



Voices for Healthy Kids Grantee Compliance Guide



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Grant Period

Your official grant period is stated in the fully executed award letter that is saved under application documents on your grant record. All funds must be spent during this time and only for activities approved within your grant application and budget. Modifications to your plan must be reviewed and discussed with your Policy Engagement Manager in advance of implementing changes as pre-approval is required. In modifying campaign plans, any changes that result in necessary budget revisions must be addressed through the process outlined in the “Budget Reallocation” section in this document.



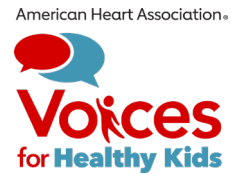
Online Grant Management System

In order to make grant administration as streamlined as possible all grant administration is completed through the online grant management system: <https://voicesforhealthykids.fluxx.io>. Within the Fluxx system, each grant will have two main contacts: primary contact and campaign coordinator. These two contacts will receive the automated system email reminders for reporting, etc. Please be sure to contact Voices for Healthy Kids if either of these contacts leave your organization or you wish to change the contacts. The online fluxx system allows you to access your grant, view your application, campaign plan and approved budget at any time. Grant administration reports, reallocation requests, and amendments are all submitted through the online Fluxx system. If you have any questions about the online grant management system, please contact Voices for Healthy Kids.

Grantee Onboarding

Voices for Healthy Kids strives to make every day healthier for every child. We want every child in every community to have access to affordable healthy foods and beverages, safe places to play and get active, and more. Voices for Healthy Kids works around the country to improve or create equitable policies that will make the places kids, live, learn, and play healthier.

Upon award, new Policy Campaign grantees are assigned an onboarding checklist in the reporting section of the online grant management system. All new grantees need to track the completion of the onboarding training and action items in this report and submit within 60 days of award. The



Onboarding training links are located on the Onboarding page within the online grant management system.

Rapid Response and Finish Line Funding grants are welcome to review the training opportunities listed here but will not be required to complete unless specified in your reporting requirements.

Targeted Opportunity grants may have tailored onboarding, please refer to your award notification email for additional information.

Reporting Requirements

Voices for Healthy Kids policy campaign grantees are required to complete an interim and a final grant administration report including a narrative and expense reporting in the online grant management system. The reports are assigned to the grantee upon award with clear due dates indicated in the award letter. For each report, expenses should be reported from the beginning of the grant through the most recent month's end.

Rapid Response, Finish Line Funding and Targeted grant awards may only have a final report based on the duration of the award and funding amount. Please check for the details of your reporting requirements in your award letter.

Campaign Updates may be requested by the grantee's Policy Engagement Manager within reasonable terms and timeframes.

If your organization has received lobbying funds in your grant, you are responsible for tracking and reporting under IRS ruling your lobbying activities. Reporting may include time and effort, filing IRS Form 990 Schedule C, etc. Please work with your legal counsel to ensure compliance with IRS and state or local reporting. Please see the additional section on Legal Contingency Funding below.

Grant Payment

Payment of grants may vary depending on the size and type of the grant awarded. Payment terms and timing is outlined in the grant agreement letter. Payments will not be made to grantees with outstanding reports.

Budget Reallocation

Budget revisions and reallocations are allowable within the grant and within reason. If a budget reallocation is greater than 10% of a budget category (personnel costs, direct costs, purchased services), grantees must submit a formal request for revision that includes a current expense report, reallocation form (included in expense report) and a narrative explanation for the reallocation.

For eligible grants, we allow up to 20% of your total budget to be allocated to lobbying activities (where appropriate to the campaign). If you add or change your campaign plan tactics with a budget reallocation, those tactics must be approved. If your campaign needs to increase the lobbying allocation above 20%, this can be discussed with your Policy Engagement Manager and determined on a case-by-case basis.

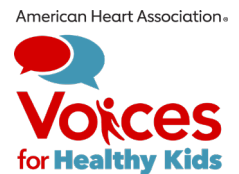
Budget reallocation requests are completed through the online grant management system. If you are seeking a reallocation at the same time as an interim is due, you can submit the reallocation on those report forms. If you do not have a report due when you are seeking a reallocation, please reach out to your Policy Engagement Manager to request a reallocation report be assigned to you in the online grant management system. Instructions for completing a report with a reallocation request can be found in the online grant management system.

