

# Healthy Habits for Life



A grant program  
for Kansas schools

## What is Healthy Habits for Life?



The foundation is seeking programs that will help Kansas youth:

- Reduce their cardiovascular risk,
- Increase their physical activity, -or-
- Learn healthy eating habits

Healthy Habits for Life is a major grant-giving program of the Blue Cross and Blue Shield of Kansas Foundation. It is offered to help schools address a current major health issue in Kansas and the nation: childhood obesity.

The Healthy Habits for Life program is offering a total of \$150,000 in grants to assist schools in promoting healthy lifestyle choices to their students. School nurses, physical education teachers, principals, health or family and consumer science teachers, or other administrators are encouraged to apply.

The foundation recognizes that schools have a unique opportunity to teach students about healthy habits through curriculum and programs that reach them where they spend so much of their time: school. As a young, captive audience, students can be more easily influenced to develop life-long healthy habits and behaviors. The foundation hopes that curbing childhood obesity now will translate into healthy adults later, saving health care dollars for all Kansans.



## About the Program

1. A total of \$150,000 is being offered in the Blue Cross and Blue Shield of Kansas Foundation service area, which includes all Kansas counties except Johnson and Wyandotte.
2. The maximum grant amount is \$1,000 and grants are limited to one per school. Funds cannot be used for salary or wages of any staff or employee; all funds must directly benefit the needs of the program.
3. The funds will be distributed by Dec. 9 and can be used for programs administered during the 2012 calendar year.
4. Past grant recipients are eligible to apply again but must adequately explain how an additional grant would allow them to either expand their existing program or create a new one.



## How to Apply

Written grant applications must be postmarked no later than **Oct. 14, 2011**, and must address each of the following areas:

- An overview of a program that encourages a healthy lifestyle that would address at least one of the following:
  - Reduce cardiovascular risk factors
  - Promote physical activity
  - Encourage healthy eating habits
- An outline of well-defined goals to a specific target population with appropriate activity
- An illustration that the program is appropriate within the scope of the applicant's work responsibilities
- An explanation indicating how the effectiveness of the program will be measured
- A detailed budget showing how the requested funds will be spent



**For more information or to submit a grant request, contact:**

**Marlou Wegener, Chief Operating Officer  
Blue Cross and Blue Shield  
of Kansas Foundation**

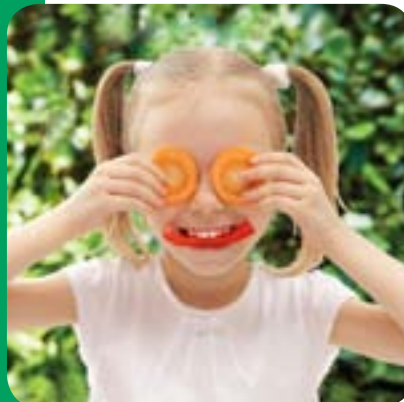
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**Grant applications are limited to the application form and a maximum of four additional pages (double-spaced) for the written proposal.**