

# Dexter Wellness Coalition - Year 2 Plan 2014



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*Letter to the Residents of our Community*  
*Dexter, Michigan*  
November 2013

Dear Dexter Community:

As the Dexter Wellness Coalition begins its second year of operation in sponsoring and promoting the 5H principles, we adopted a new theme that our community schools profess every day: **Dread Strong!** To the residents of Dexter, Michigan, this theme has immense value. It means that we actively seek out and support ways to live strong and be strong. For personal wellness, we promote a strong body, a strong spirit, and a strong Dexter community. Dread Strong! will lead our Wellness Initiatives into a successful Year 2.

As a volunteer coalition of residents, businesses owners, school officials, government and church leaders and health practitioners, we are bringing forward 12 health interventions/programs that continue to focus on the health and wellness of our community. From wellness walks to Community Read, from depression awareness to a *serious* focus on prevention of youth and teen substance use, from kid's cooking classes to a Winters Market open to every resident; we actively seek ways to build on the foundation we established in 2013, a foundation that will carry Dexter's culture of wellness in to 2014 and beyond.

In the words of author and motivational coach Anthony "Tony" Robbins, we take this inspiration to heart:

"I challenge you to make your life a masterpiece.  
I challenge you to join the ranks of those people, who live what they teach, who walk their talk."

So please join us as we walk the talk of wellness. **Dread Strong!**

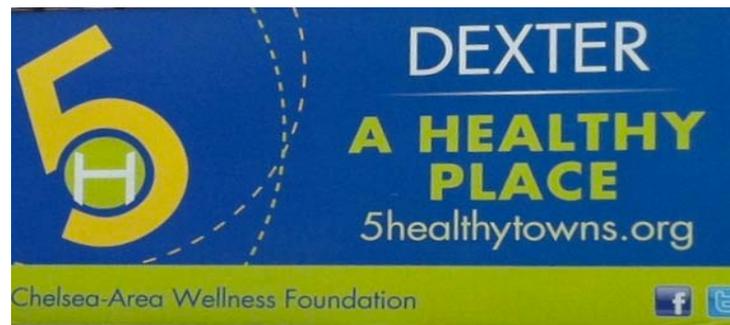
In good health, The Dexter Wellness Coalition

## Overview – Executive Summary

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In 2013, the Dexter Wellness Coalition successfully launched its Wellness Initiative to the community. A Volunteer coalition of community residents assessed needs, planned priorities, and reached out to the community to foster a culture of wellness in our village and in our schools. Programs to note include Safe Routes to School, Cooking Classes, SRSLY, Farm to School Market and Community Garden, Bike Racks in the Village, Dexter Walking Program with Walking Maps, and Community Read. Many of these interventions will continue into 2014 with existing or new funding, including outside grants. We continue to seek out collaborative partnerships with government and businesses to cultivate sustainability and expand the reach of our activities.

In the following pages, we have summarized our successes and itemized our new recommendations for 2014. We have learned important lessons about Life Long Learning, Sponsorships, and what is needed to effectively promote our mission and our program. We have improved our internal decision making steps so that more voices are brought in to the process, and to assure that we build consensus for present and future decisions when funding is scarcer. One important goal for the coming year is to attract more volunteers to our discussions about how to improve the health and wellness of Dexter families.



## Coalition Roles, Responsibilities and Processes

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The Dexter Wellness Coalition met monthly in 2013. Chaired by two volunteers, the committee spent many hours determining how to improve our offerings in the four focus areas of *Move More, Eat Better, Avoid Unhealthy Substances and Connecting With Others*. Our discussions led us through a consensus building process of prioritizing 12 interventions that reach out to all target audiences in our community; children and teens, young adults and families, and older residents living independently. One of our driving forces in year one was to embrace the concept of lifelong learning, and we believe that especially in personal wellness, life- long learning is critical to promoting the adoption of healthy attitudes and behaviors.

**Process improvement**, in our meetings and decision making, is something the Coalition has identified as a priority. In 2013, consensus building occurred at our October 2013 meeting to finalize our recommendations for 2014 funding. We are open to creative ways to building community endorsements, achieving consensus, and expanding ways to open up the process for innovative program ideas.

The Coalition made these suggestions on process improvement:

- designating a representative to take notes and minutes,
- publishing meeting decisions so that all participants can maintain the momentum,
- reviewing the term of our leadership positions to possibly expand the term from one to multiple years,
- designating a marketing function to improve communication across all programs and increase the visibility of the Coalition's mission.

These issues will be at the top of our agenda for discussion in 2014

**Thank you** to these Dexter community residents. Your time, inspiration and commitment have significantly contributed to the success of the wellness programs we see today. We appreciate your vision and your support to make it happen!

Alison Bishop  
 Shirley Bitters  
 Sean Burton  
 Wendy Caldwell  
 Jim Carson  
 Betty Chaffee  
 Dan Chapman  
 Larry Cobler  
 Paul Cousins  
 Kim Covert  
 Reiley Curran  
 Michael Dendy  
 Donna Dettling

Zora Djuric  
 Max Finkbeiner  
 Peggy Harless  
 Pam Hintalla  
 Stephanie Jacques  
 Carol Jones  
 Cailtin Joseph  
 Brad Judge  
 Lori Kintz  
 Gloria Leininger  
 Richard Lewandowski  
 Laurel Livingston  
 Paul McCann  
 Cheri Mclean  
 Patrick McLaughlin  
 Sheri Montoye  
 Wendy Moller

Becky Murillo  
 Courtney Nicholls  
 Mark Olexa  
 Richard Omel  
 Karen Paddock  
 Brett Pedersen  
 Shannon Pedersen  
 Kirk Pedersen  
 Scott Roberts  
 Mary Roberts  
 Anne Savage  
 Julie Simons  
 Sara Simmerman  
 Tom Snyder  
 Peg Tewsberry  
 Jason Williard  
 Alex Young

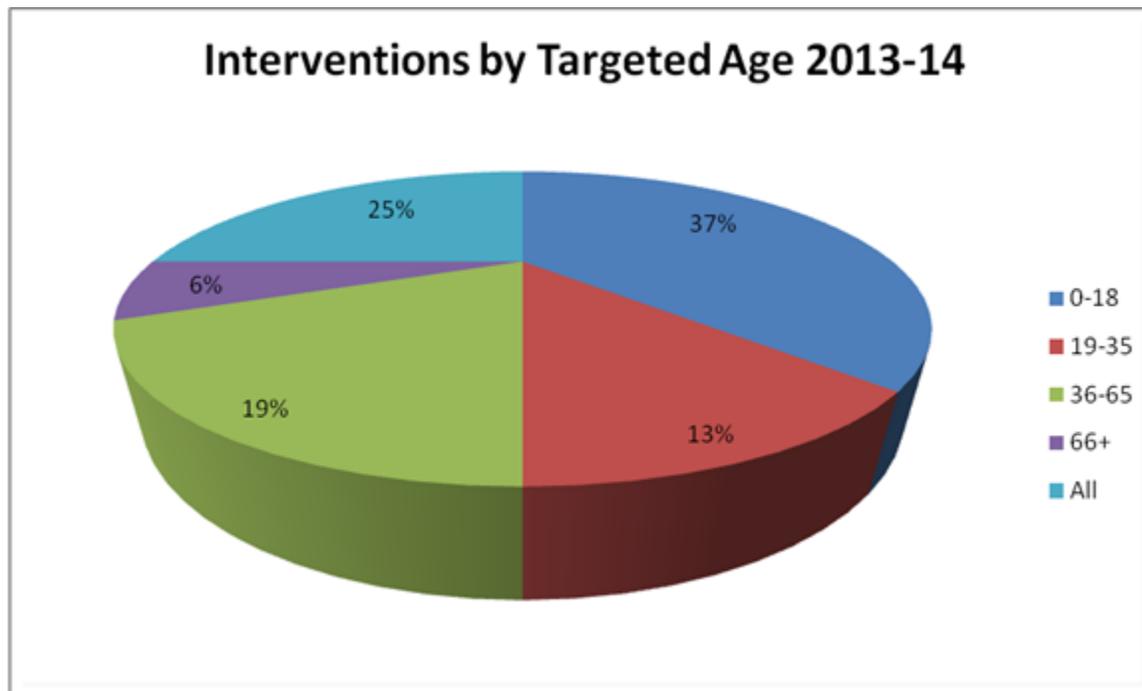
## Lessons Learned from Year 1 – Strengths and Limitations

