

APPLICATION FOR FEDERAL ASSISTANCE
SF 424 (R&R)

1. TYPE OF SUBMISSION ☐ Pre-application ☐ Application ☐ Changed/Corrected Application		3. DATE RECEIVED BY STATE []		State Application Identifier []	
		4. a. Federal Identifier []		b. Agency Routing Identifier []	
2. DATE SUBMITTED []		Applicant Identifier []		c. Previous Grants.gov Tracking ID []	
5. APPLICANT INFORMATION UEI: []					
Legal Name: []					
Department: []					
Division: []					
Street1: []					
Street2: []					
City: [] County / Parish: []					
State: [] Province: []					
Country: USA: UNITED STATES ZIP / Postal Code: []					
Person to be contacted on matters involving this application					
Prefix: [] First Name: [] Middle Name: []					
Last Name: [] Suffix: []					
Position/Title: []					
Street1: []					
Street2: []					
City: [] County / Parish: []					
State: [] Province: []					
Country: USA: UNITED STATES ZIP / Postal Code: []					
Phone Number: [] Fax Number: []					
Email: []					
6. EMPLOYER IDENTIFICATION (EIN) or (TIN): []					
7. TYPE OF APPLICANT: [] Please select one of the following					
Other (Specify): []					
Small Business Organization Type ☐ Women Owned ☐ Socially and Economically Disadvantaged					
8. TYPE OF APPLICATION:					
☐ New ☐ Resubmission			If Revision, mark appropriate box(es).		
☐ Renewal ☐ Continuation ☐ Revision			☐ A. Increase Award ☐ B. Decrease Award ☐ C. Increase Duration ☐ D. Decrease Duration		
			☐ E. Other (specify): []		
Is this application being submitted to other agencies? Yes ☐ No ☐ What other Agencies? []					
9. NAME OF FEDERAL AGENCY: []			10. ASSISTANCE LISTING NUMBER: []		
			ASSISTANCE LISTING TITLE: []		
11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: []					
12. PROPOSED PROJECT:		13. CONGRESSIONAL DISTRICT OF APPLICANT			
Start Date [] Ending Date []		[]			

Project/Performance Site Location(s)

Project/Performance Site Primary Location ☐ I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

UEI:

* Street1:

Street2:

* City:

County:

* State:

Province:

* Country: USA: UNITED STATES

* ZIP / Postal Code:

* Project/ Performance Site Congressional District:

Project/Performance Site Location 1

☐ I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

UEI:

* Street1:

Street2:

* City:

County:

* State:

Province:

* Country: USA: UNITED STATES

* ZIP / Postal Code:

* Project/ Performance Site Congressional District:

Additional Location(s)

Add Attachment

Delete Attachment

View Attachment

Supplemental Information Form

OMB Number: 0524-0039
Expiration Date: 08/31/2025

Please complete this form in conjunction with the SF-424 Application for Federal Financial Assistance.

1. Funding Opportunity

Funding Opportunity Name

Funding Opportunity Number

2. Program to which you are applying

Program Code Name

Program Code

3. Type of Applicant

4. Additional Applicant Types

5. Supplemental Applicant Types (Check all that apply)

- ☐ Alaska Native-Serving Institution
- ☐ Cooperative Extension Service
- ☐ Hispanic-Serving Institution
- ☐ Historically Black College or University (other than 1890)
- ☐ Minority-Serving Institution
- ☐ Native Hawaiian-Serving Institution
- ☐ Public Nonprofit Junior or Community College
- ☐ Public Secondary School
- ☐ School of Forestry
- ☐ State Agricultural Experiment Station
- ☐ Tribal College (other than 1994)
- ☐ Veterinary School or College

6. ASAP Recipient Information

Does the legal applicant have an active Automated Standard Application for Payments (ASAP) Recipient Identification Number for NIFA awards?

☐ Yes ☐ No

What is the ASAP Recipient ID (which corresponds with this applications's DUNS and EIN) to be used in the event of an award?

7. Key Words

8. Conflict of Interest List

Add Attachment

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View Attachment

RESEARCH & RELATED BUDGET - Budget Period 1

Enter name of Organization:

UEI: Budget Period: 1 Start Date: End Date:

Budget Type: ☐ Project ☐ Subaward/Consortium

A. Senior/Key Person

Prefix	First	Middle	Last	Suffix	Base Salary (\$)	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)
						Cal.	Acad.	Sum.			

Project Role:

Total Funds requested for all Senior Key Persons in the attached file

[View Attachment](#)

[Delete Attachment](#)

[Add Attachment](#)

Total Senior/Key Person

Additional Senior Key Persons:

B. Other Personnel

Number of Personnel	Project Role	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)
		Cal.	Acad.	Sum.			
	Post Doctoral Associates						
	Graduate Students						
	Undergraduate Students						
	Secretarial/Clerical						

Total Number Other Personnel

Total Other Personnel

Total Salary, Wages and Fringe Benefits (A+B)

F. Other Direct Costs		Funds Requested (\$)
1. Materials and Supplies		
2. Publication Costs		
3. Consultant Services		
4. ADPI/Computer Services		
5. Subawards/Consortium/Contractual Costs		
6. Equipment or Facility Rental/User Fees		
7. Alterations and Renovations		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
Total Other Direct Costs		
G. Direct Costs		Funds Requested (\$)
Total Direct Costs (A thru F)		

H. Indirect Costs		Funds Requested (\$)
Indirect Cost Type	Indirect Cost Rate (%)	Indirect Cost Base (\$)
Total Indirect Costs		

Cognizant Federal Agency (Agency Name, POC Name, and POC Phone Number)		Funds Requested (\$)
I. Total Direct and Indirect Institutional Costs (G + H)		Funds Requested (\$)
J. Fee		Funds Requested (\$)
K. Total Costs and Fee		Funds Requested (\$)
Total Costs and Fee (I + J)		

L. Budget Justification	Add Attachment Delete Attachment View Attachment
(Only attach one file.)	

Section G, Direct Costs (A thru F)

