

Community-Prioritized Policy Innovation Campaigns to Improve Healthy Food Access through the Retail Environment

The Center for Science in the Public Interest (CSPI) is seeking to fund community-led local, state, tribal, or U.S. territory campaigns to improve the healthfulness of the food retail environment. Our goal in deploying community prioritized policy innovation grants is to spur innovation at the local and state level by funding healthy retail advocacy work led by the communities most affected by prospective policy change. These grants are intended to encourage community leadership, including building the capacity of Black, Indigenous, and other people of color-led organizations as they advance health, nutrition, and equity through policies to improve the food retail environment. Campaigns must be driven by the communities' interests and needs and be co-created with those most impacted by changes to the retail environment.

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 tax incentives to encourage healthy food store placement in communities that lack access
- Improving the food retail environment in Indigenous communities

About Our Healthy Retail Campaigns:

Consumers can only eat healthfully when healthy options are available and affordable. As a leading, independent authority on food and nutrition, CSPI works to transform the [places where Americans get most of their foods – food retailers](#). We are mobilizing our supporters, coalition partners, and communities to support state and local policies to improve the food retail environment.

The odds of purchasing healthy food in supermarkets are stacked against consumers. Unhealthy food options and sugary drinks dominate store entrances, shelves on the ends of aisles, displays, and checkout, [increasing their visibility, accessibility, and sales](#). In addition, [retailers promote soda, candy, and chips](#) through steep discounts such as two-for-one deals and coupons, making it easier and cheaper to purchase less nutritious food.

Additionally, equitable access to grocery stores and healthy food options are critical components in advancing racial equity and social justice. For example, regardless of socioeconomic status, Black

communities experience [disproportionately limited access to grocery stores](#). This and other systemic barriers further restrict access to healthy food for many BIPOC, lower socioeconomic status, and/or rural communities. A consequence of restricting access to healthy food is that many residents of these communities increasingly rely on nontraditional retailers for food, such as dollar stores, [the fastest growing retail format](#). Among shoppers with limited economic resources, 72% believe that dollar stores should offer more healthy options. Therefore, we see ensuring that these stores offer fresh and healthy food options as a key priority for healthy retail policy.

Applications can be submitted for up to \$70,000 in direct costs for a duration of up to 15 months and can support non-lobbying and lobbying activities.*

Key Application Priorities

- This funding is focused on policy change; therefore, we are unable to fund direct service programs, pilots, and capital projects.
- 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.
- We are open to funding campaigns that are at various stages of the policy process, including early-stage campaigns focused on community engagement (such as focus groups or key informant interviews), policy formulation and feedback, advocacy for policy passage, and/or policy implementation. For existing campaigns, applications should describe the community engagement process that has taken place to date and the ways in which the campaign goals and tactics are community driven and informed.
- We are specifically interested in applications from regions that have been disproportionately burdened by inequitable access to healthy food retailers. This includes rural areas, the South, and applications that improve the food environment for Indigenous populations.

Additional Resources for Applicants

- Introduction to [Healthy Retail Policies](#)
- [Healthy Food Retail: Creating and Enforcing a Policy](#)
- [SNAP and the Food Retail Environment](#)

The deadline for Letter of Interest (LOI) submission is 11:59PM EST Sunday, June 12, 2022. All LOIs should be submitted through CSPI's Online Grant Management System.

For information on how to apply online, please visit our [website](#). More details about our grantmaking are also available in our 2022 Grant Applicant Guide. For any other questions you may have about this specific funding opportunity or our application process in general, please don't hesitate to reach out to us at grants@cspinet.org.

**In recognition of the disproportionate impact of gaps in operational funding for smaller nonprofits, we have implemented a tiered Indirect Cost rate structure. Indirect costs will be added on top of submitted project budgets:*

- *12% indirect costs for grantees with annual budgets over \$5 million*
- *15% indirect costs for grantees with annual budgets of \$1 million up to \$5 million*
- *20% indirect costs for grantees with annual budgets under \$1 million*