

## 2023 Call for Proposals

Concept Paper Deadline: May 4, 2023 (4 p.m. PT)

Full Proposal Deadline (by invitation only): May 25th, 2023 (4 p.m. PT)



### About Dairy Council of California

Dairy Council of California (DCC) is a nutrition organization working together with champions to elevate the health of children and communities through lifelong healthy eating patterns.

Focusing on education and advocacy, dairy ag literacy, and collaboration, we advance the health benefits of milk and dairy foods as part of the solution to achieving nutrition security and sustainable food systems.

#### Values:

*We believe in advancing nutrition security for optimal growth, health and well-being, which contributes to healthy communities.*

*We believe communities should be supported to ensure equitable access to nutrition education and healthy foods.*

*We believe milk and dairy foods are essential in sustainable food systems.*

*We believe collaboration is vital to maximize collective impact.*

#### Strategic Priorities:

- **Education and Advocacy-** We educate and advocate on milk and dairy's role in healthy, sustainable eating patterns.
- **Partnerships and Collaborations-** We build and foster strategic partnerships to achieve collective nutrition and health impacts.
- **Dairy Ag Literacy-** We build value for the dairy agricultural community's innovation in sustainable nutrition.

#### Key Partnership Sectors:

Dairy Community  
Education  
Professional Associations  
Government  
Healthcare  
Academia

We build value for milk and dairy foods by focusing on:

1. Nutrition Needs for Key Life Stages
2. Nutrition Security

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3. Sustainable Nutrition
4. Functional Health Benefits

### **Purpose**

The purpose of this call for proposals (CFP) is to build evidence or data that demonstrates milk and dairy's contributions to nutrition security and sustainable nutrition. We are especially interested in projects that; 1) Improve equitable access to milk and dairy foods through nutrition assistance programs, such as the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Child and Adult Care Food Program (CACFP), and the National School Lunch Program and School Breakfast Program, 2) Addresses milk and dairy's role in fostering positive health outcomes, specifically during pivotal life stages such as pregnancy, early childhood and school-age years, 3) Analysis to guide and inform decision making of PSE nutrition interventions that advance nutrition security, and build healthy, sustainable food systems. Proposal ideas might include:

#### ***School nutrition environment***

- California's Universal School Meals and impact on access, demand or consumption of milk and dairy foods.
- Bulk milk dispensers versus individual milk containers on food waste, feasibility and consumption.
- Impacts of sugar and/or sodium reduction efforts on positioning of dairy products such as flavored milk, yogurt or cheese.

#### ***Community Health***

- Qualitative analysis of Health Care Providers of pregnant women and toddlers, assessing milk and dairy recommendations after intervention.
- Feasibility of providing culturally diverse dairy foods in the WIC package. Examples include Hispanic-style cheeses, drinkable yogurts and fermented dairy beverages such as kefir.
- Needs assessment for cultural perspectives and values of dairy foods of participants (specifically parents, children and families) utilizing federal nutrition assistance programs.

### **Types of Studies:**

All studies must have a clear research question with a rigorous study design. A variety of research designs and analyses (qualitative, mixed methods, etc.) are encouraged including mixed methods to answer the research questions. Studies could include experimental or quasi-experimental studies; evaluations of PSE interventions or natural experiments; financial, economic, or cost-effectiveness studies; or qualitative analyses.

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### **Total Awards:**

Up to \$100,000 for 12 months (based on the fiscal year July 1<sup>st</sup> – June 30<sup>th</sup>), for up to 3 years total, for a maximum of \$300,000. Awards will be made directly to the principal investigator's home institution. Indirect costs (up to 12% for U.S. colleges/universities and hospital or health systems; up to 20% for nonprofit organizations; and 0% for for-profit organizations or government entities) are included in the total project awards per Dairy Council of CA budget guidelines.

### **Eligibility Criteria:**

- Applicant organizations must be based in the United States or its territories, with a preference for CA based organizations.
- Awards will be made to organizations, not to individuals.
- Preference will be given to applicants that are either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations or Type III supporting organizations.

### **Selection Criteria:**

Concept Papers will be reviewed by DCC leadership and select review committee consisting of members of the board of directors. Concept Papers will be evaluated based on the rationale of the project; strength of the research question and aims; strength and feasibility of the research design; alignment with the strategic goals and topics described in this CFP. Invited Full Proposals will be reviewed by the Executive Board of Directors, and possibly include a presentation to the full board of directors, for final funding decisions.

### **DEIA Commitment:**

DCC is committed to advancing and sustaining a culture of diversity, equity, inclusion and access, ensuring different experiences, perspectives and backgrounds are elevated and prioritized in solutions for addressing nutrition security and in building healthy, sustainable food systems.

### **Submission Details:**

Proposals are encouraged to include the following:

- 1) rationale of the project
- 2) research question and aims
- 3) feasibility of the research design
- 4) alignment with the strategic goals and topics described in the CFP

Please email proposals to [ARosales@DairyCouncilofCA.org](mailto:ARosales@DairyCouncilofCA.org)