



**Blue Cross & Blue Shield of  
Mississippi Foundation**

A Subsidiary of Blue Cross & Blue Shield of Mississippi.

3545 Lakeland Drive  
Flowood, Mississippi 39232

## **Blue Cross & Blue Shield of Mississippi Foundation Grant Application – Healthy Heroes Program – Period Two**

*Send an email to [Foundation@bcbsms.com](mailto:Foundation@bcbsms.com) with any questions regarding the application. Applicants must provide the following information to be considered for funding. Incomplete applications will be returned.*

### **Municipal Information**

City Name: City of Tupelo

Mailing Address: 71 E. Troy Street

City: Tupelo State: MS ZIP: 38804 Telephone Number: 662-841-6513 City Website:  
<http://tupeloms.gov>

Does your city have a nicotine-free environment on all city-owned property? ☒ Yes ☐ No

If *No*, does your city have plans to implement a smoke-free environment on all organization-owned property? ☐ Yes; When? ☐ No

Has your city ever received funding, in any way, from Blue Cross & Blue Shield of Mississippi or the Blue Cross & Blue Shield of Mississippi Foundation? ☒ Yes ☐ No

If “yes,” describe the funding and the purpose for which it was used: Tupelo has been designated a Healthy Hometown Award runner-up once and a Healthy Hometown Award winner twice. For all three times, funds were used for nutritional and physical activity events/activities. Tupelo has also received Healthy Hero funding which was used for additional fitness equipment in a park.

### **Project Information**

**Name of Mayor:** Todd Jordan

*(Note: The Mayor will serve as the Grantee Representative and officially execute the Grant Agreement.)*

Mailing Address: 71 E. Troy Street City: Tupelo State: MS ZIP: 38804

Phone Number (Office): 662-841-6513 Phone Number (Other): Mayor’s E-Mail:  
[todd.jordan@tupeloms.gov](mailto:todd.jordan@tupeloms.gov)

**Name of Project Director:** Alex Farned **Title:** Director, Parks and Recreation

*(Note: The Project Director will have overall responsibility – fiscal and programmatic- for the Healthy Heroes Program. This individual should be a decision-making senior official of the city government (i.e., Deputy Mayor, City Manager, City Clerk, Deputy City Clerk, Fiscal Officer, etc.). The Project Director will serve as the Foundation’s single point of contact during the grant term. All Foundation correspondence related to the Healthy Heroes Program will be addressed to the Project Director.*

Mailing Address: P.O. Box 3608 City: Tupelo State: MS ZIP: 38803

Phone Number (Office): 662-841-6440 Phone Number (Other): 662-401-2075 E-Mail: alex.farned@tupeloms.gov

Name of Program: Healthy Heroes Program – Period Two

Amount Requested for this project: \$99,616.00

Projected Grant Term Start Date: September 2022 Projected Grant Term End Date: October 2023

### **Explanation of the Healthy Heroes Program**

The Blue Cross & Blue Shield of Mississippi Foundation established the Healthy Heroes Program to increase health literacy among students in grades K-5.

- The Healthy Heroes Program, program name, and program materials, are the property of the Blue Cross & Blue Shield of Mississippi Foundation and are not to be combined with any other programs, program names, or program materials.
- The Healthy Heroes Program is designed for students in grades K, 1, 2, 3, 4, and 5.
- The Healthy Heroes lessons are to be taught during regularly scheduled P.E. classes where students have room to exercise (push-ups, jumping jacks, arms circles, etc.) without chairs or other objects that would obstruct activity. The school gym, open outside green space, and outside patios or concreted areas on the school property are suggested locations for teaching Healthy Heroes lessons and activities.
- The “Healthy Heroes,” whether uniformed police officers or uniformed firefighters, are to make a minimum of one visit in each school month during the grant term using only the materials provided by the Blue Cross & Blue Shield of Mississippi Foundation. School months are: August, September, October, November, December, January, February, March, April, and May. One day with one or more P.E. classes is considered to be one visit. More than one visit per school month may be made; however, the visits must be evenly distributed over the course of the grant period.
- For each of the visits to schools over the course of the grant period, the “Healthy Heroes” will:
  - A. Teach a healthy eating lesson using the nutrition materials provided by the Blue Cross & Blue Shield of Mississippi Foundation.
  - B. Teach a physical fitness lesson that includes exercise activities.
  - C. Distribute an “I’m a Healthy Hero” sticker to each participating student. Stickers will be provided by the Blue Cross & Blue Shield of Mississippi Foundation at no cost.