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### Lessons in Life Long Learning

**Life long learning.** Learning takes many shapes and forms but the purpose remains the same: to expand our points of view so that we can use new information to improve our lives and the lives of those around us. In wellness, life-long learning also relates to the prevention of illness and the progression of disease. We build healthy habits, reduce modifiable risk factors, avoid illness when we can, and manage illness when it exists so that we can return to a productive life. The Dexter Wellness Coalition is committed to sponsoring health interventions that relate to this continuum. That is why our recommendations target school age and teen populations, young adults and families, and older residents in Dexter. To anyone looking for opportunities to improve personal wellness, we hope that our programs reach you and have something to offer that is relevant and rewarding. The purpose of life-long learning is to apply the knowledge you have gained, and to put it into practice at all phases of your life.

This graph summarizes our commitment to targeting all age groups with our Dexter Wellness initiatives.



## Lessons in Designating a Champion & Expanding our Partnerships

We have learned by experience that without a designated champion, any program intervention struggles to get off the ground. While the goals may be admirable and meet local needs, even with adequate funding, a program champion and a designated coordinator in the community is the key to assuring that our interventions are implemented and reach the targeted audience. That is why expanding our partnerships will be the key to program survivability in the future. Partnerships include funding agencies who may provide in-kind, matching funds, and venues; but also volunteers who function as the ground zero facilitators. Without expanding both, building our culture of wellness in Dexter will stall.

## What's the Buzz about the Dexter Wellness Coalition?

**Wellness in Dexter** Means a Strong Body, Strong Spirit, Strong Community. **Dread Strong!**

*“Being part of the Dexter Wellness Coalition has been a very rewarding experience for me. As a local business owner and advocate for health and wellness, it continually offers me opportunities to encourage other members of the community and challenge myself to strive for healthier choices. The Coalition has done a great job bringing awareness of the four initiatives to our daily living practices.”*

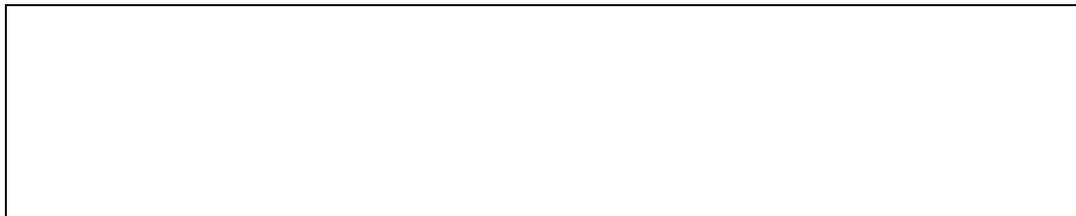
*Gloria Leininger, NCBTMB, Owner of Healing Arts Center for Massage & Wellness  
Co-leader, Dexter Community Walking Program*

## Lessons in Marketing and Communications

Many discussions at the coalition level and the sub-group level have focused on our continuing need for marketing and communications support. Getting the word out in an effective way, with maximized exposure and with repeat messages, will enhance our ability to increase participation in program events, and increase participation in Coalition discussions. We learned in 2013 that the Dexter community still lacks awareness of our Coalition mission, and what we are doing to carry out our goals and action plans. That is why we believe that investing funds in a marketing and communications campaign will help us in the short term and in the long run. “If you build it, they will come ...” is good in the movies, but doesn’t really work in real life.

## What’s the buzz about the Dexter Wellness Coalition?

**testimonial**



**Progress and Outcomes from Year 1 – summary of interventions funded in 2012 and where they stand today:**

<b>Interventions Proposed in 2012</b>	<b>Progress to Date</b>	<b>Relationship to 2014 Recommendation</b>
<b>Dexter Wellness Walks and Walking Maps</b>	Completed.	Continuation with new funding. (MM-1)
<b>Dexter Village Park Bouldering</b>	Money transferred into SR2S matching funds.	Put on hold for consideration in 2015.
<b>Safe Routes to School</b>	In Progress	Continuation with existing and new funding (MM-4)
<b>Bike Lending Program</b>	Money transferred into SR2S matching funds.	None.
<b>Rural Bike Initiative/Bike Safety</b>	Money transferred into SR2S matching funds.	None.
<b>Bike Rack Installation in Dexter Village</b>	Completed.	New funding requested for Bike Rack installation at Dexter Schools. (MM-2)
<b>Gorilla Yoga</b>	Not funded.	New funding requested for Outdoor Yoga at Dexter Wellness Center. (MM-3)
<b>Nutrition Education Life Skills</b>	Completed.	None.
<b>Healthy Cooking for Kids</b>	Completed.	Continuation with new funding (EB-3)
<b>Farm Market and Community Garden</b>	Completed.	Continuation with 2013 funds into 2014.
<b>Michigan Farm to School/School Garden Coordinator</b>	Completed.	Continuation with new funding. (EB-2)
<b>Healthy Shopping Made Easy</b>	In Progress.	Continuation with 2013 funds into 2014.
<b>SRSLY</b>	Completed.	Phase 2 with new funding and matching grants. (AUS-1)
<b>Big Red Barrel</b>	Completed.	No new funding requested.
<b>Community Read</b>	Completed.	Continuation with new funding. (CWO-1)

<b>Wellness Marketing/Communications</b>	In progress.	Continuation with 2013 funding and new funding for expanded goals. (CWO-3)
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### Resources, Needs and Gaps addressed by the Coalition

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The baseline data we reviewed in 2011-2012 from HIP, MIPHY, and other data sources, identified many health indicators to consider for program interventions.

Overall, the data suggest these trends and content areas as our highest priority:

- Increasing trend in Overweight and Obese adults
- Decreasing trend in adult fruit/vegetable consumption
- Both Adults and youth not getting recommended amounts of physical activity
- Mixed news on Substance Abuse – drinking is down; smoking remains high among adults
- Mental health a concern for both teens and adults

In 2012, we noted three important focus discussions to be added to our dashboard for exploration in the future: Depression Awareness, outreach and collaboration with the Cedars of Dexter, and an Employee Health Champion/Business to Business Health Promotion Intervention. We are happy to report that in 2013-2014, we are moving forward with an important awareness campaign on Mental Health and Depression using social media to disseminate our message, to culminate with a keynote speaker and community forum open to the public. Advancing the agenda for interventions involving Cedars of Dexter and the Business to Business community was tabled for further discussion. However, they remain priorities until appropriate programming and oversight organizations can be identified. In addition, a Fresh Produce Voucher Program to improve access to fresh produce in the Winter months was discussed. The coalition will revisit this idea in 2014 after the rollout of the Dexter Winter Market.

We will continue to monitor participation data, participant feedback, and future HIP and MIPHY reports to identify needs and gaps in our programming.

