



VIVA Connects Grant Funding

Thanks to generous support from the New Mexico Health Department's Comprehensive Cancer Program, we are able to offer grants of \$4,000 each to community coalitions from any of our VIVA Connects communities. Communities can use these grants toward the implementation of any of The Community Guide's evidence-based strategies to increase physical activity. Only 56% of New Mexico residents achieve the recommended 150 minutes a week of physical activity. Physical inactivity is connected with heart disease, stroke, hypertension, dementia, depression, diabetes, obesity, and certain types of cancers. All over the state, change-makers are using Community Guide strategies to increase physical activity and improve the overall health of their communities. These strategies include:

- Community-Wide Campaigns
 - Working together across sectors to implement campaigns to increase physical activity using highly visible, broad-based, multi-component strategies
 - Examples include walking guides, maps, signage, walking events, social media campaigns, and stories on local radio stations and in local newspapers
- Creating or Improving Places for Physical Activity
 - Worksites, coalitions, agencies, and communities working together to change local environments to create opportunities for physical activity
 - Examples include increasing access to places to walk, land acquisition, MOU preparation, and trails or trailhead improvements
- Built Environment Approaches
 - Creating or modifying environmental characteristics in a community to make physical activity easier or more accessible by combining transportation systems with land use and environmental design features
 - Examples include installation or improvement of crosswalks, sidewalks, lighting, benches, and park improvements
- Social Support Features
 - Focus on building, strengthening, and maintaining social networks that provide supportive relationships for behavior change
 - Examples include walking groups, worksite wellness programs, and walking events

Visit VIVA Connects to see other efforts that rural communities throughout the state are doing to make physical activity more accessible and enjoyable, as well as the reports of last year's recipients. This grant is open to municipal governments and non-profit organizations in any VIVA Connects Network Community. Community coalitions are welcome to apply as well, **but they must have a municipal government or non-profit act as the fiscal agent** in order to accept the money. **Applications are due [DATE].** We can only accept one application from each community. Funded projects must be completed by [DATE]. We will work with awardees to draft a Memorandum of Agreement at the beginning of the project. Awardees are responsible for providing brief reports, including photos, every two months throughout the duration of the project. The PRC and the DOH must review any print materials produced before they are made public. Prevention Research Center staff will be available to provide technical



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assistance throughout the project. We will also work with awardees to schedule a site visit. To apply, send the application below along with your organization's **signed** IRS Tax Exempt Letter and detailed budget to preventionresearchcenterunm@gmail.com by [DATE]. Good luck!

Name of Individual:

Name of Community Organization or Coalition:

Name of Sponsoring Non-Profit that will act as Fiscal Agent (if different from above):

Name of Project:

Location of Project:

Population of Community Project will Serve:

Please describe your organization/coalition, including its previous efforts to increase physical activity (100 words or less):

Please describe your project (200 words or less):

Why is this project important to your community (100 words or less):

How will this grant enable you to complete your project (100 words or less): *Please note: funds cannot be used for raffles, or food.

How does your project fit into one or more of The Community Guide's evidence-based strategies to increase physical activity (200 words or less):

Are you aware of any potential opportunities for matching funds within your community? i.e. municipal government, non-profits, private businesses, etc. (100 words or less)

Budget (table):