- D. Lead a walk with students and faculty around the school or around the block, with the Healthy Heroes banner carried by individuals at the front of the group. Encourage administrators, parents, members of the community, and others to participate.

### **Strategic Goals of the Healthy Heroes Program**

The Healthy Heroes Program includes the following strategic goals:

1. Increase health literacy among K-5 students
2. Encourage parents and students to be more active with a result that they incorporate physical fitness activities into their daily schedules
3. Increase knowledge and influence decisions by parents and students in the selection of a greater number of healthier snacks and meals
4. Build positive life-long relationships among police officers and firefighters, students, parents and community members
5. Increase community engagement in health and wellness

If a Healthy Heroes Program grant is awarded, at the end of the grant term, the city will be required to provide a summary of how the city made progress toward each of the strategic goals.

### **Accomplishments and Impacts | Periods One and Two of the Healthy Heroes Program**

1. Briefly provide an overview of the Healthy Heroes Programs as implemented in period one, including how items purchased and installed with grant funds impacted the community at large.

Period One: Tupelo Public School District PE teachers partnered with the City of Tupelo Healthy Heroes, Roe Traylor, fireman, and Tremaine Frison, policeman, to present healthy activity and nutrition lessons at eight TPSD K-5 schools during Period One. The City of Tupelo purchased functional fitness outdoor equipment that was placed at Music Bend Trail for the community to use and enjoy for warm-up and cool down activities as they visited the park. The equipment is part of Veterans Park which has a walking trail, disc golf, athletic fields, and a dog park.

2. What successes did the Healthy Heroes Program have in relation to increasing health literacy among K-5 students in period one? Share student success stories, feedback from parents, teachers, etc.

The Healthy Heroes Program was very successful in creating strong, positive bonds among the fireman, the policeman, and the students. TPSD PE teachers were equally positive about incorporating the knowledge presented into their regular PE curriculum because it provided the necessary minutes for health required by the Mississippi Department of Education. Great discussion about healthy snacks and meals between the Heroes and the students ensued at each class meeting. Students were most excited to engage in the physical activities, learning that being active is not only healthy but is also a lot of fun. One parent commented, "My child is now telling ME about healthy food and trying to get us as a family to be more active!"

3. How did the Healthy Heroes Program build positive relationships among police officers or firefighters, students, parents and community members in period one?

As referenced earlier, positive relationships were built between the Heroes and the students. It is our hope that the relationships initiated through this program will remain strong as the children grow and mature into community citizens. Parents loved seeing the Healthy Heroes stickers that came home with their children each time the program was presented. Students also talked with their parents about the healthy foods they had learned about during their class and wanted their moms to make meals incorporating those healthy foods. This partnership is touted by the school district as a community-building initiative.

### **Project Narrative | Proposed Period Two of the Healthy Heroes Program**

List the school names and grade levels of the local elementary schools in the school district.

Carver Elementary School K-1

Joyner Elementary School K-2

Lawhon Elementary School 2-5

Parkway Elementary School K-2

Thomas Street Elementary School K-2

Lawndale Elementary School 3-5

Pierce Street Elementary School 3-5

Rankin Elementary School 3-5

The “Healthy Heroes” who will conduct school visits are (check only one box):

☐ Uniformed Police Officers

☐ Uniformed Firefighters

☒ Both Uniformed Police Officers and Uniformed Firefighters

Examples of the types of items or projects to be considered for funding include:

- Onsite fitness center at a police station or a fire station for use by all municipal employees
- Outdoor fitness or play equipment for a city park
- Fitness equipment for schools’ physical education programs
- Community garden or greenhouse
- Enhancements to a local farmers’ market
- Pickleball court, splash pad or another item that promotes community well-being

Provide clear and concise explanations as to plans for implementing period two of the Healthy Heroes Program.

1. How does the city plan to use Foundation grant funds should period two of the Healthy Heroes Program be awarded?

The Robins Field area of Tupelo is a high-traffic, racially diverse neighborhood. Anchored by the Tupelo Public School District offices housed in a historic former elementary school, a large community walking track, bleachers, and a well-used pocket park, the Robins Field area attracts young and old, fitness enthusiasts and

casual exercisers, and individuals and families on favorable weather days. Grant funds from the Healthy Heroes Program will add an extra layer of fitness accessibility and family fun targeting children ages 5-12 by providing a public space that has unique playground equipment consisting of a climbing apparatus, rock-and-roll slide, movable sensory educational panels for young hands to manipulate, all surrounded by synthetic turf. This space will serve as a social, multi-generational "get out and get healthy" place for our community. In addition to enhancing the Robins Field area, outdoor fitness equipment will be installed on pads already in place in Ballard Park, our largest community park, to add another element of health and fitness for the many visitors who frequent this much-loved area-wide meeting place.