### What's the buzz about the Dexter Wellness Coalition?

*"I have enjoyed the Saturday walking program very much. It's great to meet new people in the Village, and it's a great time to be a role model for kids, my own and anyone who sees the walking group in action. The Dexter Walking Program is for everyone!"*

*Erin Penn, Dexter Resident and mom of two great kids.*

## Process for Prioritizing Year 2 Objectives

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At the October, 2013 coalition meeting, each sub group (four focus groups of Move More, Eat Better, Connect With Others, Avoid Unhealthy Substances) met and discussed its priority interventions for 2014. Our goal was to achieve consensus and itemize our programs to reach the \$100,000 funding limit. Some important discussions took place:

A Move More intervention for Boulderling Equipment was removed from 2014 discussions in order to free up resources for marketing and communications efforts. All subgroups agreed that joint marketing and collaborative communications would increase the visibility of the Coalition mission, helping us to reach out to more volunteers, and improve participation in our interventions across the board.

A Connect With Others Intervention involving business to business outreach was tabled for future discussion, in hopes that new representatives from the Dexter business community, including the Dexter Chamber of Commerce, can play an important role in moving programmatic ideas forward in the future.

## Discussion on Program Sustainability

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Dexter interventions and their oversight organizations have made small progress in identifying potential partners and acquiring matching or standalone funding support. To date, we have secured funding or in-kind contributions from the Dexter PTO, Friends of the Dexter District Library, and a significant matching grant from the Drug Free Communities Mentoring Grant. We also hope that a Department of Transportation grant will galvanize our Safe Routes to School program in 2014. But we have only explored the tip of the iceberg. We must continue to chip away to identify partnership opportunities from all of the stakeholders who value the health and wellness of Dexter. This includes but is not limited to non-profit organizations that support our mission, health practitioners in our area, governmental agencies who subsidize innovative practices and projects, and most of all the local business community. Without their funding and support, our potential to significantly impact and nurture the long term wellness culture in Dexter will be minimized. Partnerships and funding continue to be a priority for this wellness plan and a five year strategy to achieve sustainable programs.

Thank you to Zingerman's, Busch's Fresh Food Market, Cornman Farms and the Sullivan Family for their sponsorship of wellness activities in Dexter.

## Ways to Eat More Vegetables



### Intervention Matrix, Budget Summary and 12 Recommended Interventions for Year 2

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The Dexter Wellness Coalition recommends the following program interventions for 2013-14:

**MM-1 Dexter Crossing Guards – Village of Dexter** – Crossing Guard(s) would perform before school and after school crossing duties to help children and other pedestrians cross safely on Baker Road at the crossing just North of Creekside and Bates schools. If funding is available, then another Crossing Guard could be posted at the crossing on Dexter-Ann Arbor Rd at Kensington Rd.

**MM-2 Bike Rack Installation – Dexter Community Schools** - Purchase bike racks to place at schools and in the Village to encourage students to bike to school and community members to bike in the village. This will be done in coordination with the Safe Routes to School intervention.

**MM-3 Outdoor Yoga – Dexter Wellness Center** – Conducting yoga events in unique indoor and outdoor venues is modeled after the philosophy called Gorilla Yoga, a movement to migrate yoga beyond studio walls. Gorilla Yogis gather to practice urban jungle yoga in unexpected, offbeat places. In Dexter, we will focus on outdoor venues.

**Wellness in Dexter** Means a Strong Body, Strong Spirit, Strong Community. **Dread Strong!**

**MM-4 Safe Routes To School – Chelsea Wellness Foundation** – SR2S Dexter is the second year of a national recognized campaign to encourage students to walk, bike and roll to school. It also educates parents about the benefits of students taking non-motorized transportation to school. Year two will focus on building on the existing programs like Walk and Bike to School Days. The infrastructure component will depend on the receipt of the MDOT grant Dexter Village, Dexter Schools and the Chelsea-area Wellness Foundation has submitted jointly. Execution of the infrastructure improvements will be the village’s responsibility. We will know the status of that grant request in late October 2013.

**MM-5 Dexter Wellness Walks – Village of Dexter** - Monthly walks for all ages that have varying distances and encourage participants to walk with friends and neighbors throughout the Village of Dexter. Starting point will normally be the Dexter Library. Dexter Wellness Walks will help raise awareness of coalition activities, provide participants with an opportunity to connect socially with others while exploring Dexter’s many walking trails and pathways.

**EB-1 – Dexter Winter Market – Dexter Senior Center** – An association of vendors have come together to have a winter market to help provide residents of the Dexter area access to fruits, vegetables and whole grains. This will be first year Dexter has had a Farmers Market during the winter. The market was inspired by the indoor market in Saline. Several local vendors who currently attend the Dexter Farmers Market will participate in the winter market. There will be 13 market dates this winter. We will also pass out market buckets to members of the senior center.

**EB-2 – Dexter Farm to School and School Garden Coordinator – Chelsea Wellness Foundation** - Farm to School and the School Garden will continue funding part time Farm to School and School Garden Coordinators. They will be responsible for implementing interventions, supporting education and outreach for healthy and local food consumption. The coordinators are working in all school buildings within the Dexter School District, with a goal of making the intervention sustainable through private donations, grants and possibly coalition support.

**EB-3 Kid’s Cooking Classes – Dexter Community Schools** - This intervention will provide youth ages 9 – 13 an opportunity to learn good nutrition and life skills incorporating small changes into their diets so they’ll eat better. There will be two parts to the intervention – a elementary aged program that focuses on hands on learning and basic kitchen skills. The second portion will feature a series of small workshops for middle school students. Topics will include smoothie workshops, healthy snacks and food for active lifestyles. Classes will be held at Dexter High School and Mill Creek Middle School during the spring and summer of 2014.

**AUS-1 – SRSly – Chelsea Community Hospital** - SRSly is a community coalition dedicated to the prevention of destructive behavior in youth. SRSly uses multiple strategies and a focus on youth leadership and community engagement to prevent youth substance abuse. The first year of implementation of this intervention in Dexter has been focused on assessment, capacity building, and planning, with a launch of programs and activities in the fall of 2013 and continuation into 2014.

**CWO-1 Community Read – Dexter District Library** - For 2014, the 5H Community Read effort will focus on a “Connect with Others” and/or “Avoid Unhealthy Substances” theme, coordinating with events in all 5 communities in the Chelsea Wellness service area and a common book for reading and discussion. This will mark the 3<sup>rd</sup> year of the 4-year effort envisioned. The communities will read a book that has yet to be determined. In previous years, the communities chose “In Defense of Food” by Michael Pollan and “A Walk in the Woods” by Bill Bryson

**CWO-2 Depression Awareness – Dexter District Library** – Anyone can be at risk of stress given the demands of daily life and the challenges it brings-at home, at work and in life. Steps that build and maintain well-being and help us all achieve wellness include enough sleep, a sense of self-worth, development of coping skills that promote resiliency, emotional awareness, and connections to family, friends and community, and identifying a common but misunderstood mental health issue called depression. A Depression Awareness Campaign in Dexter will be sponsored and promoted community wide to increase awareness and build a foundation for future interventions related to mental health issues. Using free and available public education resources developed by the US government (NIH, NIMH, CDC) we will sponsor key mental health public awareness messages during National Mental Health Month, May 2014. A lecture open to the public will be offered and publicized at the Dexter District Library.

**CWO-3 Coalition and Intervention Marketing/Communications – Chelsea Wellness Foundation** - An awareness campaign to promote the Dexter Wellness Coalition is critical to our success. This communications intervention will focus on promoting the mission of the Coalition and the 5H principles, and also to increase visibility of the 12 interventions through direct mail postcards, social media, and incentives. The goal is to expand membership in the Coalition and to increase participation in all programs and events.

