

CSPI RFP Webinar: Healthy Retail



Logistics for Today's Webinar

- Introduce yourself – add your name and organization in the chat
- Please keep your microphone on mute
- We will have an approximately 20-minute presentation followed by up to 40 minutes for Q&A and discussion

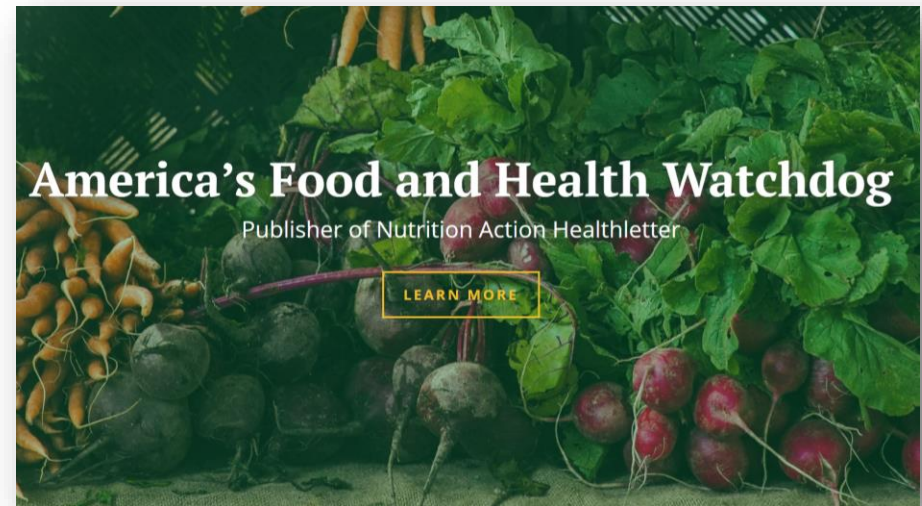
Center for Science in the Public Interest (CSPI)

Since 1971, CSPI has worked to:

- Make it easier to eat healthfully
- Reduce the impact and burden of diet-related diseases

Our Strategies:

- National, state, local policy
- Education (newsletter, social media)
- Advocacy (regulatory, legislative)
- Litigation



Background on the opportunity

Bloomberg Philanthropies has awarded CSPI a grant to lead a national advocacy initiative to secure state and local food and nutrition policies that improve public health and provide models that can be replicated and scaled.

As a part of that initiative, CSPI is soliciting applications from state and local advocates to advance innovative policies to measurably improve the food environments in:

- Schools
- Restaurants
- Grocery stores and
- Federal, state, and local programs

As well as:

- Increase access to and expand SNAP benefits
- Engage communities in building capacity to address unique food system issues
- Reduce health disparities across demographic groups

Our goal is to support public health for all, and to address health inequities that unjustly affect BIPOC (Black, Indigenous, and People of Color) and/or low-income communities.

Why Healthy Retail?

- Americans get most of their calories from food retailers, but they can only eat healthfully when healthy options are available and affordable
- Unfortunately, the **in-store food retail environment** does not support healthy choices
 - Unhealthy food options and sugary drinks dominate store entrances, shelves on the ends of aisles, displays, and checkout, increasing their visibility, accessibility, and sales
- And many **community food retail environments** lack healthy food access
 - Black communities experience disproportionately limited access to dollar stores
 - Systemic barriers further restrict access to healthy food for many BIPOC, limited economic resourced, and/or rural communities
 - Residents of these communities increasingly rely on nontraditional retailers for food, such as dollar stores, the fastest growing retail format

Healthy Retail Campaign State & Local RFP

We are accepting applications for funding for **up to \$70,000 in direct costs for 15 months** for proposals for state or local campaigns to improve the healthfulness of the food retail environment through policy change.

Policy priorities for this opportunity are:

- A state or local policy or ordinance campaign to create a healthier in-store or online food retail environment through placement and promotion strategies, including
 - Keep Soda in the Soda Aisle policy
 - Healthy endcaps policy
- A state or local policy or ordinance campaign to increase healthy food availability at dollar stores, such as minimum required floor or shelf space for fruits and vegetables

Application priorities:

- Campaigns must seek to secure a binding government policy
- We will prioritize applications from organizations
 - in regions that have been disproportionately burdened by inequitable access to healthy food retailers
 - who are representative of or are directly partnering with individuals and/or community organizations representing the population most affected by the proposed policy change



Healthy Retail Campaign Community Prioritized Policy Innovation RFP

We are accepting applications for funding for **up to \$70,000 in direct costs for 15 months** for proposals for state or local campaigns to improve the healthfulness of the food retail environment through policy change.

Policy campaigns may include, but are not limited to:

- Enhancing in-store or online healthy retail marketing, including through product, placement, pricing, or promotion
- Addressing marketing of unhealthy food in the in-store or online food retail environment
- Incentivizing or requiring dollar stores to stock or promote healthier food
- Leveraging SNAP to create a healthier retail environment (e.g., enacting retailer marketing standards or additional stocking standards, addressing barriers to online SNAP participation)
- Using state and local financial incentives to encourage healthy food store placement in communities that lack access
- Improving the food retail environment in Indigenous communities



Application priorities:

- We are specifically interested in partnering with organizations that are led by and mission-oriented to improving conditions that affect the quality of life for Black, Indigenous, and/or Latine people
- Work under these grants must center authentic community engagement in conceptualizing, designing, and implementing the policy campaign

Next Steps

The deadline for Letter of Interest (LOI) submission is **June 12, 2022**. All LOIs should be submitted through CSPI's Online Grant Management System.



What's requested in a Letter of Interest (LOI)?

Organization information

- Contact information
- Address
- EIN/Tax ID of org or fiscal sponsor
- Demographic information
- Overview of organization's work in relation to the project proposed
- Organization budget information
- Conflict of interest check

Project details

- Project title
- Estimated duration
- Geographic focus
- Priority population(s) served
- Project summary and rationale
- Project partners

Funding request

- Estimated funding amount
- Percent of estimated funding to be used for lobbying activities

Available Resources from CSPI

At CSPI, we have several ways which we aim to support grantees, including:

- Sharing of and collaboration on toolkits, messaging research, and communications materials.
- Providing staff and some additional financial support for digital engagement and paid media.
- Technical assistance on policy and science as well as support from staff as spokespeople with the media, testimony, and articles.
- Support with grassroots organizing, grassroots engagement, and coalition building.
- Support with state and federal lobbying.

For more information:

CSPI Grant Opportunities webpage

cspinet.org -> Get Involved -> Grant Opportunities

- [CSPI's Healthy Retail landing page](#)
- [How to Apply](#)

Please reach out to us at grants@cspinet.org for:

- General RFP or application inquiries
- Specific policy/campaign details or eligibility questions
- Technical questions on our Grant Management System
- Accessibility concerns

Specific policy/campaign related questions:

Sara John, Senior Policy Scientist: sjohn@cspinet.org

Karen Gardner, Senior Policy Associate: kgardner@cspinet.org



Questions?