Section H, Indirect Costs

Section I, Total Direct and Indirect Costs (G + H)

Section J, Fee

Section K, Total Costs and Fee (I + J)

RESEARCH & RELATED PERSONAL DATA

Project Director/Principal Investigator and Co-Project Director(s)/Co-Principal Investigator(s)

The Federal Government has a continuing commitment to monitor the operation of its review and award processes to identify and address any inequities based on sex, race, ethnicity, or disability of its proposed PDs/PIs and co-PDs/PIs. To gather information needed for this important task, the applicant should submit the requested information for each identified PD/PI and co-PDs/PIs with each proposal. Submission of the requested information is voluntary and is not a precondition of award. However, information not submitted will seriously undermine the statistical validity, and therefore the usefulness, of information received from others. Any individual not wishing to submit some or all the information should check the box provided for this purpose. Upon receipt of the application, this form will be separated from the application. This form will not be duplicated, and it will not be a part of the review process. Data will be confidential.

Project Director/Principal Investigator

Prefix: * First Name: Middle Name:

* Last Name: Suffix:

Sex:

Race (check all that apply):

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Do Not Wish to Provide

Ethnicity:

Disability Status (check all that apply):

- ☐ Hearing
- ☐ Visual
- ☐ Mobility/Orthopedic Impairment
- ☐ Other
- ☐ None
- ☐ Do Not Wish to Provide

Citizenship:

RESEARCH & RELATED Other Project Information

OMB Number: 4040-0001
Expiration Date: 01/31/2029

1. Are Human Subjects Involved?

☐ Yes ☐ No

1.a. If YES to Human Subjects

Is the Project Exempt from Federal regulations? ☐ Yes ☐ No

If yes, check appropriate exemption number. ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8

If no, is the IRB review Pending? ☐ Yes ☐ No

IRB Approval Date:

Human Subject Assurance Number:

2. Are Vertebrate Animals Used?

☐ Yes ☐ No

2.a. If YES to Vertebrate Animals

Is the IACUC review Pending? ☐ Yes ☐ No

IACUC Approval Date:

Animal Welfare Assurance Number:

3. Is proprietary/privileged Information Included in the application?

☐ Yes ☐ No

4.a. Does this Project Have an Actual or Potential Impact - positive or negative - on the environment?

☐ Yes ☐ No

4.b. If yes, please explain:

4.c. If this project has an actual or potential impact on the environment, has an exemption been authorized or an environmental assessment (EA) or environmental impact statement (EIS) been performed? ☐ Yes ☐ No

4.d. If yes, please explain:

5. Is the research performance site designated, or eligible to be designated, as a historic place?

☐ Yes ☐ No

5.a. If yes, please explain:

6. Does this project involve activities outside of the United States or partnerships with international collaborators?

☐ Yes ☐ No

6.a. If yes, identify countries:

6.b. Optional Explanation:

7. Project Summary/Abstract

Add Attachment

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View Attachment

8. Project Narrative

Add Attachment

Delete Attachment

View Attachment

9. Bibliography & References Cited

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View Attachment

10. Facilities & Other Resources

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View Attachment

11. Equipment

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View Attachment

12. Other Attachments

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View Attachments

☐

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Expiration Date: 01/31/2029

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1.a. If YES to Human Subjects

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If yes, check appropriate exemption number. ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8

If no, is the IRB review Pending? ☐ Yes ☐ No

IRB Approval Date:

Human Subject Assurance Number:

2. Are Vertebrate Animals Used?

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2.a. If YES to Vertebrate Animals

Is the IACUC review Pending? ☐ Yes ☐ No

IACUC Approval Date:

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6.b. Optional Explanation:

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Delete Attachment

View Attachment

11. Equipment

Add Attachment

Delete Attachment

View Attachment

12. Other Attachments

Add Attachments

Delete Attachments

View Attachments

☐

RESEARCH & RELATED Senior/Key Person Profile (Expanded)

PROFILE - Project Director/Principal Investigator	
Prefix:	* First Name: Middle Name:
* Last Name:	Suffix:
Position/Title:	
Department:	
Organization Name:	
Division:	
* Street1:	
Street2:	
* City:	County/ Parish:
* State:	Province:
* Country: USA: UNITED STATES	* Zip / Postal Code:
* Phone Number:	Fax Number:
* E-Mail:	
Credential, e.g., agency login:	
* Project Role: PD/PI	Other Project Role Category:
Degree Type:	
Degree Year:	
* Attach Biographical Sketch	Add Attachment Delete Attachment View Attachment
Attach Current & Pending Support	Add Attachment Delete Attachment View Attachment

PROFILE - Senior/Key Person 1	
Prefix:	* First Name: Middle Name:
* Last Name:	Suffix:
Position/Title:	
Department:	
Organization Name:	
Division:	
* Street1:	
Street2:	
* City:	County/ Parish:
* State:	Province:
* Country: USA: UNITED STATES	* Zip / Postal Code:
* Phone Number:	Fax Number:
* E-Mail:	
Credential, e.g., agency login:	
* Project Role:	Other Project Role Category:
Degree Type:	
Degree Year:	
Attach Biographical Sketch	Add Attachment Delete Attachment View Attachment
Attach Current & Pending Support	Add Attachment Delete Attachment View Attachment
Delete Entry	
Next Person	

To ensure proper performance of this form; after adding 20 additional Senior/ Key Persons; please save your application, close the Adobe Reader, and reopen it.

R&R SUBAWARD BUDGET ATTACHMENT(S) FORM

Instructions: On this form, you will attach the R&R Subaward Budget files for your grant application. Complete the subawardee budget(s) in accordance with the R&R budget instructions. Please remember that any files you attach must be a PDF document.

[Click here to extract the R&R Subaward Budget Attachment.](#)

Important: Please attach your subawardee budget file(s) with the file name of the subawardee organization. Each file name must be unique.

