



UCLA REACH U.S. / CEED

Legacy Projects 2011/2012

UCLA

Kaiser Permanente
Center for Health Equity





ABOUT REACH U.S.



Racial and Ethnic Approaches to Community Health Across the U.S. (REACH U.S.)

- National multi-level program with 40 grantee partners that establish community-based programs and culturally-appropriate interventions
- Goal: To eliminate health disparities among African Americans, American Indians, Hispanics/Latinos, Asian Americans, Alaska Natives, and Pacific Islanders
- Funding is focused on the following health priority areas:
 - Breast and cervical cancer
 - Cardiovascular disease
 - Diabetes mellitus
 - Adult/older adult immunization
 - Hepatitis B and/or tuberculosis
 - Asthma
 - Infant mortality



REACH U.S. National Projects

- Centers of Excellence in Eliminating Disparities (CEED)
 - National and regional expert centers that work with one or more racial and ethnic group, and have a high level of expertise in addressing one or more priority health areas
 - There are 18 REACH U.S. CEEDs
- Action Communities (AC)
 - Community-based programs translating and implementing evidence-based programs and approaches to eliminate disparities in one or more selected health priority areas
 - Currently, there are 22 REACH U.S.ACs



UCLA REACH U.S. / CEED

- Long-term goal: Eliminate health disparities in heart disease, stroke, diabetes, cancers, and other obesity-related chronic diseases among African Americans, Asians, Latinos and Pacific Islanders, through:
 - Diffuse organizational-level evidence- and practice-based physical activity and health nutrition promotion strategies
 - Focus on dissemination to and training of key agencies/ organizations in at-risk communities - though worksites, schools, faith-based organizations, safety-net clinics
 - Use participatory approach to incorporate cultural traditions within interventions and build on community assets
- Evaluate impact of strategies on organizational practice and policy as well as community health



LEGACY PROJECTS



Legacy Project Grantee Eligibility

- Although 501(c)(3) status is not required, applicants must then have fiscal sponsor that is 501(c)(3)
- Demonstrated history of effective outreach to and work with one or more of the priority populations (African Americans, Asian Americans, Latinos, Native Americans, Pacific Islanders)
- Proposed interventions must be focused on the targeted racial and ethnic communities described above



UCLA REACH U.S. / CEED Legacy Project Requirements

- In the final year of Legacy Project grants to organizations, the focus this year will be **sustainability**.
- Specifically, proposed Legacy Project interventions should focus on the dissemination of ***Instant Recess*® breaks**, which are an evidence-based strategy to integrate 10 minutes of physical activity within organizational routines



Legacy Project Objectives

- Proposed projects should focus on activities that increase the **reach** and promote the **sustainability** of *Instant Recess*® breaks by:
 - **Identifying and implementing strategies for reaching new or previously untapped communities and venues**
 - Creation of new *Instant Recess*® breaks for communities that have not yet been reached
 - Assist UCLA with integrating *Instant Recess*® breaks into the guidelines or curricula within existing programs (e.g., CDC's *Body & Soul*, California's Network for a Healthy California)
 - **Developing and executing dissemination strategies based on social media**
 - Use of Facebook, Twitter, YouTube, etc., to disseminate *Instant Recess*®



ABOUT
INSTANT RECESS®



What is *Instant Recess*®?

- Formerly known as a “*Lift Off!*,” it’s a 10-minute activity break that includes a series of 7 – 8 different movements that you see in dance and sports
- It works best in groups because you can talk about other things at the same time
 - At work, you can vent about your problems for additional stress-relief
- It’s a great way to break up long meetings, school lessons, and help you to re-energize for the rest of the day!



What is Instant Recess®?

