



# **3-A-Day of Dairy Nutrition Education**

## **2007 Grant Program**

**MAINE**



### **3-A-Day of Dairy Nutrition Education 2007 Grant Program**

#### **Overview**

The National Dairy Council's Nutrition Education Grant program addresses America's low calcium intake and supports the philosophy of the nutrition-based marketing and consumer education program, "3-A-Day of Dairy."

The Maine Dairy and Nutrition Council will award one \$5,000 grant to an organization or individual proposing a nutrition education program to help empower kids to be advocates for healthy eating, including three servings of dairy a day. Applicants are encouraged to create a program designed for implementation within the school environment and to collaborate with schools and other community-based initiatives such as Team Nutrition.

Information about the 3-A-Day of Dairy nutrition education campaign can be found at [www.drinkmainemilk.org](http://www.drinkmainemilk.org).

#### **About the National Dairy Council®**

The Maine Dairy and Nutrition Council is an affiliate of the National Dairy Council® (NDC). NDC was formed in 1915 to initiate and administer nutrition research, implement cutting-edge nutrition education programs and communicate dairy nutrition messages to consumers, classroom teachers, health professionals, school foodservice personnel, consumer and health media and other important groups, including third-party gatekeepers in nutrition and health. It is focused on scientific research, educational outreach to schools and health professionals and nutrition education-based public relations, all working in tandem to promote dairy foods consumption.

NDC fulfills an important role as a national leader in nutrition education and research by serving as the authoritative voice on issues related to dairy nutrition, diet and health. Thanks to the sound science dairy farmers fund through NDC, the organization maintains consistent credibility with print and broadcast media, classroom teachers, health and school foodservice professionals, and consumers. The National Dairy Council is managed by Dairy Management, Inc.™

## **Evaluation and Selection Criteria**

- The 3-A-Day of Dairy grants are open to all groups or individuals in the United States, including those self-employed, commissioned by or employed by organizations of local government, state and local health departments, regional and state agencies and schools, medical facilities and extension specialists. Grants are also open to past 3-A-Day of Dairy grant winners.
- Program proposals must include specific educational and behavioral objectives targeting children (ages 9-18) or a subgroup within this age range, and the results must be measurable (e.g. show improved consumption of domestically produced cow's milk, cheese and/or yogurt) and have the potential to be replicated. Consideration will also be given to the methods used and the ability to leverage and communicate the results to a wider audience.
- Programs must be original and creative in design and program implementation.
- Programs must be implemented within the school environment (i.e., public school, private school, after-school program, etc.) during the 2007-2008 school year.
- Programs must include at least one (1) element that empowers kids to be advocates for healthy eating, including three servings of dairy a day.
- Programs must aim to increase milk, cheese or yogurt consumption (or "intake") to at least three servings per day and change behavior through the design and implementation of one or more educational activities.
- Programs must focus on increasing milk, cheese or yogurt consumption to at least three servings per day with emphasis on lowfat and fat free products to be consistent with the USDA food guidance system, Dietary Guidelines for Americans, and the 3-A-Day of Dairy nutrition education program.
- Programs receiving financial assistance shall not exclude from participation, deny benefits to or discriminate against any person or institution on the basis of race, color, age, sex, religion, national origin or physical handicap in accordance with Federal statutes and regulations and NDC policies.

## **Selection Process**

- Applications will be evaluated and selected by the Maine Dairy and Nutrition Council and a panel of health professionals and educators.
- Grant proposal/applications must be postmarked by April 6, 2007.
- Successful applicants or Grantees will be notified on or around May 11, 2007. Grantees will be required to sign the 3-A-Day of Dairy Nutrition Education Grant Program Agreement, which provides that the Grantee will use all grant funds for the purposes specified in the grant award and will comply with all terms and conditions of the grant.

## **Application Instructions**

To apply for funding, each applicant is required to complete the 3-A-Day of Dairy Nutrition Education 2007 Grant Application, which is attached. Applications may not exceed eight (8) pages in length, including attachments. Applicants should forward three (3) stapled copies (one original and two copies) of the **completed** and **signed** application to Catherine Hoffmann, Maine Dairy and Nutrition Council, 333 Cony Road, Augusta, Maine 04330.

Applications should clearly state the following information:

- Name and address of organization
- Contact person, title, telephone and fax numbers, email address, Web site address (if applicable). Include summer contact person or project manager, if different.
- Description of your organization's mission including geographic area served and additional background information i.e., tax identification number
- Qualifications of organization/individuals to implement this program successfully
- Project details, including:
  - Description of project
  - Educational/behavioral objectives
  - Target audience (specific age ranges among children and an approximate number of children the program will reach)
  - Specific activities that will meet your goals (emphasize original/creative ideas)
  - Anticipated barriers/challenges to achieving objectives, and strategies for overcoming them
  - Plans for evaluating results (include examples of how the program can be replicated and communicated to a wider audience)
- One-page outline of the educational program that will be used (if applicable)
- Project timeline (during the 2007-2008 school year)
- An itemized project budget - please note the following:
  - A maximum of 20% of the grant money may be spent on food and/or equipment (a detailed description of how the equipment will be used must be included.
  - Money can be used for staffing
  - Money cannot be used to pay overhead/indirect costs of an institution
- Annual report of company/institution (if applicable)
- List any other current grants or awards underway or submitted for this project (include previous data collected if applicable)

Grant proposal/applications should be submitted in writing to Catherine Hoffmann, Maine Dairy and Nutrition Council, 333 Cony Road, Augusta, Maine 04330.