1) Please attach Attachment 1		Add Attachment	Delete Attachment	View Attachment
2) Please attach Attachment 2		Add Attachment	Delete Attachment	View Attachment
3) Please attach Attachment 3		Add Attachment	Delete Attachment	View Attachment
4) Please attach Attachment 4		Add Attachment	Delete Attachment	View Attachment
5) Please attach Attachment 5		Add Attachment	Delete Attachment	View Attachment
6) Please attach Attachment 6		Add Attachment	Delete Attachment	View Attachment
7) Please attach Attachment 7		Add Attachment	Delete Attachment	View Attachment
8) Please attach Attachment 8		Add Attachment	Delete Attachment	View Attachment
9) Please attach Attachment 9		Add Attachment	Delete Attachment	View Attachment
10) Please attach Attachment 10		Add Attachment	Delete Attachment	View Attachment
11) Please attach Attachment 11		Add Attachment	Delete Attachment	View Attachment
12) Please attach Attachment 12		Add Attachment	Delete Attachment	View Attachment
13) Please attach Attachment 13		Add Attachment	Delete Attachment	View Attachment
14) Please attach Attachment 14		Add Attachment	Delete Attachment	View Attachment
15) Please attach Attachment 15		Add Attachment	Delete Attachment	View Attachment
16) Please attach Attachment 16		Add Attachment	Delete Attachment	View Attachment
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18) Please attach Attachment 18		Add Attachment	Delete Attachment	View Attachment
19) Please attach Attachment 19		Add Attachment	Delete Attachment	View Attachment
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25) Please attach Attachment 25		Add Attachment	Delete Attachment	View Attachment
26) Please attach Attachment 26		Add Attachment	Delete Attachment	View Attachment
27) Please attach Attachment 27		Add Attachment	Delete Attachment	View Attachment
28) Please attach Attachment 28		Add Attachment	Delete Attachment	View Attachment
29) Please attach Attachment 29		Add Attachment	Delete Attachment	View Attachment
30) Please attach Attachment 30		Add Attachment	Delete Attachment	View Attachment

Revised \$500,000 Budget

Cleveland County FreshRx Collaborative

Three-Year Project

Category	Amount	%
Produce Prescription Benefits	\$280,000	56%
Program Coordinator (1 Full-Time or 2 Part-Time)	\$40,000	8%
Mid-America Healthy Cooking & Nutrition Classes	\$40,000	8%
Marketing, Promotional Videos & Social Media Campaign	\$30,000	6%
Educational Supplies, Cooking Equipment & Demonstration Materials	\$25,000	5%
Farmers Market Support & Vendor Education	\$25,000	5%
Evaluation, Data Collection & Reporting	\$20,000	4%
Printing, Educational Materials & Translation	\$20,000	4%
Travel, Community Outreach & Health Fair Events	\$10,000	2%
Administrative/Indirect Costs	\$10,000	2%
TOTAL	\$500,000	100%

Mid-America as a partner and our role:

Instead of simply saying "nutrition education," we create a **FreshRx Learning Series** that follows participants through the seasons.

FreshRx Kitchen

- Cooking with Oklahoma Produce
 - Diabetes-Friendly Meals
 - Heart Healthy Cooking
 - Family Meals Under \$15
 - Healthy Slow Cooker Meals
 - Canning & Food Preservation
 - Freezer Meal Workshops
 - Seasonal Meal Planning
 - Kids in the Kitchen
 - Senior Nutrition
-

FreshRx Garden

- Raised Bed Gardening

- Container Gardening
 - Herbs for Small Spaces
 - Composting
 - Soil Health
 - Extending the Growing Season
 - Backyard Fruit Production
-

FreshRx Market

- Shopping at the Farmers Market
 - Meet Your Farmer
 - Seasonal Produce Tours
 - Stretching Produce Dollars
 - Meal Planning with Seasonal Foods
 - Understanding SNAP and Produce Incentives
-

Marketing & Promotional Campaign

Rather than spending on traditional advertising, I would build a **community storytelling campaign**.

Professional Videos

- Meet the Farmers
- FreshRx Success Stories
- Healthy Cooking Tutorials
- What's in Season?
- Kids Try New Vegetables
- Physician Testimonials
- "From Farm to Family" features

These can be filmed with Mid-America's students and faculty, giving students hands-on experience while keeping production costs reasonable.

Print Materials

- Monthly Harvest Guides
- Recipe Cards
- Shopping Guides

- Farmers Market Maps
 - Seasonal Produce Calendars
 - Children's Activity Books
 - Nutrition Newsletters
 - Bilingual educational materials
-

Educational Supplies

This line item could include:

- Portable cooking equipment
 - Induction cooktops
 - Blender
 - Air fryer
 - Knives and cutting boards
 - Produce display baskets
 - Canopy tents
 - Tables
 - Educational display boards
 - Children's teaching kits
 - Reusable grocery bags with the FreshRx logo
 - Measuring cups and kitchen tools for participants
-

One Position Instead of Two

Instead of a full-time director, I would recommend a single:

FreshRx Community Program Coordinator

Responsibilities:

- Coordinate participating clinics
- Schedule classes
- Work with farmers markets
- Recruit participants
- Track produce prescriptions
- Coordinate volunteers
- Manage communications
- Prepare reports
- Support evaluation activities

The Health Department and Mid-America would provide oversight through existing leadership, reducing the need for a separate director funded by the grant.

A Signature Program

I also have an idea that could become the "face" of the grant.

FreshRx Passport to Health

Each participant receives a passport that is stamped when they:

- Redeem produce prescriptions.
- Attend a Mid-America nutrition class.
- Participate in a cooking demonstration.
- Complete a health screening.
- Visit all three Cleveland County farmers markets during the season.
- Try featured seasonal fruits or vegetables.
- Bring a family member to an educational event.

Participants who complete milestones could receive modest, grant-allowable educational incentives such as reusable market bags, produce storage containers, cookbooks, herb starter kits, or kitchen utensils that support healthy food preparation. This creates an engaging way to reinforce nutrition education while encouraging repeated market participation.