- Each *Instant Recess*® break is a reflection of either popular sports or traditional cultural dances
- It also reduces a lot of the common barriers to exercise:
 - Low-cost (both money and time)
 - No change of clothes necessary
 - Can be modified to meet your needs
 - Can be used anytime, anywhere, by anybody



Basic Parts of Instant Recess® Breaks

- **3 types of breaks:**
 - *Aerobic*: gets your heart pumping
 - *Strength*: builds your muscles
 - *Stretch*: lengthens your muscles
- **2 levels of intensity:**
 - Low
 - Moderate
- **Background music:**
 - 100-120 beats per minute, which is the pace of most popular dance songs



Basic Parts of Instant Recess® Breaks

- Each move always begins with *lower body* action before adding *upper body* movement
 - This helps burn more calories and helps with coordination
- Each move is simple and easy to learn, so that everyone can participate
 - However, you can always modify each move for your level or add your own personal flair!
- Each move is designed with personal safety in mind
 - Your neck, back, and knees are protected to avoid injury

Available *Instant Recess*® breaks

- **General**

- Original *Fuel Up/Lift Off!* (in English and Spanish)
- Gospel *Lift Off!*
- The California Endowment “Here and Now”
- Tutti Frutti *Instant Recess*® (for preschoolers)

- **Sports**

- Allen Rossum Kick Off *Lift Off!* (football)
- FriarFit (ft MLB’s San Diego Padres)
- SparkingMotion (ft WNBA’s Los Angeles Sparks)
- Dream Team Fit (ft WNBA’s Atlanta Dream)
- Boxing
- Football
- Soccer

- **Cultural**

- African Dance *Lift Off!*
- Latin Dance/Cumbia *Lift Off!*
- Moving With Tradition (featuring Fort Peck tribe in Montana)
- Mabuhay *Lift Off!* (based on traditional Filipino dances)
- Caught in the Spirit gospel *Instant Recess*®
- Chinese Zodiac *Lift Off!*
- Vietnamese Zodiac *Lift Off!*
- Reggae *Instant Recess*®
- Hip Hop *Instant Recess*®

*Check out these websites for more information on *Instant Recess*®*

- <http://www.toniyancey.com/IRResources.html>
- <http://www.facebook.com/pages/Instant-Recess/111010212271600>



LEGACY PROJECT APPLICATION GUIDELINES



Application: Narrative Guidelines

- About your Organization/Agency
- Project Description
- Project Implementation
- Project Evaluation
- Project Sustainability
- Budget and Budget Justification



About Your Organization

- Mission/ purpose of organization
 - History
 - Organizational structure
 - Staff demographics (size, age, gender, race/ethnicity)
- Geographic information of service area
- Organizational capacity
 - organization/agency's strengths, qualifications
 - Current/past experiences with similar projects



Project Description

- Describe proposed project:
 - Goals and objectives
 - Priority population(s)
 - How needs of population(s) and goals/objectives were determined
 - Anticipated numbers and demographics of population(s) to be served



Project Implementation

- Anticipated staffing needs
 - Staff qualifications and responsibilities
- Details about proposed activities
 - Venues, frequency, hours, equipment needs
- Describe plans to collaborate with community members to implement project activities
- Scope of Work chart (*in addition to narrative*)



Project Sustainability & Evaluation

- **Sustainability:**

- Describe plans to sustain program beyond the funding period of this grant
 - Anticipated policy, environmental, structural and/or systems change
- Discuss exportability / transferability of interventions

- **Evaluation:**

- Describe plan or strategy for assessing project successes and sharing lessons learned
- Discuss anticipated impact of project on members of targeted community



Budget / Budget Justification

- **Budget**
 - Personnel
 - Operating Expenses
 - Supplies
 - Indirect costs (not to exceed 10%)
 - Other
 - In-kind resources
- **Budget justification**
 - Detailed explanation of financial requests

LP Timeline

- ▶ 06/21/11: RFA Review by C.H.A.T. Members
- ▶ 06/23/11: RFA Release
- ▶ 07/13/11: Legacy Grant TA/ Information Conference Call
- ▶ **08/12/11: Application Submission Deadline**
- ▶ Week of 08/22/11: Application Review Committee Meets
- ▶ 09/09/11: Notification of Awards
- ▶ **09/30/11: New Grantee Meeting**
- ▶ 10/03/11: Legacy Project Activities Begin
- ▶ 04/11/12: Interim Progress Reports Due
- ▶ 09/12/12: Final Invoices Due
- ▶ 09/29/12: Legacy Project Activities End
- ▶ 10/29/12: Year End Reports Due

Q & A

- FAQ document will be available the week of 7/18/11
- For otherwise unanswered questions, please contact:

Joyce Jones Guinyard, D.C.

REACH U.S. / CEED Project Director

joyceguinyard@ucla.edu

310-267-0965