Applicants agree to complete the 3-A-Day of Dairy Nutrition Education Grant Program mid-point progress report and final grant summary report forms (to be provided by your state/regional dairy council), which include a written report to be completed at the mid-point and at the conclusion of the funded work. Such reports shall describe the project and its outcome(s). A mid-point progress report will be due January 4, 2008. The final summary report will be due May 16, 2008.

Please note the Maine Dairy and Nutrition Council reserves the right to terminate or suspend a grant award if the terms of the grant or the 3-A-Day of Dairy Nutrition Education Grant Program

Agreement are not met. In addition, Maine Dairy and Nutrition Council reserves the right to request the Grantee and Grantee agrees to repay Maine Dairy and Nutrition Council any grant funds not used for the purposes of the Grant, improperly applied by the Grantee or unused by the completion of the program.

### **Confidentiality**

While under funding consideration, any submitted grant applications become property of the Maine Dairy and Nutrition Council. All information that is not otherwise available from public sources will be held in confidence and will be available only to appropriate Maine Dairy and Nutrition Council staff, NDC staff and affiliated dairy organizations, advisory committees, NDC committees and Board of Directors.

### **Acknowledgement and Disclaimer**

Any publication or disclosure based on the education program or program activities supported by the 3-A-Day of Dairy Nutrition Education Grant Program must contain the following acknowledgment:

*“This [publication/program/activity/film/video/Web site/event] was made possible by a grant from the Maine Dairy and Nutrition Council.”*

All publications or program materials must contain the following statement:

*“Any opinions, findings, conclusions or recommendations expressed in this [publication/program/activity/film/video/Web site/event] are those of the author(s) and do not necessarily represent those of the Maine Dairy and Nutrition Council.”*

### **Publication and Distribution**

NDC and the Maine Dairy and Nutrition Council may publish, distribute and make available to the public the names of Grantees and the results and or outcomes of the program or any research performed under the 3-A-Day of Dairy Nutrition Education Grant Program. Generally, the publication shall be in journals, on the NDC Web site ([www.nationaldairyCouncil.org](http://www.nationaldairyCouncil.org)) and/or in similar media.

NDC retains all rights and interests in the program materials, publications and/or works as described in the 3-A-Day of Dairy Nutrition Education Grant Program Agreement, incorporated herein by reference. Therefore, the successful applicant or Grantee agrees to obtain advance written approval from NDC for any commercial publication or distribution of any and all program materials or works created, in whole or in part, through the use of the grant funds. Program materials or associated works may include, but are not limited to, papers, proceedings, films, videos, recordings, games, computer programs, internet Web sites and or Web pages.

If, as part of the grant proposal, the applicant contemplates that materials or works such as books, manuals, periodicals, computer programs, videos, etc. will be developed and sold to third parties or commercialized in any manner, the proposal should address: (1) the means by which the materials

or works will be advertised, marketed, sold or used for commercial gain and (2) the disposition of proceeds from commercialization efforts.

After the Maine Dairy and Nutrition Council makes the grant award, the Grantee agrees and must obtain NDC's prior approval for each instance of commercialization.

### **Inventions, Software and Copyrights**

The Maine Dairy and Nutrition Council reserves all rights described in the 3-A-Day of Dairy Nutrition Education Grant Program Agreement, including the right of access to data within data banks and computer software created or supported by the Grantee due to the use of grant funds.

Where appropriate, NDC retains ownership of all copyrights in program materials, publications and/or works created, in whole or in part, through the use of grant funds as defined in the 3-A-Day of Dairy Nutrition Education Grant Program Agreement.

## **3-A-Day of Dairy Nutrition Education 2007 Grant Application**

Applications are available online at [www.drinkmainemilk.org](http://www.drinkmainemilk.org).

Completed applications must be submitted by and postmarked no later than April 6, 2007 to Catherine Hoffmann, Maine Dairy and Nutrition Council, 333 Cony Road, Augusta, Maine 04330.

Applications shall be limited to eight (8) pages, which may include a maximum of five (5) typed pages for the questions below and three (3) pages of attachments. Applications must be typed using black type and at least a 12-point font, have one-inch margins and be submitted on 8 \_ x 11-inch white paper.