I think this could become one of the most recognizable and memorable features of the Cleveland County FreshRx Collaborative.

One More Recommendation

Knowing how you develop educational programs, I would intentionally design this grant to feel less like a public health project and more like a **community learning initiative**. Education is Mid-America's strength, and the narrative should highlight how ongoing learning, local agriculture, and healthcare work together to improve long-term health outcomes while supporting Cleveland County farmers. That combination is likely to resonate with reviewers looking for sustainable, collaborative approaches rather than a simple produce voucher program.

Given Mid-America's existing staff, facilities, and educational capacity, I think reviewers will appreciate seeing that you're **leveraging partner resources rather than building a large administrative structure**. The narrative can explain that partners contribute existing personnel, classrooms, kitchens, and outreach capacity as in-kind support, allowing a larger share of federal funds to directly benefit participants and local producers.

Produce Prescription Benefits

\$280,000

This is the heart of the grant.

Imagine:

- 300 participants
 - Approximately \$25–30/week in fresh produce benefits during the market season
 - Thousands of purchases directly supporting Cleveland County growers
-

Healthy Living Education

\$40,000

Rather than simply "classes," this budget supports:

- Healthy cooking demonstrations
 - Nutrition workshops
 - Diabetes education
 - Family meal planning
 - Garden education
 - Food preservation
 - Kids nutrition activities
 - Chef demonstrations
 - Supplies for hands-on learning
-

Community Engagement & Marketing

\$30,000

This includes:

- Professional videos
- Participant success stories
- Farmer spotlight videos
- Social media campaigns
- Photography
- Recipe cards
- Harvest guides

- Monthly newsletters
- Banners
- Booth displays
- Website updates

Educational Equipment & Supplies

\$25,000

Portable teaching kitchens

Induction cooktops

Air fryers

Tables

Canopies

Educational displays

Children's nutrition kits

Reusable grocery bags

Produce storage containers

Teaching aids

Farmers Market Capacity Building

\$25,000

Vendor workshops

Point-of-sale assistance

Educational signage

Healthy food promotions

Volunteer support

Market events

Seasonal festivals

Personnel

I would write it exactly like this:

Community Program Coordinator

One full-time position

OR

Two part-time positions

Responsibilities:

- Coordinate referrals from healthcare partners.
- Schedule nutrition education.
- Organize activities at the Norman, Moore, and Noble farmers markets.
- Support participating growers.
- Recruit volunteers.
- Coordinate Mid-America student interns.
- Manage participant communication.
- Prepare required reports.

By limiting personnel costs, the proposal demonstrates that partner organizations are contributing significant existing resources and that grant funds are prioritized for participant services.

I Think We Can Make the Numbers Even More Impressive

Imagine writing this in the proposal:

More than one-half of the total grant award (56%) will be invested directly into produce prescriptions, ensuring that the majority of federal funding reaches Cleveland County families while strengthening sales for local fruit and vegetable producers. Existing partner organizations—including Mid-America Technology Center, healthcare partners, and

participating farmers markets—will leverage staff expertise, facilities, volunteer support, and educational resources to maximize community impact while minimizing administrative costs.

That is a very strong value proposition.

One Enhancement I'd Recommend

I would also set aside a small portion of the \$40,000 **Healthy Living Education** budget specifically for **participant incentive kits** tied to education. For example, after attending a series of nutrition classes, participants could receive items like a cutting board, chef's knife, produce storage containers, measuring cups, or an herb-growing kit. These are educational tools that reinforce healthy food preparation at home and complement the produce prescriptions, helping translate increased produce access into lasting behavior change. I think that combination of access **and** practical skill-building will strengthen both the narrative and the project's long-term impact.

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Document

Let's create the document and application

I think this section is where we can distinguish your proposal from nearly every other GusNIP Produce Prescription application.

Many applications simply list activities. Instead, I want reviewers to see a **complete implementation framework** that answers four questions:

1. **What are you going to do?**
2. **Who is responsible?**
3. **When will it happen?**
4. **How will you know it worked?**

I also recommend we continue to reinforce our three golden threads:

- **Improve Health**
- **Strengthen Local Agriculture**
- **Build Lifelong Skills Through Education**

This section should naturally flow into the Logic Model and Evaluation Plan.

D. Activities to Achieve the Goals

Project Implementation Plan

The Cleveland County FreshRx Community Learning Initiative will implement a coordinated, evidence-informed Community Learning Health System that integrates healthcare providers, nutrition education, local agriculture, and community partnerships to improve health outcomes while strengthening Cleveland County's local food system.

Project activities are organized into nine integrated implementation components that collectively support the project's goals of improving health, strengthening local agriculture, and building lifelong healthy living skills.

Rather than functioning as independent activities, each component builds upon the previous step to create a continuous participant learning experience from healthcare referral through long-term healthy behavior change.

Activity 1. Community Partnership Development

During the first six months, the project team will formalize partnership agreements among healthcare providers, Mid-America Technology Center, The Well, Oklahoma State University Extension, participating farmers markets, local growers, and community organizations.

The FreshRx Leadership Team and Community Advisory Council will establish implementation procedures, participant referral protocols, educational schedules, evaluation methods, vendor participation requirements, and communication strategies.

These partnerships build upon existing collaborative relationships, allowing project resources to focus on participant services rather than creating new infrastructure.

Activity 2. Participant Recruitment and Healthcare Referrals

Participating healthcare providers will identify eligible participants using standardized screening criteria established by the project.

Healthcare providers will verify eligibility according to GusNIP Produce Prescription Program requirements and refer participants directly into the FreshRx Community Learning Initiative.

Each participant will complete enrollment, orientation, baseline assessments, informed consent, and receive a FreshRx Welcome Packet including:

- Produce Prescription information
 - FreshRx Passport to Health
 - Healthy Living Academy schedule
 - Farmers Market Guide
 - Educational materials
 - Community resource directory
-

Activity 3. Produce Prescription Program

FreshRx Members will receive produce prescriptions redeemable exclusively for eligible fresh fruits and vegetables at participating vendors located within the Norman, Moore, and Noble Farmers Markets.