Once submitted, the report or amendment with a reallocation request will be reviewed. If approved, the application budget will be updated to reflect the reallocation and you will be notified of approval via the online grant management system. If you have questions about budget reallocation, please contact the Manager of Advocacy Grants.

Amendments – No Cost Extension (NCE)

As you are approaching the end date of your policy campaign grant funding, if you have not expended all your funds and the work related to the grant continues, you may request approval for a no cost extension to the grant. You will need to submit a plan to continue the campaign, timeline for expending the funds and a current expense report.

You must complete and submit the completed amendment-no cost extension form at least 30 days prior to your grant end date for consideration. Amendments are not guaranteed.



Tip sheets for submitting amendments can be found in the grant management system under Grantee Resources. Amendments will be reviewed and if approved, an email notification will be sent from the online grant management system. As part of your Amendment Request, the following items are required to be submitted for review.

- Current expense spending report (with a budget reallocation request, if applicable).
- An overview of the future campaign tactics with progress to date clearly outlined.
- Narrative with timeline for expending the funds including the new requested end date.
- As the amendment will be signed by your organizational signatory, please confirm the contact is still accurate.

Rapid Response and Finish Line Funding grant awards are not eligible for no cost extension. No Cost Extensions for Targeted grant awards will be made on a case-by-case basis.

Co-Lead / Subgrants

Policy Campaign applications are required to have at least one collaborative organization included in the application.

Voices for Healthy Kids believes campaigns are most successful through collaboration between community organizations, advocacy groups, coalitions and others. The Policy Campaign grant is a collaborative opportunity. All applications are expected to be submitted as a joint proposal of two or more organizations, either as co-lead and/or subgrant and should be equitably compensated for their time and expertise.

Voices for Healthy Kids is evolving to improve the flow of funding to communities facing the greatest inequities and to work with community leaders and organizations that are already making strides for change. As with the Lead organization, Co-Leads and subgrants should be representative of the following populations Black/African American, Hispanic/Latino/a, American Indian, Alaska Native, Asian American and Pacific Islander and children living in families with low-income.

Co-Lead organizations would be taking on a larger role of the campaign and receiving a portion of the budget to complete their work.

Subgrant organizations would be taking on a specific tactic of the campaign such as grassroots recruitment or community organizing, and the budget allotment should reflect their efforts.



It is the responsibility of the lead grantee to manage the relationship with the co-lead/subgrant including project scope and payments. The lead grantee is responsible for ensuring the subgrantee satisfies the same reporting (narrative and budget) and compliance requirements that Voices for Healthy Kids includes in its grant agreement with the lead grantee.

Rapid Response, Finish Line Funding and targeted grant awards may or may not be required to include co-lead/subgrants within their campaign. If your application form required this component, the information above would apply.

Stipends

Voices for Healthy Kids grantees may use grant funds to pay for stipends to enable individuals to attend trainings and meetings, recruit grassroots members in key areas, etc.

Please follow these guidelines if providing stipends to community members within your campaign:

- Track the number of stipends provided to each individual and do not exceed \$500 within one year. Ask your accountant whether tax filings are required.
- Do not provide stipends for testifying before a government body, or for engaging in lobbying activity.

Technical Assistance (TA) Intake Tool

Voices for Healthy Kids offers robust resources for technical assistance. All technical assistance (TA) requests must be submitted through the online Technical Assistance Portal - <https://aha.cherwellondemand.com/CherwellPortal/VFHK>. Below is a list of the examples of the TA that is offered. Additional information can be found on the Technical Assistance page of the grant management system.