**Name of organization:**

**Address of organization:**

**Tax Identification Number:**

**Contact person (include summer contact or project manager, if different):**

**Title:**

**Telephone:**

**Fax number:**

**Email:**

**Web site (if applicable):**

**Description of your organization's mission:**

**Geographic area served:**

**Qualifications of organization/individuals to implement this program successfully:**

**Description of the project (please include how program is creative/original in design):**

**Location of program implementation (within a school environment):**

**Educational/behavioral objectives (please include outcome measurement):**

**Target audience (specific age ranges among children and the approximate number of children the program will reach):**

**Describe how this study will empower kids to be advocates for healthy eating, including three servings of dairy a day.**

**Specific activities that will meet your goals (attach sample one-page program outline if applicable)**

**Anticipated barriers/challenges to achieving objectives and strategies for overcoming them:**

**Plans for evaluating results (include any plans to measure behaviors or attitudes/knowledge and address how the program can be replicated to leverage and communicate the results to a wider audience):**

**Project timeline (should not exceed one page, please attach):**

**Itemized project budget (see application instructions for budget criteria):**

**Annual report (if applicable, please attach, this does not count as part of your page total):**

**List any other current grants or awards underway or submitted for this project:**

**By signing this application agreement, the Applicant agrees to the terms outlined above.**

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Organization Name

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Contact/Project Manager Signature

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Date

The above-signed affirms that he/she has verified the information and has the authority to approve this application. The above-signed agrees to provide the appropriate information requested by the Maine Dairy and Nutrition Council. Furthermore, the above-listed organization does not knowingly discriminate on the basis of race, color, age, sex, religion, national origin or physical handicap. The above-listed organization is in compliance with the laws and regulations that govern the organization.

## **3-A-Day of Dairy Nutrition Education 2007 Grant Program Agreement**

In the event that a 3-A-Day of Dairy Nutrition Education 2007 Grant proposal is awarded funding, the Grantee will be required to agree to the terms of this 3-A-Day of Dairy Nutrition Education 2007 Grant Program Agreement. This Agreement will be forwarded to the Grantee for signature.

### **AGREEMENT**

**THIS AGREEMENT** is among the Maine Dairy and Nutrition Council (the “Dairy Council”), the National Dairy Council®, a non-profit organization organized under the laws of the District of Columbia, having a business location at 10255 West Higgins Road, Suite 900, Rosemont, Illinois 60018-5616, USA, and its agents ( “NDC”) and \_\_\_\_\_, a business organization having a business location at \_\_\_\_\_ (“Grantee”), in connection with and in consideration of the grant of Five Thousand Dollars (\$5,000) by Dairy Council for the purposes of creating, developing and implementing a nutrition education program to empower kids to eat healthy (including three servings of dairy a day) and conduct an active lifestyle.

Grantee represents and agrees as follows:

1. All information provided to Dairy Council in connection with the 3-A-Day of Dairy Nutrition Education 2007 Grant Application, including all related communications, is true, correct and complete.
2. Grantee has read and understands the proposal document, entitled “3-A-Day of Dairy Nutrition Education 2007 Grant Program,” (“Proposal Document”) and is familiar with its contents.
3. Grantee will use all funds under the grant solely for the purposes set forth in the Proposal Document and will comply with all terms and conditions of the grant as set forth in the proposal document.
4. Grantee will promptly repay to Dairy Council any portion of the grant funds that was not used for the purposes of the Dairy Council after completion of the nutrition education program.
5. Grantee will submit to Dairy Council on a timely basis full and accurate reports as described in the Proposal Document.
6. Grantee will maintain complete and accurate records for the nutrition education program covered by the grant, and will make such records available to Dairy Council upon request.
7. Grantee will not use Dairy Council grant funds to:

- a. Influence legislation;
  - b. Influence the outcome of any public election or to carry on, directly or indirectly, any voter registration drive;
  - c. Make any grant to any other individual or organization; or
  - d. Undertake any activity for the purpose other than for charitable, scientific or educational purposes.
8. Subject to Grantee retaining the right to use original works of authorship for non-commercial education research and outreach purposes, Grantee will grant NDC ownership rights to the copyrights in all original works of authorship, prepared in whole or in part by Grantee through the use of Dairy Council grant funds, subject to the provisions of Section 10, below.
9. Grantee will ensure that all individuals involved in the creation of original works through the use of Dairy Council grant funds are informed of, and consent to, NDC's ownership rights of the copyrights in such original works, but subject to rights retained under the provisions of Section 8 and 10.
10. Grantee shall have a non-transferable, non-exclusive right to use all original works of authorship prepared, in whole or in part, by Grantee through the use of Dairy Council grant funds. All such uses shall be for educational purposes only. Grantee shall obtain advance written approval from NDC for commercial publication or distribution of all publications or works created, in whole or in part, through the use of Dairy Council grant funds.

**GRANTEE**

**DAIRY COUNCIL**

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Signature

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Signature

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Name

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NATIONAL DAIRY COUNCIL®

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Signature

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Name

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Title

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Date

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