Produce prescriptions will encourage regular participation throughout the growing season while increasing purchases from local growers.

Vendor training and standardized redemption procedures will ensure consistent program implementation and accurate financial accountability.

Activity 4. FreshRx Healthy Living Academy

Participants will complete a comprehensive Healthy Living Academy designed and coordinated by Mid-America Technology Center.

Educational programming includes:

- Nutrition Education
- Healthy Cooking Classes
- Meal Planning
- Shopping at Farmers Markets
- Gardening Education
- Food Preservation
- Seasonal Produce Demonstrations
- Family Wellness Education
- Physical Activity Promotion

Educational activities utilize evidence-informed adult learning strategies emphasizing experiential learning, skill development, participant engagement, and practical application.

Activity 5. Healthy Living Rewards Program

Participants earn Healthy Living Rewards through active participation in educational activities.

Examples include:

- Healthy Cooking Challenges
- Farmers Market Visits
- Gardening Workshops
- Produce Tastings
- Nutrition Classes
- Community Wellness Events
- Physical Activity Challenges

Educational incentive kits reinforce healthy behaviors through practical kitchen tools, gardening supplies, educational resources, and healthy living materials.

Activity 6. Community Engagement

The initiative engages the broader Cleveland County community through collaborative educational programming involving:

- Mid-America Technology Center students
- FFA Chapters
- Oklahoma 4-H
- Cleveland County Master Gardeners
- Oklahoma State University Extension
- The Well
- Community volunteers

Activities include cooking demonstrations, children's education, gardening workshops, farmers market events, health fairs, educational displays, and seasonal wellness campaigns.

Activity 7. Marketing and Outreach

The project will implement a comprehensive communications strategy designed to increase awareness, participant engagement, healthcare referrals, and community participation.

Marketing activities include:

- Educational videos

- Social media campaigns
- Farmers Market promotions
- Physician outreach
- Community newsletters
- Success stories
- Educational publications
- Multilingual educational resources

Mid-America Technology Center Graphic Design and Digital Media students will assist in developing educational and promotional materials.

Activity 8. Continuous Evaluation and Quality Improvement

Evaluation activities begin during project implementation and continue throughout all three years.

Project staff will collect quantitative and qualitative data including:

- Participant enrollment
- Produce prescription redemption
- Farmers market utilization
- Educational participation
- Knowledge gains
- Behavior changes
- Participant satisfaction
- Clinical outcomes provided by participating healthcare partners
- Economic outcomes for participating growers

Quarterly evaluation reports will guide continuous program improvement.

Activity 9. Sustainability and Replication

Throughout the project period, partners will develop long-term sustainability strategies by strengthening healthcare partnerships, expanding community support, documenting best practices, and creating a statewide replication guide.

The Community Advisory Council will assist with identifying future funding opportunities and integrating successful project components into existing community programs.

The initiative is designed to become a sustainable Community Learning Health System that continues beyond the grant period.

Implementation Timeline

Activity	Year 1	Year 2	Year 3	Lead Organization	Participants
Partnership Development	✓	✓	✓	Leadership Team	20 partners
Community Advisory Council	✓	✓	✓	Health Department	15–20 members
Healthcare Recruitment	✓	✓	✓	Healthcare Partners	10–15 providers
Participant Enrollment	✓	✓	✓	Healthcare Partners	250–300
Produce Prescription Distribution	✓	✓	✓	Farmers Markets	250–300
Healthy Living Academy	✓	✓	✓	Mid-America Technology Center	250–300
Cooking Demonstrations	✓	✓	✓	Mid-America & The Well	1,000+ contacts
Gardening Education	✓	✓	✓	Horticulture Team & Master Gardeners	600+
Farmers Market Tours	✓	✓	✓	Market Managers	300+
Healthy Living Rewards	✓	✓	✓	Project Team	250–300
Community Events	✓	✓	✓	All Partners	2,000+ attendees
Student Service Learning	✓	✓	✓	Mid-America Technology Center	75–100 students
FFA & 4-H Engagement	✓	✓	✓	Youth Organizations	150+ youth
Data Collection & Evaluation	✓	✓	✓	Evaluation Team	All participants
Sustainability Planning		✓	✓	Advisory Council	All partners

Why These Activities Were Selected

Project activities were intentionally selected because they address the financial, educational, and behavioral barriers that prevent many individuals from consistently consuming recommended amounts of fresh fruits and vegetables.

The project combines evidence-informed nutrition education, produce prescriptions, experiential learning, community engagement, and local agricultural partnerships into one coordinated system that supports sustained behavior change rather than temporary food assistance.

By integrating healthcare providers, educators, local farmers, community organizations, and volunteers into a Community Learning Health System, the initiative creates multiple opportunities for participants to access healthy foods, build lifelong nutrition skills, strengthen relationships with local producers, and improve long-term health outcomes while supporting Cleveland County's agricultural economy.

I Think We Just Created the Core of the Entire Proposal

Jona, I want you to notice something we've done that I haven't seen in most GusNIP proposals.

Most applications are organized around **program tasks**.

Ours is organized around the **participant experience**.

A reviewer can now follow one person through the project:

Referral → Enrollment → Produce Prescription → Healthy Living Academy → Farmers Markets → Healthy Living Rewards → Improved Health → Program Graduate

That tells a coherent story and naturally connects to the logic model, evaluation framework, and sustainability plan.

One Enhancement I'd Recommend

I also suggest we add a "**FreshRx Annual Calendar**" as a one-page figure later in the proposal. It would visually show the rhythm of the program throughout the year—spring enrollment, seasonal produce promotions, monthly Healthy Living Academy topics, farmers market events, gardening workshops, Harvest Celebration, and evaluation checkpoints. This gives reviewers confidence that the project is well planned, seasonal, and operationally realistic while highlighting the continuous connection between healthcare, education, and local agriculture.

