, a conference call will be scheduled with PBH to standardize training and answer questions. Also, a standardized post-survey (provided by PBH) needs to be completed by peer or community store tour participants. A report of these results must be provided within 6 weeks of each semester's end.

PBH CONTACT

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