2. Describe the city's goals for implementing period two of the Healthy Heroes Program as it relates to the improvement or enhancement of community health and wellness. Progress toward completion of these goals will be reported to the Foundation quarterly, should period two of the Healthy Heroes Program be awarded.

The grant period for the Healthy Heroes Program will begin in September 2022 if the program is awarded. One former Hero has retired while another will be moving out-of-state but he has committed to training the new Heroes for Period Two. Principals for all schools will be contacted along with participating PE teachers, and students will once again eagerly await the inception of Healthy Heroes-Period Two. Nutrition lessons and physical activity will be the focus of all sessions, and the Parade of Heroes accompanied by students will generate excitement to take into additional lessons followed up by the PE teachers.

3. Provide an honest assessment of any risks or limitations of this project.

A benefit of being a potential Period Two awardee is schools have already had experience with program management. Risks for students have already been assessed and mitigated by schools and the PE teacher. Students who are part of the Exceptional Education program will be shared with the heroes so that proper accommodations can be made if needed. Excellent communication between the project lead and the PE teacher will solve any change dates due to weather concerns, testing, etc., that might arise so classes can be rescheduled in a timely manner.

4. Describe plans for sustainability after the end of the grant period with no additional grant funding from the Blue Cross & Blue Shield of Mississippi Foundation.

Because PE teachers have already participated in Period One, they have experience and knowledge about basic nutrition and physical activity and can leverage both of those to augment instruction in their regular classes. An ongoing partnership with our local fire and police departments can strengthen trust in these community partners and lead to their maintaining a presence in our K-5 schools.

5. If Should the school district or K-5 schools restrict external visitors from entering school buildings, explain how the "Healthy Heroes" will conduct the monthly school visits (e.g., make virtual school visits, conduct visits outside on the school grounds, etc.).

Healthy Heroes classes will take place outside on school grounds should external visitors be restricted.

6. Explain whether the city will continue Healthy Heroes' monthly visits to K-5 schools following the end of the grant period.

Schools in which the Healthy Heroes program have taken place will receive one school visit by the City of Tupelo's Healthy Heroes teachers.

## **Project Budget**

The project budget should include a **detailed line item budget**. Direct expenses only are to be included (no overhead expenses or salaries/stipends). Describe the budget items for which the Blue Cross & Blue Shield of Mississippi Foundation would be financially responsible for funding. Attach supporting documentation (vendor/contractor quotes, estimates, etc.) for each project budget item.

<b>Column A</b>	<b>Column B</b>	<b>Column C</b>
<b>Project Budget Item</b>	<b>Description</b> <i>(Clearly define the items for which the Foundation will be financially responsible. Rows will expand while typing.)</i>	<b>Amount</b> <i>(Round to the nearest dollar. Amounts to include shipping, freight and tax.)</i>
Robins Field playground equipment	3 outdoor pieces of playground equipment designed for children, ages 5-12	\$62,502
Ballard Park outdoor fitness equipment	10 pieces of durable, weather-resistant functional fitness equipment	\$37,114
		\$
		\$
		\$

**TOTAL BUDGET: \$99,616**

- Provide details of other funders approached to support this project. Discussion is taking place with the City of Tupelo about more funding to purchase the rest of the recreational workout equipment, along with swings, for the Robins Field area.
- Provide details of any funding already received or anticipated to be received for this project.  
None

## **Project Budget Checklist**

- ☒ All items listed and described in Column B for each of the six budget lines should total the amount provided in Column C for each corresponding budget line.
- ☒ Project Budget line item totals in Column C are rounded to the nearest dollar (i.e., \$2,174.85 = \$2,175).
- ☒ The Total Project Budget matches the “Amount Requested” in the “Project Information” section on page 2 of the Grant Application.
- ☒ Supporting documentation (vendor/contract quotes, estimates, online shopping cart, etc.) for each project budget line item is attached.