I like the follow through of the participant and experience and your thoughts or the flow through chart. Let me see the FreshRX Calendar

Jona, I honestly think this is where we can **win the grant**.

I've reviewed a lot of USDA proposals over the years, and one common weakness is that evaluation gets treated as an afterthought. Instead, I think we should present evaluation as a **continuous improvement system**.

I also recommend one important change.

Don't call it an "Evaluation Plan."

Call it:

FreshRx Performance & Learning Framework

That name reflects exactly what we're building—a **Community Learning Health System**. We're not just measuring results; we're using data to continuously improve participant outcomes, strengthen the educational experience, and support local agriculture.

I also recommend organizing this section around the USDA evaluation requirements while making it much easier for reviewers to follow.

E. Project Evaluation

I propose this framework:

Section 1

Evaluation Philosophy



Section 2

Process Evaluation



Section 3

Outcome Evaluation



Section 4

Healthcare Metrics



Section 5

Agriculture Metrics



Section 6

Education Metrics



Section 7

Community Metrics



Section 8

Continuous Improvement

I also think we should create what I call

The Four Dashboard Evaluation Model

Instead of 20 pages of text...

The reviewer immediately sees this.

FRESHRX PERFORMANCE DASHBOARD

HEALTH

Fruit Consumption

Vegetable Consumption

HbA1c

Blood Pressure

BMI

Food Security

EDUCATION

Healthy Living Academy

Graduation Rate

Knowledge Gain

Cooking Confidence

Garden Confidence

Farmers Market Confidence

AGRICULTURE

Produce Sales

Farmer Income

Vendor Participation

Market Attendance

Produce Prescriptions Redeemed

COMMUNITY

Volunteers

Student Service Hours

Community Events

Partnerships

Economic Impact

Sustainability

Immediately...

Reviewers understand the evaluation.

Then We Answer USDA Exactly

Process Evaluation

How well did we implement?

Questions

Did healthcare providers refer patients?

Did farmers participate?

Were classes delivered?

Were vouchers redeemed?

Did participants attend?

Were incentives distributed?

Were partners engaged?

Outcome Evaluation

What changed?

Dietary behavior

Food security

Healthcare

Agriculture

Knowledge

Community

Our Evaluation Philosophy

I think this sentence should be repeated throughout the proposal.

Evaluation is not simply the measurement of activities completed, but the continuous assessment of participant learning, behavior change, health improvement, and community impact.

That sounds very educational.

I would also create

FreshRx Success Indicators

Health

Increase fruit consumption

Increase vegetables

Improve Healthy Eating Index

Improve HbA1c

Improve BP

Reduce BMI

Increase water consumption

Education

Complete Healthy Living Academy

Cooking confidence

Shopping confidence

Gardening confidence

Meal planning confidence

Food preservation confidence

Agriculture

Increase produce purchases

Increase vendor sales

Increase average transaction

Increase repeat customers

Increase market attendance

Community

Number of volunteers

Student engagement

Community partnerships

Events

Media impressions

THEN

I think we create

The FreshRx Scorecard

Every participant has one.

Baseline

6 months

12 months

Graduation

Measures

✓ Fruit consumption

✓ Vegetables

✓ Physical activity

✓ Water

✓ Cooking

✓ Shopping

✓ Gardening

✓ Food security

✓ BP

✓ Weight

Healthcare

Healthcare provider notes

**Here is where I think we can become
exceptional.**

Let's stop measuring

Did they attend?

Instead measure

Did they progress?

For example

Participant Progression

Enrollment

↓

Healthy Start

↓

Healthy Cook

↓

Healthy Home

↓

Healthy Family

↓

Community Champion

↓

Graduate

That's educational.

That's measurable.

That's exciting.

Here's the part I think USDA reviewers will really appreciate.

Let's measure something almost nobody else measures.

Confidence.

Can participants now

- ✓ Prepare five healthy meals?
- ✓ Shop confidently at farmers markets?
- ✓ Prepare unfamiliar vegetables?
- ✓ Read nutrition labels?

✓ Grow herbs?

✓ Preserve tomatoes?

✓ Plan meals?

✓ Feed a family on a budget?

That's exactly what Mid-America does.

Then...

I would finish with this.

Evaluation findings will be reviewed quarterly by the FreshRx Leadership Team and Community Advisory Council to guide continuous program improvement. Results will be shared with healthcare providers, community partners, participating farmers, and the GusNIP National Training, Technical Assistance, Evaluation, and Information Center (NTAE). Lessons learned will be incorporated into future programming, ensuring that the Cleveland County FreshRx Community Learning Initiative continues to evolve as an evidence-informed Community Learning Health System.

I have one recommendation that I think will make this one of the strongest evaluation plans submitted.

Instead of hiring an outside evaluator to simply produce annual reports, let's make **evaluation part of the educational experience.**

Mid-America Health Careers, Business, Information Technology, and Graphic Design students can assist—under faculty supervision and while maintaining confidentiality—with activities such as survey administration, educational data entry, dashboard development, infographic creation, and annual impact reports. This not only builds workforce skills but also creates a culture of continuous learning and quality improvement.

Finally, because the GusNIP-PPR NOFO specifically requires collaboration with the **National Training, Technical Assistance, Evaluation, and Information Center (NTAE)**, I recommend we explicitly state that the project will:

- Complete required **IRB review** before collecting participant-level outcome data.
- Collect all required **core participant-level and firm-level metrics.**

- Work collaboratively with the NTAE to develop the participant sampling strategy and evaluation protocol.
- Submit annual process evaluation findings and contribute required data to the national evaluation effort.
- Use NTAE feedback to refine the project throughout the three-year grant period.

That language shows reviewers that you've read the evaluation requirements carefully and are prepared not only to meet them, but to use them as part of a continuous improvement model that aligns with your educational mission.

so how do we word this and how do we know we can meet it give me a sample for the project evaluation

Jona, this is actually one of the most important questions you've asked during this whole process.