### Intervention Matrix and Budget Summary

#### 12 Recommended Interventions for 2013-2014

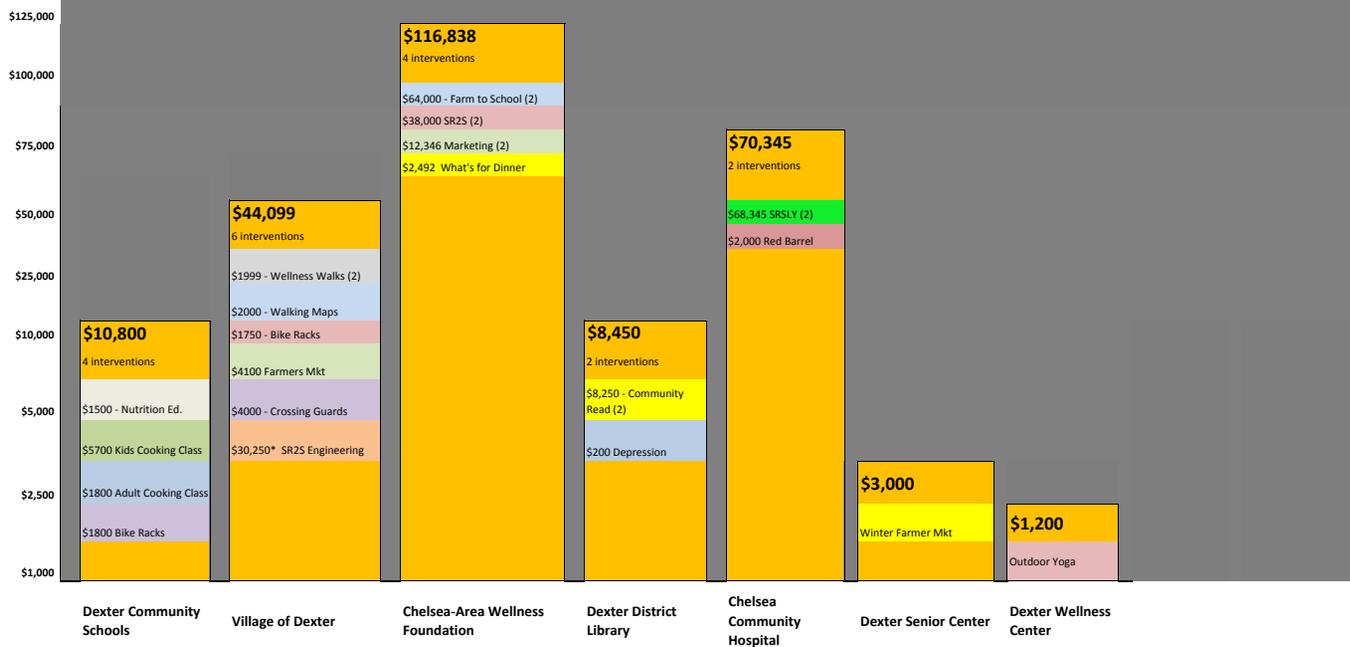
Subcommittee	Intervention	CAWF Grant Request*	Subcommittee Focus Area Total
<b>Move More (MM)</b>	MM-1 Dexter Crossing Guards, Village of Dexter	\$4000	<b>\$23,015</b>
	MM-2 Bike Rack Installation, Dexter Community Schools	\$1800	
	MM-2 Outdoor Yoga, Dexter Wellness Center	\$1216	
	MM-4 Safe Routes to School, Chelsea Wellness Foundation	\$15,000	
	MM-5 Dexter Wellness Walks	\$999	
<b>Eat Better (EB)</b>	EB-1 Dexter Winter Market, Dexter Senior Center	\$3000	<b>\$41,000</b>
	EB-2 Farm to School/School Garden	\$35,000	
	EB-3 Kid's Cooking Classes	\$3000	
<b>Avoid Unhealthy Substances (AUS)</b>	AUS-1 SRSly, Chelsea Community Hospital	\$25,790	<b>\$25,790</b>
<b>Connect with Others (CWO)</b>	CWO-1 Community Read, Dexter District Library	\$4000	<b>\$10,195</b>
	CWO-2 Depression Awareness, Dexter District Library	\$200	
	CWO-3 Coalition and Intervention Marketing/Communications	\$5995	
<b>Subtotal</b>	All Interventions		<b>\$100,000</b>

Appendix 1 – Interventions by Oversight Organization – Graph

Appendix 2 – Intervention Tables

Appendix 3 – Dexter year 2 Matrix

Grants invested by Fiscal Agent - Dexter - Total 5H



\*Dependant on MDOT SR25 Grant

Winter Farmers Market

Grants invested by Stakeholder - Dexter - 2013-14 (\$100,000 proposed)





## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### MM-1 Dexter Crossing Guard(s) -

CWF Element* to Impact Fiscal Agent* Tax I.D. Implementation Contact* Contact phone and email Date Funding Required Implementation Date Total Amount Requested from CWF	Move More
	Village of Dexter
	38-6004671
	Larry Cobler and Donna Dettling
	Cobler – 734-516-3643; l.cobler@gmail.com
	January 2013
	January 2013
	\$4,000 (per crossing guard for a school year)

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	Crossing Guard(s) would perform before school and after school crossing duties to help children and other pedestrians cross safely on Baker Road at the crossing just North of Creekside and Bates schools. If funding is available then another Crossing Guard could be posted at the crossing on Dexter-Ann Arbor Rd at Kensington Rd.
Describe your action plan (steps) for implementing the intervention, including timeframe.	Coordinate with SR2S grant project. [January 2014] Review Crossing Guard regulations with the appropriate stakeholders. [January 2014] Follow Michigan Regulations and Manuals [January 2014] Determine job requirements [January 2014] Post job [January 2014] Interview [February 2014] Hire [February 2014] Train if necessary [February 2014] Begin [March 2014]



## Individual Intervention Table

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	The Michigan Vehicle Code is pretty specific about who is responsible for the process and the POC of the intervention will ensure the process is followed according to law.
Do those responsible have the capacity* to implement?	Yes.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	Yes, from the SR2S component of the coalition and CWF.
What indicator* will this intervention impact? Describe any data and/or research that demonstrate a need for this intervention, in your community.	The same research that was used to justify the SR2S interventions and specifically the projects that were identified for the SR2S grant request are applicable to this intervention.
Primary target population*	Primarily school children but also other pedestrians that might be using the walkway before and after school.
Number of people impacted annually*	There are approximately 563 children within walking distance of the three schools – Creekside, Bates, Wylie, and Cornerstone. If 10% of them walk or bike each day that would be about 60 for each morning or afternoon for the approximately 170 school days.

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	Increase the number of parents who will permit their children to walk/bike because they perceive it to be a safer option. Increase the number of students who walk/bike



## Individual Intervention Table

Key Evaluation Data*	Number of walkers and bikers.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	Repeat the surveys that were done to support the SR2S grant requests.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	N/A
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	Collaboration with the Dexter School District, Village of Dexter, parent organizations like the PTO. No other groups have been asked to support the funding but especially the PTO groups could be asked to contribute in the future.

Criteria	Descriptions
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	Many cities use crossing guards to provide safe crossing for children.
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	PTO groups, the school district, and the Village will be approached to contribute to this intervention.



## Individual Intervention Table

<http://www.bls.gov/oes/current/oes339091.htm>

No. Days	No. Hrs	\$/hr	Total
170	2.25	\$10	\$ 3,825
Incidentals			\$ 175
Total per Crossing Guard			\$ 4,000



## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### ~ MM-2 – Bike Rack Installation at Dexter Schools ~

CWF Element* to Impact Fiscal Agent* Tax I.D. Implementation Contact* Contact phone and email Date Funding Required Implementation Date Total Amount Requested from CWF	Move More
	Dexter Community Schools
	Larry Cobler and Donna Dettling
	Cobler – 734-516-3643; l.cobler@gmail.com
	January 2013
	January 2013
	\$1800.00

<b>Criteria</b>	<b>Descriptions</b>
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	Purchase bike racks to place at schools and in the Village to encourage students to bike to school and community members to bike in the village. This will be done in coordination with the Safe Routes to School intervention.
Describe your action plan (steps) for implementing the intervention, including timeframe.	Coordinate with SR2S grant project, Village of Dexter, and Dexter Community Schools [November-December 2013] Identify possible locations for bike racks. [January 2014] Determine final location for bike racks. [January 2014] Develop project plan. [January 2014] Execute project plan (weather permitting). [February - March 2014]

<b>Criteria</b>	<b>Descriptions</b>
Who (specifically) will be responsible for what aspects of intervention implementation?	Implementation contact will oversee all aspects of the implementation.