- Coalition & Community Engagement
- Data Support
- Decision Maker Advocacy
- Grassroots Engagement
- Health Equity and Racial Justice
- Legal Review
- Local Polling and Focus Groups
- Media Advocacy
- National Collaborator Engagement
- Policy Language Development
- Policy Language Review

- Research Technical Assistance
- Science Review
- Subject Matter Expertise
- Sustainability and Fundraising
- Training and Capacity Building
- Translation Services

Review of Campaign Materials

As part of the grant, technical assistance (TA) is available to grantees as they execute their campaign plans. TA can include support on media advocacy materials, polling, grassroots, factsheets, issue briefs, as well as other campaign materials created through the grant.

Voices for Healthy Kids needs to review and approve key materials and elements associated with the campaign including the following:

- Legislation, regulation and executive action language – all proposed legislation, rules and executive action language needs to be reviewed by Voices for Healthy Kids prior to submission, ensuring the language meets the policy goals supported by the grant.
- Heart and/or health science and statistics – all materials which include heart and/or health science need to be reviewed by the American Heart Association Science and Medicine Advisors. See the process for science review later in this document.
 - Other science / data pertaining to economic impact, safety, etc. does not need Voices for Healthy Kids approval; however, attestations should be given to the source.
- Voices for Healthy Kids brand – any reference to Voices for Healthy Kids or the American Heart Association needs to be approved.

Materials that require review as well as any additional materials that grantees wish for feedback on should be submitted through the Technical Assistance Portal. All final materials need to be included with your final report to close out your grant.

Examples of materials needing science review include, but are not limited to, materials with health statistical information, those that cite specific studies or research, etc. Please consult your Policy Engagement Manager with any questions.

The following are examples of materials that Voices for Healthy Kids is happy to provide guidance and feedback on:



- Flyers
- Educational documents and materials
- Media buys and communication products (include major social media products)
- Polls and surveys (see next section for additional information)
- Fact sheets
- Grassroots messages/activities
- Draft legislation and amendments (Required Approval)

Science Review (American Heart Association)

All documents that are intended for public dissemination; include the American Heart Association (AHA)/Voices for Healthy Kids branding or name OR are created using grant dollars; and include statistics, statements of fact, or make scientific claims must be reviewed by the AHA Office of Science and Medicine.

Why we do science review:

- Ensure that the public receives credible and reliable information
- Protect the AHA's credibility as a science-based organization
- Make tracking reviews and proposed changes easy
- It helps build credibility of individuals delivering this information to policymakers

Questions to Ask Yourself When Deciding if a Product Must Go Through Science Review

Does the product contain the AHA or Voices for Healthy Kids name, tagline and/or logo OR was it created using VFHK grant dollars?

Is the product for public dissemination? (flyer, brochure, advertisement, fact sheet, presentation materials, etc.).

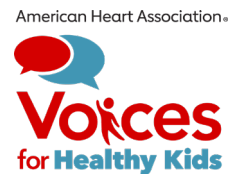
Does the product contain a statistic, include a statement of fact, or make a scientific claim?

Examples:

"1 in 3 adults in the U.S. has high blood pressure."

"Girls are more likely than boys to report physical inactivity (19.2% versus 11.2%)."

"Children who eat healthy foods and get daily physical activity have better grades and higher self-esteem."



“Total direct medical costs of cardiovascular disease are projected to triple, from \$273 billion to \$818 billion.”

“Drinking sufficient amounts of water can have many health benefits, such as reduced dental caries.”

“In 2009, food companies reported to the Federal Trade Commission that they spent a total of \$1.8 billion on marketing directed to children.”

“Males consume more sugary drinks than females.”

If yes, then the product MUST go through science review.

If no, then science review is not needed.

If you are unsure, ask your Policy Engagement Manager. Better safe than sorry!

Don't have time for science review? We have a solution:

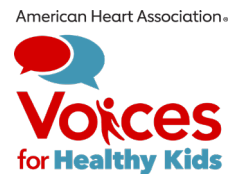
Voices for Healthy Kids has a science review process in place to ensure that emerging science is correctly translated and that all materials are firmly rooted in the American Heart Association's tradition of rigorous review. We recognize that when working on campaigns, materials are often created on a quick turn-around. In order to provide campaigns with the resources needed to run effective campaigns, Voices for Healthy Kids is pleased to offer American Heart Association science-approved fast facts. These documents provide facts from up-to-date studies and “fast facts” written in consumer-friendly language. To reduce review time, materials developed using facts from these documents exactly as they are written will not need additional science review, which will reduce the overall product review time.