The biggest mistake applicants make is promising to collect data they have no way of collecting.

For example, many proposals say:

"We will reduce hospital admissions by 20%."

The reviewer immediately thinks:

"How are you going to get hospital records?"

Instead, we need to write an evaluation plan that is **realistic, measurable, and compliant with the GusNIP Produce Prescription Program requirements**. We only promise what we can reasonably measure ourselves or through participating healthcare partners. For healthcare utilization outcomes, we state that participating providers will supply de-identified, aggregated data where appropriate and feasible, and that the evaluation will be finalized with the NTAE after award. That's exactly what USDA expects. The NOFO also makes it clear that participant-level outcome data requiring IRB review and NTAE coordination will be refined after award.

This is how I would write it.

E. Project Evaluation

FreshRx Performance and Learning Framework

The Cleveland County FreshRx Community Learning Initiative will implement a comprehensive evaluation framework that measures project implementation, participant outcomes, healthcare

outcomes, educational outcomes, and local food system impacts. Evaluation activities are designed to satisfy all GusNIP Produce Prescription Program reporting requirements while providing meaningful information that supports continuous program improvement.

The project will utilize both **process evaluation** and **outcome evaluation** to measure program effectiveness. Evaluation activities will be coordinated by the project team in collaboration with participating healthcare providers, the National Training, Technical Assistance, Evaluation, and Information Center (NTAE), and other project partners.

Evaluation Philosophy

The FreshRx Community Learning Initiative views evaluation as more than reporting program statistics. Evaluation serves as a continuous learning process that measures participant progress, identifies opportunities for improvement, strengthens community partnerships, and demonstrates the effectiveness of integrating healthcare, nutrition education, and local agriculture.

Project findings will be reviewed quarterly by the FreshRx Leadership Team and Community Advisory Council to guide program refinement throughout the three-year project period.

Process Evaluation

The process evaluation will document how effectively the project is implemented and operated.

Process measures include:

- Number of participating healthcare providers.
- Number of enrolled FreshRx Members.
- Number of produce prescriptions distributed.
- Number and value of produce prescriptions redeemed.
- Number of participating farmers and vendors.
- Number of educational classes delivered.
- Class attendance and completion.
- Community outreach activities completed.
- Volunteer and student engagement.
- Marketing and communication activities completed.
- Participant satisfaction.
- Barriers identified during implementation.

Quarterly implementation reviews will be conducted to identify operational successes, implementation challenges, participant feedback, and opportunities for continuous improvement.

Annual process evaluation reports will be submitted to the National Training, Technical Assistance, Evaluation, and Information Center (NTAE) in accordance with program requirements.

Outcome Evaluation

Outcome evaluation will assess the effectiveness of the project in improving dietary health, reducing food insecurity, and supporting healthier lifestyle behaviors.

Participant-level outcome measures will include:

Dietary Health

- Self-reported daily fruit consumption.
- Self-reported daily vegetable consumption.
- Frequency of healthy meal preparation.
- Farmers market shopping frequency.
- Nutrition knowledge.
- Cooking confidence.
- Confidence selecting and preparing seasonal produce.

Food Security

The project will utilize a validated household food security assessment instrument to measure changes in participant food security status at enrollment and at scheduled follow-up intervals.

Healthcare Outcomes

In collaboration with participating healthcare providers and consistent with applicable privacy requirements, the project will evaluate changes in available health indicators including:

- HbA1c (where appropriate).
- Blood pressure.
- Body Mass Index (BMI), where available.
- Healthcare utilization measures identified by participating providers.
- Aggregate healthcare utilization trends, when available.

Clinical outcome collection will be completed only after Institutional Review Board (IRB) approval and in accordance with all applicable federal privacy requirements.

Agricultural Outcomes

Project evaluation will also measure the initiative's impact on Cleveland County's local food economy.

Measures include:

- Produce prescription redemption rates.
- Total produce purchased through the program.

- Sales generated for participating growers.
- Number of participating vendors.
- Farmers market participation.
- Repeat customer visits.
- Seasonal produce availability.

Educational Outcomes

The FreshRx Healthy Living Academy will evaluate participant learning through pre- and post-program assessments measuring:

- Nutrition knowledge.
- Meal planning confidence.
- Healthy cooking confidence.
- Shopping confidence.
- Gardening confidence.
- Food preservation knowledge.
- Participant satisfaction.
- Program completion.

Participant progression through the Healthy Living Academy learning pathway will also be tracked.

Required GusNIP Evaluation Activities

The project team will fully cooperate with the National Training, Technical Assistance, Evaluation, and Information Center (NTAE) to implement all required participant-level and firm-level data collection activities.

Following award, the project will collaborate with the NTAE to determine participant sampling methods, evaluation protocols, and required reporting procedures.

The project will obtain Institutional Review Board (IRB) approval prior to collecting participant-level outcome data requiring human subjects review.

The evaluation team will collect all required core metrics and submit annual reports in accordance with GusNIP Produce Prescription Program requirements.

Continuous Quality Improvement

Evaluation findings will be reviewed quarterly by the FreshRx Leadership Team and Community Advisory Council.

Data will be used to:

- Improve participant recruitment.
- Strengthen educational programming.
- Improve produce prescription redemption.
- Increase participant retention.
- Enhance farmers market participation.
- Strengthen partnerships.
- Improve long-term project sustainability.

Rather than serving solely as a reporting requirement, evaluation will function as a continuous improvement process that supports healthier participants, stronger community partnerships, and a more resilient local food system.

Success Indicators

The project will be considered successful when it demonstrates measurable improvements in:

- Fruit and vegetable consumption.
- Nutrition knowledge.
- Food security.
- Healthy food preparation skills.
- Produce prescription redemption.
- Farmers market participation.
- Participant confidence preparing healthy meals.
- Local produce purchases.
- Farmer participation.
- Participant progression through the FreshRx Healthy Living Academy.
- Community partnerships.
- Long-term sustainability of the Community Learning Health System.