## Individual Intervention Table

Do those responsible have the capacity* to implement?	Yes.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	Yes, from the SR2S component of the coalition and CWF.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	Access to bike racks will make it more convenient for bikers and remove that negative convenience factor from the decision to bike.
Primary target population*	School age children primarily but also the larger adult bike riding population.
Number of people impacted annually*	Unknown, although the numbers for the crossing guard intervention could be used for the school age biking community.

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	Increase the number of people biking in Dexter Community Schools and in the Dexter Village area.
Key Evaluation Data*	Number of bikers.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	Periodic visual surveys of the bike racks to determine their use. We could also use a <u>plan</u> similar to Seattle's to determine just bicycle utilization.



## Individual Intervention Table

<p>If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.</p>	<p>N/A</p>
<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>Dexter School District, Dexter Village, biking community in Ann Arbor and in the Dexter area.</p>

Criteria	Descriptions
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>Seattle - <a href="http://www.seattle.gov/transportation/bikeparking.htm">http://www.seattle.gov/transportation/bikeparking.htm</a>            University of Washington study - <a href="http://www.washington.edu/facilities/transportation/commuterservices/files/reports/Bike_Utilization_08.pdf">http://www.washington.edu/facilities/transportation/commuterservices/files/reports/Bike_Utilization_08.pdf</a>            New York City – thought I'd throw this one in for fun - <b>New Yorkers Furious to Discover Bike Sharing Requires Bikes, Racks</b>            Evanston, IL Bicycle System Improvement Plan - <a href="http://www.cityofevanston.org/assets/bikeplan-overview.pdf">http://www.cityofevanston.org/assets/bikeplan-overview.pdf</a>  <u>NYC DOT's CityRacks provide free sidewalk bicycle parking racks throughout the five boroughs. CityRacks are a convenience for the entire cycling community. Also, the availability of CityRacks parking discourages cyclists from parking at mailboxes, parking meters, trees, and other sidewalk structures.</u></p>
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>Once the bike racks are purchase there should not be any other need to sustain them. The only potential sustainment might occur if during the survey of utilization there is a determination that the bike racks should be moved. At that point there will be an effort to obtain volunteers to move the racks.</p>



## Individual Intervention Table

Bike Rack Budget Request:

<b><u>Racks</u></b>				
No. Racks	Unit Price	Bikes/rack	Total Cost	Total Bikes
10	\$ 180	5	\$ 1,800	50
<b><u>Installation</u></b>				
Volunteer			\$ -	
Total Budget			\$ 1,800	

Website



## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### MM-3 Outdoor Yoga Classes

- CWF Element\* to Impact : Move More
- Fiscal Agent\* Dexter Wellness Center, Angela Sargeant
- Tax I.D. WHO
- Implementation Contact\* Brett Pedersen
- Contact phone and email : pedersenb@dexterschools.org
- Date Funding Required : Spring 2014
- Implementation Date: Summer 2014
- Total Amount Requested from CWF: \$ 1,216.00

Criteria	Descriptions
<p>Please provide a description of the intervention program you are proposing. (what, when, how, where &amp; why)</p>	<p>Conducting yoga events in unique indoor and outdoor venues. Modeled after Gorilla Yogis based in Minneapolis, MN. Further investigation will be required to determine how this might be implemented in Dexter.</p> <p>“GORILLA YOGIS is a movement, a migration to yoga beyond studio walls. Gorilla Yogis gather to practice urban jungle yoga in unexpected, offbeat places. In parks, on street corners, in museums, art galleries, at cafes, in restaurants, in music venues, on barges on the Mississippi River, on rooftop decks, on farms, in barns, in lofts, abandoned spaces, baseball fields. It's yoga out of captivity. Each month we host donation based yoga events where we raise money for organizations that are doing hard work to make this jungle an awesome place to live.”</p>
<p>Describe your action plan (steps) for implementing the intervention, including timeframe.</p>	<p>Free outdoor yoga classes will be provided to voluntary participants every Saturday during the months of June, July, and August. Classes will be held from 8:00 AM – 9:00 AM. The Dexter Wellness Center will provide a yoga instructor and all participants will be required to sign a waiver to participate. A second worker will be paid to conduct the collection of liability waivers, administrative duties, and help with the set up and take down of the event.</p> <p>January- Determine a location for the classes with the Village of Dexter            April – Elect a yoga instructor and begin marketing the plan through various forms of social media as well as local mainstream media, and the wellness center.            June- Begin Intervention</p>



## Individual Intervention Table

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	Angela Sargeant – Management of Instructor Brett Pedersen- promotion and marketing of program
Do those responsible have the capacity* to implement?	Yes
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	Coalition will need to assist in marketing and attending the yoga workouts.
What indicator* will this intervention impact? Describe any data and/or research that demonstrate a need for this intervention, in your community.	Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population*	From middle school/high school up to 65.
Number of people impacted annually*	This will be open to anyone that happens to be in Dexter on Saturday mornings in June, July, and August. The potential impact is enormous and too nebulous to place a number on the estimation.



## Individual Intervention Table

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	Increase the number of people participating in physical activity. People who haven't been exposed to yoga will see their friends and neighbors participating around Dexter. This will encourage others to join in the activities. Even an additional 2-3 people per session will show we are making strides.
Key Evaluation Data*	<p>The number of people who attend the yoga classes each week</p> <p>Number of Dexter Wellness Center passes redeemed from the yoga class.</p> <p>A quick survey both before and after the class, asking participants if they enjoyed the class, if this was their first time doing yoga, and if they'd come back.</p>
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	<p>The instructor will be responsible for counting the number of attendees each week. If the number of attendees can increase each week, we will know word is getting out about the program and people want to be a part of the intervention. The instructor will also be responsible for issuing the surveys.</p> <p>Special stars will be put on Wellness Center passes given out at the yoga events. DWC staff will help us track the number of certificates redeemed.</p> <p>This information will be included with the follow up report.</p>
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	N/A
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	We will collaborate with the Dexter Wellness Center to employ a yoga instructor and to help with evaluation. We will also collaborate with the village of Dexter to secure a location and to promote the event. We may also look to collaborate with the chamber of commerce as we will be bringing people into downtown Dexter on Saturday mornings in the summer. We will be placing this event to end just as the wellness walks will be beginning.



## Individual Intervention Table

Criteria	Descriptions
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	<a href="http://www.gorillayogis.com/gorilla-gatherings.html">http://www.gorillayogis.com/gorilla-gatherings.html</a>
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	If the program turns out to be successful, the coalition, wellness center and other supporting groups could begin discussions on how to maintain the program through local partnerships, grant funds and perhaps participation fees.