Science Fast Facts Voices for Healthy Kids can be found at <https://voicesforhealthykids.org/resources/science-fast-facts>

Timeline and required information to submit

If you have a document that needs to be science reviewed by the AHA, please follow these steps to submit your materials to your Policy Engagement Manager.

Start early! Science review can take 10 business days to be completed (with an additional 1 to 2 weeks for revisions).



Send the following information via the Technical Assistance Portal:

The document you would like reviewed

PDFs (full texts) to all studies and report cited in the document

Best practices:

Use original sources where possible (i.e., the journal article cited in the report, instead of the report itself).

Look for sources published in the last 5 to 7 years.

Requested return by date

10 business days is the minimum time needed

Types of approvals

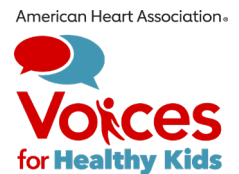
Approved - The product is approved with no further edits needed.

Approved with changes needed - The AHA Office of Science and Medicine has made edits or additions/deletions in the product that need to be made before it can be considered approved. The product does not need to be resubmitted again unless requested in the comments. However, the assumption is that the final product will incorporate the suggested changes before being deployed.

Needs Revision - Read the comments in the "needs revision" email from the AHA Office of Science and Medicine. Once you have made ALL the edits, the Voices for Healthy Kids staff will go into the original review and re-upload the product. Please put "revised" or the new date into the description of the new product

Not approved - This product cannot be approved by the AHA Office of Science and Medicine. Again, please read the comments in your email for further instructions. When a document is not approved, it may be because of conflicting science or inaccurate information listed.

Remember! To reduce review time, materials developed using Science Fast Facts exactly as they are written will not need additional science review, which will reduce the overall product review time.



See more here: <https://voicesforhealthykids.org/resources/science-fast-facts>

Public Opinion Research

Public opinion research (i.e., polls, surveys, focus groups) may be a useful tool for advocacy campaigns. This type of research can help campaigns best understand how the public thinks about, talks about and processes information related to the campaign. Public opinion research can help campaigns understand how to best craft messages to engage the public in a conversation about the issue.

If approved as part of your grant budget, Voices for Healthy Kids Grantees may use grant dollars for public opinion research.

Voices for Healthy Kids staff will provide strategic guidance as you design and implement your opinion research projects. Once your grant has been approved, work with your Policy Engagement Manager to discuss your proposed research project and to learn about the requirements for using grant funds for opinion research. We strongly recommend that you begin your project early to ensure the most value add to your campaign. Grantees can start this process by submitting a TA Request in the TA Portal.

Resource: [Grantee Public Opinion Research Checklist](#)

Branding

Grantee Branding

Grantee use of any Voices for Healthy Kids logo is limited and requests will be reviewed and approved on a case-by-case basis. Grantees may not use any Voices for Healthy Kids logo or American Heart Association logo without explicit approval.

If material has been partially funded by Voices for Healthy Kids funds, a credit line may be used. If a grantee would like to use a credit line, they must obtain approval in advance and the material or product must be submitted for review in the Technical Assistance Portal. The following is an example of a credit line:

- This message was funded in part by a grant from Voices for Healthy Kids, an initiative of the American Heart Association with support from Robert Wood Johnson Foundation.”



About Voices for Healthy Kids Branding

To review the complete branding guide, click [here](#).

The full name (Voices for Healthy Kids) must always be used. Abbreviations such as “VFHK” are NOT permitted. The registered trademark symbol (®) must be used at the end of Voices for Healthy Kids the first time the name is used in text in a document. Subsequent uses within the same document do not require a registration mark.

Voices for Healthy Kids may be referred to as an “initiative,” but not an “organization” or any term that implies a status of an independent organization. For example: “Voices for Healthy Kids® is an initiative of the American Heart Association, with support from the Robert Wood Johnson Foundation, working to help all children achieve a healthy weight. Voices for Healthy Kids will empower advocates to take action in their communities and improve health of children across the nation.”