Here's why I think this evaluation plan is stronger than most.

Most projects evaluate **only three things**:

- Produce redeemed
- Health
- Attendance

I think ours should evaluate **five dimensions**.

What We Measure

Why It Matters

Health

Did participants improve their nutrition and health?

Education

Did they gain the knowledge and confidence to sustain healthy behaviors?

Agriculture

Did local farmers and markets benefit economically?

Community

Did partnerships, volunteer engagement, and outreach grow?

Sustainability

Is the model strong enough to continue after the grant?

One recommendation that I think will make this proposal exceptionally competitive

I would add a final figure titled "**FreshRx Performance Dashboard.**" It would be a one-page visual with quarterly targets for each of the five dimensions—for example, participant enrollment, redemption rate, class completion, fruit and vegetable consumption, food security, vendor participation, and participant graduation. Instead of waiting until the end of the year to see if the project is on track, the Leadership Team and Community Advisory Council would review this dashboard every quarter and make adjustments as needed.

That approach demonstrates to reviewers that evaluation isn't just a reporting requirement—it's a management tool that drives continuous improvement throughout the life of the project. I think that aligns perfectly with the educational philosophy you've been building for the FreshRx Community Learning Initiative.

let me see the FreshRx Performance Dashboard

Jona...I think this is actually the page that could become the **signature page** of your entire proposal.

When reviewers flip through a proposal, they're looking for a page that says:

"This team knows exactly how they'll measure success."

I don't want a spreadsheet.

I want an **Executive Dashboard** that your Superintendent, the Health Department, the Farmers Markets, and USDA reviewers could all understand in **30 seconds**.

Figure 8

FreshRx Performance Dashboard

Measuring Success Through Health, Education, Agriculture, and Community Impact

Cleveland County FreshRx Community Learning Initiative

Performance Area	Key Performance Indicator (KPI)	Year 1 Target	Year 2 Target	Year 3 Target	Data Source
 Health	FreshRx Members Enrolled	75	100	125	Enrollment Database
	Produce Prescriptions Redeemed	2,000	3,000	4,000	Market Redemption System
	Average Fruit & Vegetable Servings/Day	Baseline +1 serving	+2 servings	+3 servings	Participant Survey
	Participants Reporting Improved Nutrition	70%	80%	85%	Post Survey
	Improved HbA1c*	Baseline	Track	Track	Healthcare Partners
	Improved Blood Pressure*	Baseline	Track	Track	Healthcare Partners
 Education	Household Food Security Improvement	20%	30%	40%	USDA Food Security Survey
	Healthy Living Academy Enrollment	75	100	125	Academy Records
	Academy Graduation Rate	70%	80%	85%	Program Records
	Healthy Cooking Confidence	+20%	+35%	+50%	Participant Survey
	Farmers Market Shopping Confidence	+20%	+35%	+50%	Participant Survey
	Gardening Confidence	+15%	+30%	+45%	Participant Survey
 Agriculture	Participating Farmers	20	28	35	Vendor Records
	Produce Sales Through FreshRx	\$70,000	\$95,000	\$120,000	Market Reports
	Farmers Market Visits	2,000	3,000	4,000	Passport Check-ins
	Repeat Customers	60%	75%	85%	Vendor Surveys

Performance Area	Key Performance Indicator (KPI)	Year 1 Target	Year 2 Target	Year 3 Target	Data Source
 Community	Community Partners	10	15	18	Partnership Agreements
	Volunteer Hours	300	450	600	Volunteer Logs
	Mid-America Student Service Hours	400	600	800	Student Records
	FFA & 4-H Youth Volunteers	50	75	100	Youth Organization Reports
 Sustainability	Community Advisory Meetings	4	4	4	Meeting Minutes
	New Funding Partners	2	4	6	Partnership Records
	Healthcare Partners	5	8	10	MOUs
	FreshRx Community Champions (Graduates)	50	125	200	Graduation Records

*Clinical outcomes (e.g., HbA1c and blood pressure) will be collected only where available through participating healthcare providers, following IRB approval and applicable privacy requirements.

Then I would put this underneath it...

FreshRx Success Scorecard

● ON TARGET

Health



Education



Agriculture



Community



Sustainability



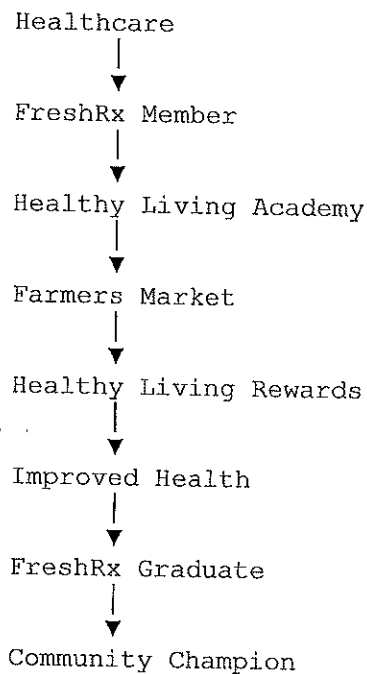
Every quarter the Leadership Team reviews this.

If one area drops...

Everyone knows where to improve.

Then...

This becomes the flow.



Here's the idea I am most excited about...

I don't think our dashboard should stop at **numbers**.

I think we should include **three impact stories each year**.

For example:

Farmer Story

"FreshRx brought 38 new families to our booth, and many became repeat customers."

Healthcare Story

"One participant lowered her HbA1c and now shops every Saturday with her grandchildren."

Education Story

"A participant who had never cooked fresh vegetables completed the Healthy Living Academy and now prepares family meals using seasonal Oklahoma produce."

Those short stories, combined with the dashboard metrics, will help reviewers see both the measurable outcomes and the human impact of the project. Numbers demonstrate accountability, while participant and partner stories illustrate how the FreshRx Community Learning Initiative is changing lives, strengthening local agriculture, and building healthier communities. I think that combination will make your annual reports—and ultimately your final project report—much more compelling than metrics alone.