### **Budget**

Total Amount Requested from CWF: \$ 1,216.00

Yoga Instructor - \$38/hour (12 hours – 4 Saturdays/3 months) = \$456

Admin Assistant to handle waiver forms - \$20/hour (\$30/1.5 hours) (18 hours – 7:30-9:00 AM) = \$360

Marketing and Promotion (T-shirts, ads, printed materials) = \$400



## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### ~ MM-4 Safe Routes to School: SR2S~

- CWF Element\* to Impact : Move More
- Fiscal Agent\* Chelsea-Area Wellness Foundation
- Tax I.D. \_\_\_\_\_
- Implementation Contact\* Kim Covert
- Contact phone and email [covert@dexterschools.org](mailto:covert@dexterschools.org); 734.424.4180
- Date Funding Required : February 2014
- Implementation Date: Spring 2014
- Total Amount Requested from CWF: \$15,000

Criteria	Descriptions
<p>Please provide a description of the intervention program you are proposing. (what, when, how, where &amp; why)</p>	<p>SR2S Dexter is the second year of a national recognized campaign to encourage students to walk, bike and roll to school. It also educates parents about the benefits of students taking non-motorized transportation to school. Year two will focus on building on the existing programs like Walk and Bike to School Days.</p> <p>The infrastructure component will depend on the receipt of the MDOT grant Dexter Village, Dexter Schools and the Chelsea-area Wellness Foundation has submitted jointly. Execution of the infrastructure improvements will be the village's responsibility. We will know the status of that grant request in late October 2013.</p>
<p>Describe your action plan (steps) for implementing the intervention, including timeframe.</p>	<p>Walk/Bike/Roll to School Days would start in early March going through the end of the school year            Bike to School Day is the second Wednesday in May            Walk/Bike/Roll to School Days would start in early September going through November            Walk to School Day is the second Wednesday in October            Special winter walks will be held in December, January and February            Local "celebrities" will assist with the Walking Wednesdays. Local organizations who provide celebrities will receive a small plaque recognizing the organization as a sponsor of the Dexter Walking School busses.</p>



## Individual Intervention Table

	<p>Students will receive a punch card so that everytime they walk/bike to school they receive acknowledgement. After so many punches, students would receive giveaways like wristbands, hats, t-shirts and sweatshirts.</p> <p>Promotional materials and marketing materials will go out starting in winter.</p> <p>SR2S will also work with local bike businesses to do bike tune ups and bike rodeos.</p>
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Criteria	Descriptions
<p>Who (specifically) will be responsible for what aspects of intervention implementation?</p>	<p>Kim Covert, the Dexter Safe Routes to School Coordinator will be responsible for conducting the non-infrastructure portion of SR2S. Covert was already responsible for the Dexter Walk to School Days and will provide SR2S Dexter with an established presence in the school district. Covert will also be responsible for managing the SR2S funds received from the 5H process.</p> <p>The Village of Dexter and Dexter Community Schools will be responsible for any infrastructure improvements as a result from MDOT funding.</p> <p>CWF will be responsible for verifying SR2S funds received from the 5H process, and for maintaining lines of communication with the Michigan Fitness Foundation and Michigan Department of Transportation.</p>
<p>Do those responsible have the capacity* to implement?</p>	<p>Yes. We executed this intervention in 2013, including sessions filled to capacity for elementary school students.</p>
<p>Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?</p>	<p>No.</p>



## Individual Intervention Table

What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population*	Students in grades 1-8
Number of people impacted annually*	Approximately 2400 students are in grades 1-8.
<b>Criteria</b>	<b>Descriptions</b>
Intervention Specific goals, what do you hope to accomplish?	The goal of SR2S Dexter is to get students who live within 1-2 miles of Dexter School buildings walking or riding bikes to school. There will also be dedicated drop off points in the community for students who live outside of town. This will allow our rural students to participate.  A related goal of SR2S Dexter is to provide students with the infrastructure and programming improvements that will help place parents and students at ease with the concept of taking non-motorized transportation to school.
Key Evaluation Data*	Number of walkers during Walking Wednesdays. Number of students who ride their bike to school. Amount of money SR2S Dexter is able to obtain via grants.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	Kim Covert will be responsible for the evaluation of the program, counting the number of participants. The consultant will be responsible for conducting the pre and post workshop surveys.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential	SR2S Dexter has been very successful so far. Since the program's inception, we have secured more than \$225,000 in grant funds from the state of Michigan.  In Dexter itself, walking is becoming more of a priority for students. At the 2013 Walk to School Day, we



## Individual Intervention Table

<p>for success.</p>	<p>had over 350 students talk part in the event. The 2012 Walk to School Day had 91 registered walkers. This indicates a culture change in the community. With the added Walking Wednesdays and resources at our disposal, we will be able to have a tremendous impact in Dexter.</p>
<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>Safe Routes Dexter has collaborated with many different partners since beginning in 2012.</p> <p>We are receiving a \$225,000 grant from the Michigan Department of Transportation to apply to infrastructure and non-infrastructure improvements in Dexter.</p> <p>The village of Dexter will cover the majority of the engineering costs if the aforementioned grant is received. The wellness coalition has pledged up to \$30,000 from interventions that were not executed to offset the rest of the engineering costs.</p>

Criteria	Descriptions
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>This is a recognized federal intervention with strong fiscal backing. Has proven benefits that are outlined here <a href="http://www.saferoutesinfo.org/sites/default/files/resources/SRTS%20and%20health_final.pdf">http://www.saferoutesinfo.org/sites/default/files/resources/SRTS%20and%20health_final.pdf</a> Saferoutesmichigan.org.</p>
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>This is a tested well established program with federal dollars available. There is also established training and support with MDOT and Michigan Fitness Foundation. Building on the first year of grants, Dexter Safe Routes to School will be able to sustain growth with cost efficient programs like walking school busses and bike trains. We should also be leverage the action plan created through the Michigan State University SR2S program into funding for infrastructure improvements and culture changing programs.</p>



## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### ~ MM-5 Dexter Wellness Walks ~

CWF Element\* to Impact: Move More  
 Fiscal Agent\* Village of Dexter  
 Tax I.D. - 38-6004671  
 Implementation Contact\* Gloria Leininger  
 Contact phone and email – 734.424.3009; gl66@comcast.net  
 Date Funding Required - Summer of 2014  
 Implementation Date - Ongoing  
 Total Amount Requested from CWF - \$999

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why) <input type="checkbox"/>	Monthly walks for all ages that have varying distances and encourage participants to walk with friends and neighbors throughout the Village of Dexter. Starting point will normally be the Dexter Library. Dexter Wellness Walks will help raise awareness of coalition activities, provide participants with an opportunity to connect socially with others while exploring Dexter's many walking trails and pathways.
Describe your action plan (steps) for implementing the intervention, including timeframe.	This intervention is collaborating with Chelsea Community Hospital's Healthy Communities Walking Program. A system is in place to register walkers into the CCH Walking Program. The actual walks occur the second Saturday of the month throughout the year. Currently, we have 20-30 participants at each walk. The funds requested will help us raise awareness of the walks. We've also included roughly \$100 for water and first aid equipment. <input type="checkbox"/> <input type="checkbox"/> We are also developing walking maps (in another intervention) to support Dexter Wellness Walks and CCH Healthy Communities Walking Program. The walking maps are being finalized and will be available by Winter 2013. They'll allow users to walk independently of the group, increasing their opportunities to move more. <input type="checkbox"/>

Criteria	Descriptions
<input type="checkbox"/> Who (specifically) will be responsible for what aspects of intervention implementation? <input type="checkbox"/>	Two local leaders are responsible for execution of the intervention. Gloria Leininger and Peg Tewksbury are the main leaders of the intervention. Supporting organizations like the Dexter Library and Dexter Chamber of Commerce and Dexter Wellness Center assist with marketing the walks. <input type="checkbox"/> <input type="checkbox"/> Dexter Village will be responsible for handling all of the upcoming invoices and the final distribution of the walking maps. <input type="checkbox"/>
<input type="checkbox"/> Do those responsible have the capacity* to implement? <input type="checkbox"/>	Yes. The system mentioned above is currently underway. The leadership is always evaluating to determine new methods of outreach and execution.



