

**GRANT ANALYSIS FORM  
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

**Department/Division:** Health Department

**Contact Person & Phone No:** Michael Stevenson, Director of Health Strategy

**Category of Request**

**New Grant**

**Grant Continuation**

**Change in Previously Approved Grant**

**Previous Council File No.**

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**Project/Program Title:** SNAP-Ed Collective Action Grant

**Grantor Agency:** Wisconsin Department of Health Services, Wisconsin Nutrition Assistance Program Education (SNAP-Ed)

**Grant Application Date:**

**Anticipated Award Date:** Upon approval

**Please provide the following information:**

**1. Description of Grant Project/Program (Include Target Locations and Populations):**

This grant will support a Public Health Strategist who will support nutrition education programming, community gardens and urban agriculture, healthy food retail support in existing and new businesses, City policy, zoning, and practice, Healthy Food Financing initiatives, creation of a community commercial kitchen, resident leadership and engagement, and other things. The goal of this position is to increase access to and consumption of healthy foods among the SNAP-Ed target audience, which includes those with risk factors for nutrition-related chronic disease, such as obesity, prevent or postpone the onset of disease by establishing healthier eating habits and being more physically active.

**2. Relationship to City-wide Strategic Goals and Departmental Objectives:**

There is growing local momentum to implement strategies that influence the policy, system, and environmental factors that impact food access. In 2017, the MHD published MKE Elevate, a Community Health Improvement Plan which identified access to basic needs such as healthy food as a priority for improving the health of Milwaukee. This plan followed the 2013 publication of ReFresh Milwaukee, a city-wide strategic plan to address sustainability, which identified many goals related to food access. MKE Elevate and ReFresh Milwaukee preceded the City of Milwaukee's 2019 Healthy Food Access Plan, a plan aimed at increasing healthy food access across the city. Despite the publication of these three plans, progress has been slow on implementing the identified activities.

**3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):**

The Wisconsin SNAP-Ed grant from USDA administered by DHS will be used to fund up to \$20,000 annually in salary expense for the position directed towards SNAP-Ed efforts on an ongoing basis starting in Federal Fiscal Year (FY) 2020. The Scope and agreement will be renewed on an annual basis after the Wisconsin SNAP-Ed plan is approved by USDA. The Common Council partially funded a Healthy Food Access Coordinator in the 2020 budget. This funding will support that position (to be classified at Public Health Strategist).

**4. Results Measurement/Progress Report (Applies only to Programs):**

See below

**5. Grant Period, Timetable and Program Phase-out Plan:** 10/1/2020-9/30/2021

**6. Provide a List of Subgrantees:** NA

**7. If Possible, Complete Grant Budget Form and Attach.**

During FY20, the Public Health Strategist will:

- Complete a community food assessment focused on priority areas of the City
- Gather information and input from food systems stakeholders- **with a special emphasis on community residents**
- Use the community food assessments and focus group findings to inform collective action and Policy, Systems, and Environment strategies.

Objective	Questions	Approach	Planned Use
Number of multi-sector partners that are recruited to participate in the collective action effort	What are the types and number of individuals or organizations per sector represented? What is the documented level of active engagement of the partnership? How many City departments are actively engaged in food access efforts?	Surveys and an in-depth interview will be conducted with food retail partners, government partners, and food systems educational partners who engage in the effort.	Results will be presented biannually to stakeholders in order to inform future healthy food access work throughout the City of Milwaukee.
Number of multi-sector partners that have a documented readiness for changes in PSE	How many partners have documented readiness for changes in PSE? How are identified PSE strategies aligned with the collective action work in Milwaukee?	Surveys and an in-depth interview will be conducted with food retail partners, government partners, and food systems educational partners who engaged in the effort.	Results will be presented biannually to stakeholders in order to inform future healthy food access work throughout the City of Milwaukee.
Resources leveraged to explore, adopt, and sustain nutrition related collective action and PSE strategies	What staff, funding, and in-kind support were leveraged? How were the City's Healthy Food access funds used to promote collective action strategies?	Surveys and an in-depth interview will be conducted with food retail partners, government partners, and food systems educational partners who engaged in the effort.	Results will be presented biannually to stakeholders in order to inform future healthy food access work throughout the City of Milwaukee.
Number of food system improvements that specifically support the SNAP-Ed target audience	How many statewide and local improvements in the food system have been made that specifically benefit the SNAP-Ed target audience and that are due, in whole or in part, to SNAP-Ed efforts with partners?	Public Health Strategist will complete quarterly documentation, in collaboration with the MFC's Healthy Food Access Coordinator.	Results will be presented biannually to stakeholders in order to inform future healthy food access work throughout the City of Milwaukee.
Number of mass communications that promote the marketing of healthy food and physical activity	How many mass communications that promote the marketing of healthy food and physical activity were disseminated by partners? How were the communications coordinated between partners?	Public Health Strategist will complete quarterly documentation.	Results will be presented biannually to stakeholders in order to inform future healthy food access work throughout the City of Milwaukee.