

Initiative 1: Physical and Behavioral Healthy Life Choices



MOTIVATING PHYSICAL AND BEHAVIORAL LIFE CHOICES FOR ALL IN OUR REGION

“Life is not merely being alive, but being well.”

-Marcus Valerius Martialis (40 – 103 AD)

“Mental pain is less dramatic than physical pain, but it is more common and also more hard to bear. The frequent attempt to conceal mental pain increases the burden: it is easier to say ‘My tooth is aching’ than to say ‘My heart is broken.’”

-C.S. Lewis, *The Problem of Pain*

Trinity Health Foundation of East Tennessee extends the healing ministry of Jesus by improving the physical, emotional, and spiritual health of our community.

ENVISIONED GOAL: Trinity seeks proposed projects that will motivate, encourage, educate, and transform the daily health choices made by our region’s residents by encouraging positive choices or diminishing negative ones. A range of needs/challenges has been identified, including but not limited to: behavioral health issues - depression and anxiety, opioid addiction education and awareness, obesity prevention, smoking cessation, nutrition choices, regular exercise, and wellness education. Trinity seeks projects that will measurably impact the regional health choices over the long term.

BACKGROUND: Trinity is sensitive to the specific physical and behavioral needs created by the long-term impact of the pandemic. Families have been affected by a sense of loss and instability both in the community and their own homes. These needs will inevitably remain for the foreseeable future. Support systems are essential in providing the necessary foundation to begin a recovery process for families.

EXAMPLES OF SPECIFIC INITIATIVES:

1. **COMMUNITY WEIGHT LOSS PROGRAM:** Pastor Rick Warren has co-authored a community weight-loss plan – The Daniel Plan – that combines healthy eating with peer encouragement. Perhaps a group in our region would like to engage the broader community in a program to encourage reading this book, acting on its methods and leading to a healthier region!
2. **COMMUNITY EXERCISE AWARENESS PROGRAM:** Is there a successful community exercise program in another region that could be studied and implemented in our region to encourage physical exercise and lifelong healthy habits? The NFL has a program called Play60 that encourages youth to exercise daily in their community. Are there tie-ins for our region to leverage? Might include pedometer/digital monitoring bracelet distribution that could be sponsored by a regional health provider.
3. **COPING SKILLS FOR CHILDREN & FAMILIES IMPACTED BY COVID-19:** Anxiety and depression are on the rise among many in our community, especially children. The extended social isolation and loneliness associated with the pandemic are wreaking havoc on families. Parental stress from job loss, limited resources, virtual school decisions, and the disease itself have impacted families emotionally and mentally. Programs might include a component to encourage social interaction, teach coping skills to children experiencing a sense of loss, and/or provide a support structure for struggling families.
4. **OTHER PROJECTS RELATED TO HEALTHY LIFE CHOICES:** Partners with innovative ideas and/or successful projects from other regions related to healthy life choices are encouraged. Other ideas might address innovative outreach for healthy grocery food access; youth educational programs to teach good eating & exercise habits; programs to encourage positive youth choices related to avoiding smoking, alcohol consumption, illegal drugs, abuse of prescription drugs and youth pregnancy.

GENERAL GRANT WRITING PHILOSOPHY FOR TRINITY PHASE I GRANTS:

TRINITY requires all lead proposing organizations to have a 501(c)(3) or equivalent status. While certain tasks within a project can be subcontracted to for-profit entities, their participation must be under the 501(c)(3) bidder's supervision. A single organization can only submit one Phase I grant to Trinity each year, but organizations are encouraged to partner in supporting roles on as many proposals as they desire. Phase I grants are for planning and prototyping activities and can include labor,

consultants, travel, overhead, and minimal materials if needed for initial demonstration. Trinity encourages proposals that:

- find successful projects in other regions and bring them to our community,
- display a clear knowledge of services in our region and avoid duplication by intentional collaboration,
- reveal a distinct pathway to sustainability and have a matching or in-kind collaborative approach,
- provide definitive metrics for the measurement of success,
- implement documented best practices toward goals,
- are locally based and serve Knoxville and surrounding contiguous counties (Anderson, Blount, Grainger, Jefferson, Loudon, Roane, Sevier, and Union),
- serve a broad demographic in race, gender, age and physical location, and
- include a component of faith in their purpose

At the end of the 90-day planning period, a final Phase I report will be due. If the grantee wishes to continue with the Phase II proposal process, a completed Phase II application will also be expected at this time. Only successful Phase I grantees will be eligible to submit a proposal for Phase II.

Phase II grants are for implementation and can be used for a broad range of activities beyond Phase I, including, but not limited to, capital facilities, equipment, training courses, etc. TRINITY strongly suggests, but does not require, matching funds and/or in-kind support (volunteer labor, use of facilities, infrastructure development like software, databases, products and websites, promotion, etc.) for proposed efforts, particularly in Phase II. TRINITY is a faith-based organization, but will consider proposals from non-faith-based entities as long as there is not a conflict with our mission.