## Individual Intervention Table

<input type="checkbox"/> Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation? <input type="checkbox"/>	<p>The only support required is assistant with marketing and coalition members participating in the walks as much as possible. In the future we will also work with local partners to provide snacks and other necessities.</p>
<input type="checkbox"/> What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community. <input type="checkbox"/>	<p>Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP)          Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP)          More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)</p> <p>These measures address both adult and child physical activity which walking can affect and because they are measures that are collected regularly we should be able to see the impact.</p>
<input type="checkbox"/> Primary target population* <input type="checkbox"/>	<p>All ages are sought and recruited. The current population is older adults and a few larger families with children. <input type="checkbox"/></p>
<input type="checkbox"/> Number of people impacted annually* <input type="checkbox"/>	<p>20 – 30 people per walk. 12 walks a year so we have the potential to reach at least 300 people. Continued exposure and promotion of the walks will allow us to increase these numbers.</p>
<p><b>Criteria</b></p>	<p><b>Descriptions</b></p>
<input type="checkbox"/> Intervention Specific goals, what do you hope to accomplish? <input type="checkbox"/>	<p>Increase the number of people walking. Increase the use of walking paths throughout Dexter. Increase the opportunities for people to walk together.</p>
<input type="checkbox"/> Key Evaluation Data* <input type="checkbox"/>	<p>1. Number of people walking in the village. <input type="checkbox"/> 2. Number of maps that are taken.</p>
<input type="checkbox"/> Provide a detailed evaluation plan. How will you know this intervention is making the difference? <input type="checkbox"/>	<p>The walk leaders are responsible for tracking the number of participants at the monthly walk. They will also track the number of community members who enroll with CCH's Healthy Communities Walking Program. <input type="checkbox"/> <input type="checkbox"/> Additional data will come from CCH's HCWP information. This is collected throughout the year, when participants each 6 and 12 month milestones.</p>
<input type="checkbox"/> If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success. <input type="checkbox"/>	<p>This intervention is a evolution of the sporadic walks held during the coalition's first year of existence. By having regularly scheduled walks, it will allow people to connect with the coalition and each other around a healthy hobby. We'll have a better understanding of effectiveness after the first year of regular walks.</p>
<input type="checkbox"/> With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received). <input type="checkbox"/>	<p>We've solicited marketing support from community partners such as Dexter Library and Dexter Chamber of Commerce and Dexter Wellness Center. Going forward, we'll seek support from Busch's and other local vendors to help supply snacks for walkers. <input type="checkbox"/></p>
<p><b>Criteria</b></p>	<p><b>Descriptions</b></p>
<input type="checkbox"/> Describe any models or best practice	<p>The CCH Healthy Communities Walking Program.</p>



## Individual Intervention Table

examples of other successful programs similar to the one you are proposing, if known. Include citation/s <input type="checkbox"/>	
<input type="checkbox"/> Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention. <input type="checkbox"/>	We envision a combination of funding sources and support from the Wellness Coalition, Chelsea Community Hospital, and other organizations to establish a successful – and economical - intervention for years to come.

### Requested funds

**T-shirts - 100 shirts at \$8 each \$800**

**Signage - 12 signs at \$12 each \$144**

**Bottled Water - 11 cases at \$5 each \$55**

**Total \$999**

### In-kind donations

**Volunteer time – 5 hours per week @ \$15.50 per hour - \$4000 for the year**



# Individual Intervention Table





## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### EB-1 – Dexter Winter Market

- CWF Element\* to Impact : Eat Better
- Fiscal Agent\* Dexter Senior Center
- Tax I.D.
- Implementation Contact\* Anne Young and Jane Kelly
- Contact phone and email 734.834.3229; [owlhallowbakery@gmail.com](mailto:owlhallowbakery@gmail.com); [dextermarket.com](http://dextermarket.com)
- Date Funding Required : Spring 2014
- Implementation Date: Spring 2014
- Total Amount Requested from CWF: \$3000.00

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	<p>An association of vendors have come together to have a winter market to help provide residents of the Dexter area access to fruits, vegetables and whole grains. This will be first year Dexter has had a Farmers Market during the winter. The market was inspired by the indoor market in Saline.</p> <p>There will be several local vendors who currently attend the Dexter Farmers Market will participate in the winter market. There will be 13 market dates this winter. The revenue raised from Vendor fees will not leave enough resources for the Winter Market to properly advertise the events. The market staff will be responsible for shoveling and clean up. We'll also pass out market buckets to members of the senior center.</p>
Describe your action plan (steps) for implementing the intervention, including timeframe.	We have already secured the venue (Dexter Senior Center) and are in the process of securing vendors (12 secured so far-another 6 spaces still available), Vendors should be finalized by the end of October for an opening date of November 2 <sup>nd</sup> . Fliers have been printed and distributed throughout the community.

Criteria	Descriptions
Who (specifically) will be responsible for what	Anne Young and Jane Kelly are acting market managers. Mark Olexa will serve as a liaison between the Coalition and WFM and also help with social media promotion.



## Individual Intervention Table

aspects of intervention implementation?	
Do those responsible have the capacity* to implement?	Yes
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	The only support required by the coalition is to help promote the market. Marketing materials will be given to coalition members who agree to pass out information.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	<input type="checkbox"/> Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) <input type="checkbox"/> 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP)
Primary target population*	Adults 18 + and their families.
Number of people impacted annually*	80-120 per week. These numbers are based off counts from the summer market (between 100 – 500 people per week).

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	The goal is to encourage people to buy fresh healthy foods from local vendors. A secondary goal is to provide community members an opportunity to be socially active.
Key Evaluation Data*	The number of people who attend the market each week. Market bucks returned. Sales number (produce sold)



## Individual Intervention Table

<p>Provide a detailed evaluation plan. How will you know this intervention is making the difference?</p>	<p>The market managers will be responsible for collecting the data from the market and the vendors. If people keep purchasing and vendors keep selling we will start to see it make a difference.</p>
<p>If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.</p>	<p>N/A</p>
<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>Possibly the library to assist with participation counts.</p>

Criteria	Descriptions
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>All three of us are very impressed by the Saline Farmers' Market model and would like to follow their model. Both Jane and Anne have worked as vendors at the Saline market. Anne has also worked as a vendor at the Howell Winter Marketplace.</p>
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>The current vendor fees will be used to pay for rental on the building. We will also utilize secondary grants and volunteers to help market the program.</p>

Budget - **\$3,000**. This would be used for yard signs, sandwich board signs, hard copy advertising, promotional material, subsidy for bridge cards and food bucket and evaluation forms. Many of these items will be usable in future market seasons.



## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### EB-2 Farm to School/School Garden Intervention

- CWF Element\* to Impact : Eat Better
- Fiscal Agent\* Chelsea-Area Wellness Foundation
- Tax I.D.
- Implementation Contact\* Caitlin Joseph/Laurel Livingston
- Contact phone and email: [dexterfarmtoschool@gmail.com](mailto:dexterfarmtoschool@gmail.com), 303-910-4135
- Date Funding Required : March 1, 2014
- Implementation Date: Ongoing with new funds being used in March.
- Total Amount Requested from CWF: \$35,000

Criteria	Descriptions
<p>Please provide a description of the intervention program you are proposing. (what, when, how, where &amp; why)</p>	<p>Farm to School and the School Garden will continue funding part time Farm to School and School Garden Coordinators. They will be responsible for implementing interventions, supporting education and outreach and healthy and local food consumption.</p> <p>The coordinators are working in all school buildings within the Dexter School District, with a goal of making the intervention sustainable through private donations, grants and possibly coalition support.</p>
<p>Describe your action plan (steps) for implementing the intervention, including timeframe.</p>	<p>Year two of this intervention will build on year one successes. Additional garden construction in Spring 2014 at Dexter High School. A teacher in-service opportunity is being offered during Spring/Summer 2014. The in-service will address practical, hands on activities they can incorporate the school garden into their classrooms.</p> <p>Tastings are currently happening, as well as outreach to local farmers to pursue partnerships and contracts.</p> <p>The School Garden coordinator is also teaching during elective time at Creekside and (5<sup>th</sup> and 6<sup>th</sup> grades) where they take food from the garden to develop recipes, freeze produce and develop life-long habits. She's also working with Mill Creek teachers to enhance their Foods class.</p>



