New RFP Invites Grant Proposals That Evaluate Mobile Apps to Promote Healthy Choices

Can mobile technology make a significant difference in helping people adopt healthier lifestyle habits? A new Request for Proposals (RFP) from the Aetna Foundation’s National Grants program aims to address that question. The Foundation is interested in projects that implement and evaluate innovative mobile apps that promote healthful choices at the community level, specifically within underserved communities. The Foundation will consider apps that address root causes and social determinants of community health, and encourages proposals from outside the traditional "health care" sector. As outlined in the RFP, the Foundation seeks sustainable projects that can demonstrate scalability of effective strategies to improve community health outcomes and have the potential for positive societal impact. Apps must include available evidence such as population health data or health care data, be built upon a strong foundation of behavioral or applicable theory and be grounded in policy.

The deadline for submission is July 15, 2013.

2013 Regional Grants Program Plans Webinars for Grant Seekers

The Aetna Foundation will host a webinar to provide prospective grant seekers with tips on how to navigate the application and submission process for a regional grant serving one of the Foundation’s priority geographical communities. Sessions are scheduled for:

- **Tuesday, June 11** at 1 pm EST
- **Thursday, June 13** at 2 pm EST

To register, send an email to aetnafoundation@aetna.com with Webinar Registration in the subject line. You will be sent sign-in information. You are encouraged to read the 2013 guidelines before attending the webinar.

Recent News Releases

- The Aetna Foundation Donates $100,000 to the Patient Advocate Foundation to Assist Victims of the Boston and Texas Tragedies
- Aetna, Aetna Foundation Gave More Than $14.6 Million to Nonprofits in 2012
- Aetna Foundation Gives Grant to Support Free "Dancing for Health" Classes at Anaheim Ballet
- Aetna Foundation Funds Study of Black-White Disparities in Infant and Maternal Health
- Aetna Foundation Gives $25,000 to Help Latino Families in the Bronx Live Healthier
- Aetna Foundation Awards $75,000 Grant to FoodCorps
- Aetna Foundation Grant Supports Women’s Community Clinic's Work to Reduce Health Disparities in San Francisco
- Aetna Foundation Awards $25,000 Grant to Triskeles for Fresh Vegetable
The Regional Grants program is interested in funding community wellness initiatives that serve those who are most at risk for poor health -- low-income, underserved or minority populations. Specifically, the Foundation is interested in:

- **Healthy food choices** - Programs that provide nutrition education and help increase the availability of affordable fresh fruits and vegetables in underserved communities
- **Healthy activity** - Programs that provide opportunities for physical activity in underserved communities

Applications to the Regional Grants program are reviewed on a rolling basis. The deadline for submission is **September 15, 2013**. Early submission is encouraged.