

SAMPLE MEMORANDUM OF UNDERSTANDING (MOU)

**Between
Change The Future WV
And
(Store Name)**

To combine resources in the fight against obesity and to provide access to healthier nutrition environments

Parties

The parties to this Memorandum of Understanding, hereinafter referred to as the “MOU,” are Change The Future WV and (Store Name)

Background

Change the Future WV is a Communities Putting Prevention to Work grant. This federally funded effort by the American Recovery and Reinvestment Act of 2009 (ARRA) through the Center for Disease Control and Prevention (CDC) is focused on changing policies, systems, and environments to create healthier communities. This \$4.5 million grant emphasizes improving access to healthy food options and safe environments for physical activity, along with numerous other goals related to improving health. The grant is being administered in six West Virginia counties in the Mid-Ohio Valley (Calhoun, Pleasants, Ritchie, Roane, Wirt, and Wood) and is funded from March 2010 through March 2012.

Purpose

The purpose of this MOU is to establish the working relationship and mutual understanding of expectations between Change The Future WV and (Store Name).

Agreements

Change The Future WV agrees to:

1. Provide staff for fresh fruit and vegetable (FFV) tastings (list dates, times, and stores.)
 2. Provide recipe and nutritional information cards to distribute to customers during the tastings.
 3. Provide Change The Future logo for use in Healthy Checkout Aisles.
 4. Provide Change The Future signage, bins, and window clings by (date).
 5. Provide written documentation of the sales data that would be beneficial for the outcomes of our grant.
 6. List (store name) as a Change The Future grant supporter and/or partner in newspaper advertisements (3) and on the nutritional page of each county website (6). They will also be listed as a supporter and/or partner on our main state website.
- These are ideas; others may be added.

(Store Name) agrees to:

1. Provide the FFV and any supplies needed (tables, plates, napkins, utensils, etc.) for the tastings every month.
 2. Pilot a Healthy Checkout Aisle in (list store name.)
 3. Incorporate the Change The Future logo into the design of the Healthy Checkout Aisles.
 4. Display mutually-agreed upon Change The Future signage in stores. Always display the Change The Future WV signage with the bins and signs.
 5. Use the Change The Future bins for fresh fruits and vegetables ONLY.
 6. Provide sales data to Change The Future Evaluation Team.
 7. Remove existing toys from soda, cereal, and candy aisles and replace with toys that promote physical activity (balls, jump ropes, etc.)
- These are ideas; others may be added.

Change The Future WV Contact

(Add your contact info here)

(Store) Contact

Time period

This MOU covers the time period of March 1, 2010 to March 30, 2012.

Terms and Conditions

The undersigned hereby agree to this MOU and thereby, authorize its execution.