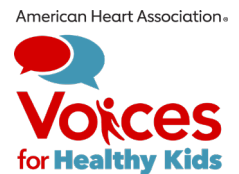
The recommended initiative descriptor is: “Voices for Healthy Kids is an initiative of the American Heart Association, with support from the Robert Wood Johnson Foundation, working to help all children eat healthier foods and be more active.”

Announcing Grants from Voices for Healthy Kids

Voices for Healthy Kids announces newly funded grantees after a funding cycle has concluded and provides a list of active grantees on our website. Grantees will only be listed if permission is provided by the grantee. Permission is sought during the application process. If at any time a grantee wishes to be removed from the website, please send the request in writing to the Manger of Advocacy Grants. Grantees are encouraged to promote their receipt of a grant award. Voices for Healthy Kids will provide template materials to help with promotion, including a customizable press release, messaging, and social media content, should a grantee choose to promote their award.

Policy Engagement Managers will work with Grantees to support effective approaches to launching their campaigns in a way that engages grassroots and community support to strengthen the coalition’s capacity and to build momentum for the campaign. You can find template materials for announcing your grant in the grant management system page, Grantee Onboarding.

Below is a list of talking points that grantees are asked to use in a response to inquiries about the funding that your campaign is receiving from Voices for Healthy Kids.



Key Messages regarding Your Voices for Healthy Kids Funding

When asked if a campaign is funded by Robert Wood Johnson Foundation, all grantees should acknowledge that they receive funding from Voices for Healthy Kids, an initiative of the American Heart Association with support from the Robert Wood Johnson Foundation.

Example: The XYZ coalition is pleased to receive support from Voices for Healthy Kids, an initiative of the American Heart Association, with support from the Robert Wood Johnson Foundation.

If asked specifically about the Robert Wood Johnson Foundation's role:

The Robert Wood Johnson Foundation has made a grant to the American Heart Association, and AHA decides which local campaigns to support.

Legal Contingency Funding

You may use your funding under the legal budget line item to hire any lawyer with expertise in nonprofit advocacy issues. As part of an innovative approach to legal compliance, Voices for Healthy Kids requires all grantees to allocate 5 percent of their grant to pay for a lawyer. We do this for the following reasons:

1. We want grantees to know where the lobbying line is, so they can conduct all the activities that are legally permissible with non-lobbying funds. We also want to help you to maximize your non-lobbying activities, so you can save your lobbying funds for when they are needed most. This ensures your organization is as effective as possible; and
2. Voices for Healthy Kids funding is intended to strengthen your organization's capacity, including its legal compliance functions. You may use your legal funds to address any organizational legal needs. By helping you to understand the line between lobbying and non-lobbying activity, and addressing any unresolved legal issues, the program aims to enhance your ability to secure grants from other funders in the future.

While you may use your funding to hire any lawyer with expertise in nonprofit advocacy issues, Voices for Healthy Kids grantees often retain Allen Mattison, a partner at Trister, Ross, Schadler & Gold, PLLC. Allen represents many Voices for Healthy Kids grantees, enabling him to serve our grantees more efficiently and effectively than would someone with less involvement in this project. AHA grantees have access to AHA's internal legal team as well as to Allen Mattison.



Regardless of which lawyer you use, Voices for Healthy Kids requires all grantees to have their campaign plan and budget reviewed by Allen. This call will be coordinated as part of all new grantee onboarding. You can find more information about this 1 hour required call in the grant management system page, Grantee Onboarding and in your award notification email.

One of the benefits of being a Voices for Healthy Kids grantee is the resources you are provided including legal budget allocations. While most grantees focus their legal spending on efforts to maximize their non-lobbying advocacy, grantees may also use the funds to address other core organizational issues such as bylaws, IRS form 990 review and employment-law matters. To learn how the funding can make you a more attractive applicant for future grants from other funders, talk to your Policy Engagement Manager or to your legal counsel.

The legal contingency approved in your application is not allowed to be reallocated. You must use these funds on legal support or return them to Voices for Healthy Kids at the end of your grant period.