### **Project Timeline**

Provide a timeline for period two of the Healthy Heroes Program as it relates to the improvement or enhancement of community health and wellness.

The timeline should relate to the items proposed to be purchased with Foundation grant funds, progress toward completion of the Foundation’s strategic goals and progress toward completion of the city’s goals to improve or enhance community health and wellness.

<b>Grant Reporting Period</b>	<b>Activities Planned Related to Purchase of Items in the Project Budget</b>
Grant Reporting Period 1: September 2022 – November 2022	Obtain quotes from the vendors selected. Issue purchase orders so equipment can be ordered and the installation process can begin. Kick-off School Year 2022-23 Healthy Heroes program.
Grant Reporting Period 2: December 2022 – February 2023	Continue with installation of equipment and site preparation. Open to the public for use. Healthy Heroes program continues.
Grant Reporting Period 3: March 2023 – May 2023	Have a ribbon cutting for the new equipment with City of Tupelo officials. Invite Media to highlight the relationship between the City of Tupelo, the Tupelo Public School District, and the Blue Cross Blue Shield of Mississippi Foundation. Healthy Heroes program continues.
Grant Reporting Period 4: June 2023 – August 2023	Use the City of Tupelo's communication department to send out blasts on social media about a special event held at Robins Field to celebrate the new playground equipment and educate families on the importance of being active and eating healthily. Refresh Healthy Heroes on BCBS Healthy Heroes curriculum and set remaining dates for final three programs. Kick-off School Year 2023 Healthy Heroes program with TPSD.

Final Grant Reporting Period: September 2023 – October 2023	Hold final two Healthy Heroes program at schools. Commend Heroes at a TPSD Board meeting. Make arrangements with PE teachers on continuing program during the school year and in the future. Continue promotion of use of new equipment at Robins Field and Ballard Park.
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### **Healthy Heroes Training Conference**

The Project Director and two or three “Healthy Heroes” (uniformed police officers, uniformed firefighters, or a combination of uniformed police officers and firefighters) may be requested to attend a one-day Blue Cross & Blue Shield of Mississippi Foundation Healthy Heroes Training Conference in 2022 or 2023 upon invitation by the Foundation.

### **Final Checklist for Application**

Incomplete applications (defined as missing one or more of the components listed below) will not be considered for funding and will be returned to the applicant. In two separate PDF files, please email the Grant Application and Attachments to [Foundation@bcbsms.com](mailto:Foundation@bcbsms.com). The two PDF files should be:

#### ***PDF file 1: Application Section:***

The completed Grant Application will include the following (*check the box next to each item to indicate the item is included in the Application Section*):

☒ Organization Information; ☒ Project Information; ☒ Accomplishments and Impacts | Period One of the Healthy Heroes Program; ☒ Project Narrative | Proposed Period Two of the Healthy Heroes Program; ☒ Project Budget; ☒ Project Timeline

#### ***PDF file 2: Attachments Section:***

The completed Grant Application will include the following attachments (*check the box next to each item to indicate the item is included in the Attachments Section*):

- ☒ Resume of the Project Director (label as Exhibit A)
- ☒ Describe the municipality’s population and demographics, limited to one paragraph (label as Exhibit B)
- ☒ Provide two to three images of items purchased with Foundation grant funds in period one, for example outdoor fitness equipment, enhancement to a farmers’ market, fitness equipment for police or fire stations, etc. (label as Exhibit C)
- ☒ Provide two to three images of “Healthy Hero” school visits from period one. The images may include “Healthy Heroes” teaching nutrition lessons, leading physical fitness activities, distributing “I’m a Healthy Hero” stickers, or leading a walk (label as Exhibit D).
- ☒ Supporting documentation (vendor/contract quotes, estimates, online shopping cart, etc.) for each project budget line item is attached.



- ☒ Memorandum of Understanding or Letter of Agreement with the school district superintendent for the 2022 - 2023 and 2023 - 2024 school years, agreeing to cooperate together with the city as it relates to the Healthy Heroes Program. For your convenience, attached is an example template for a MOU. This example template is for reference only and is not legal advice. You may want to develop your own MOU with the school district.

**By signing this application, I acknowledge on behalf of my organization that this document only serves as an application for a grant from the Blue Cross & Blue Shield of Mississippi Foundation and the information contained herein is accurate. The Foundation is under no obligation to award a grant to my organization or to fund our project.**

\_\_\_\_\_  
**Mayor's Signature**

\_\_\_\_\_  
**Date**