## Individual Intervention Table

Criteria	Descriptions
<p>Who (specifically) will be responsible for what aspects of intervention implementation?</p>	<p>Caitlin Joseph will be responsible for working with the Dexter School District culinary staff to implement Farm to School services, as well as tasting carts, education, etc. She will recruit and develop relationships and purchasing agreements with local farmers and farm association, in conjunction with the Director of Food and Nutrition for Dexter Schools.</p> <p>Caitlin also is responsible for coordinating Farmer visits to the classroom, local field trips and tastings for students. The tastings will be used by Nutrition staff to develop recipes for the school cafeterias. She is also responsible for designing and distributing outreach materials for the program. Caitlin will collect analyze and report data for evaluation.</p> <p>Laurel Livingston (School Garden) is providing outreach to school staff and parents. Develop, coordinate and manage the school gardens. She will expand the High School and Creekside gardens and implement a logical sequence of goals and activities to further the development of a successful school garden program.</p>
<p>Do those responsible have the capacity* to implement?</p>	<p>Yes</p>
<p>Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?</p>	<p>There is a Farm to School Steering Committee made up of coalition members from the Eat Better committee, the founder of the Sullivan Memorial Garden, local farmers, local health professionals and Chef Alex Young from Zingerman's. The committee is looking to recruit teachers and students.</p> <p>The committee meets monthly to help prioritize the activities of the coordinators and to recruit volunteers to assist the coordinators.</p>
<p>What indicator* will this intervention impact? Describe any data and/or research that demonstrate a need for this intervention, in your community.</p>	<p>Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP)            2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP)            The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District).</p>



## Individual Intervention Table

Primary target population*	School aged students in grades k-12
Number of people impacted annually*	3575 students (serving 1800 lunches and 200 breakfasts a day)
<b>Criteria</b>	<b>Descriptions</b>
Intervention Specific goals, what do you hope to accomplish?	<p>The goal for year two is increasing the student's exposure to, and knowledge of, local produce. We want them to understand where their food comes from and how what they consume affects their health and body.</p> <p>We seek to expand contracts between school nutrition and local farmers.</p> <p>We want to encourage teachers to utilize the school gardens as a teaching strategy for all core content areas.</p>
Key Evaluation Data*	<p>Number of students who've been involved in the activities.</p> <p>Number of pounds of food that comes into the school from local farmers.</p> <p>Number of volunteers participating in the school gardens.</p> <p>Number of students taking the food elective at Creekside.</p> <p>Number of students who request to take the Nutrition elective at Dexter High School and Mill Creek Middle School.</p> <p>Number of contracts signed with local farmers.</p>
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	Caitlin and Laurel will be responsible for tracking the data.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	<p>The intervention has been successful with implementation. They've made significant progress with year one goals.</p> <p>Monthly tastings are currently being conducted</p> <p>The School Gardens were maintained during the summer.</p> <p>They have conducted lessons with all 5<sup>th</sup> and 6<sup>th</sup> graders through the physical education (Lifetime fitness classes)</p> <p>Dexter Nutrition Services has purchased produce from local vendors for food tastings with students k-6.</p>



## Individual Intervention Table

	There is a website and capital campaign underway to help sustain the program. The foundation has been laid to develop the program further and make it sustainable.
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	Dexter Community Schools The Sullivan Family. Cornman Farms and other local farms. Soup Dinner in conjunction with Zingerman's Roadhouse and Alex Young. Local volunteers to help with garden maintenance and construction.
<b>Criteria</b>	<b>Descriptions</b>
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	Michigan Farm to School initiative, <a href="http://www.mifarmtoschool.msu.edu/">http://www.mifarmtoschool.msu.edu/</a> Food System Economic Partnership, <a href="http://fsepmichigan.org/">http://fsepmichigan.org/</a> National Farm to School, <a href="http://www.farmtoschool.org/">http://www.farmtoschool.org/</a> The Food Family Farming Foundation, <a href="http://www.foodfamilyfarming.org/html/programs.html">http://www.foodfamilyfarming.org/html/programs.html</a>
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	Our main goal for sustainability is to attain additional grant funding to support the project. The next piece is to develop a volunteer base at each garden to maintain the garden.  Sustainability will be maintained with the signing of contracts with local farmers. Once the system is in place, it will be easier to maintain those successes.

### **EB-2 Requested Budget**

Salary - \$30,200  
 Supplies (includes printing and marketing) - \$2,000  
 Field Trips - \$1,500  
 Wordpress website - \$100  
 Training, Books and Conferences - \$1000  
 Local Travel reimbursement - \$200

Total: \$35,000.00



## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### ~ EB-3 Cooking Classes for Kids~

- CWF Element\* to Impact : Eat Better
- Fiscal Agent\* Dexter Community Schools/Community Education
- Tax I.D. \_\_\_\_\_
- Implementation Contact\* Kim Covert
- Contact phone and email [covert@dexterschools.org](mailto:covert@dexterschools.org); 734.424.4180
- Date Funding Required : February 2014
- Implementation Date: Spring 2014
- Total Amount Requested from CWF: \$3000

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	<p>This intervention will provide youth ages 9 – 13 an opportunity to learn good nutrition and life skills incorporating small changes into their diets so they'll eat better.</p> <p>There will be two parts to the intervention – a elementary aged program that focuses on hands on learning and basic kitchen skills. The second portion will feature a series of small workshops for middle school students. It'll include smoothie workshops, healthy snacks and food for active lifestyles.</p> <p>Classes will be held at Dexter High School and Mill Creek Middle School during the spring and summer of 2014.</p>
Describe your action plan (steps) for implementing the intervention, including timeframe.	Programs will be listed in the spring/summer community education program guide. An outside consultant will be hired to run the workshops. We may choose to continue with the instructor used for 2013 or may go another route.

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	Kim Covert will be responsible for most of the components of the class including planning, advertising and hiring the consultant. Community Education staff will register students. The consultant will be responsible for implementation of the program itself.



## Individual Intervention Table

Do those responsible have the capacity* to implement?	Yes. We executed this intervention in 2013, including sessions filled to capacity for elementary school students.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	No.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	<ul style="list-style-type: none"> <li>- Increase the percentage of Dexter residents who eat 5+ fruits/vegetables per day</li> <li>- Decrease the proportion of residents who are overweight</li> </ul>
Primary target population*	Children in grades 3 – 8.
Number of people impacted annually*	Including the combined numbers from the workshops and the middle school sessions, approximately 120 students.

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	<p>We plan to offer students healthier options for meals and snacks. By getting the students more involved in food preparation, it will expose students to new foods they may not have tried otherwise.</p> <p>Students will then take these habits and share them with their families and friends.</p>
Key Evaluation Data*	<p>Number of participants.</p> <p>Pre and post workshop surveys.</p> <p>Repeat enrollment – if students (or the parents) consistently enroll for workshops, it will help identify a strong program that provides good value to the participant.</p>



## Individual Intervention Table

<p>Provide a detailed evaluation plan. How will you know this intervention is making the difference?</p>	<p>Kim Covert will be responsible for the evaluation of the program, counting the number of participants. The consultant will be responsible for conducting the pre and post workshop surveys.</p>
<p>If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.</p>	<p>Community Education was able to sell out two sessions of the elementary school sessions in 2013. Students took home recipes and had hands on training to prepare the food items. The reason we are asking for more funds is to create programs that will interest middle school students while continuing to provide worthwhile experiences for younger students. On a side note, Jamie Oliver's Food Revolution shared some of the 2013 session photos on their facebook page.</p>
<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>Continuing education will collaborate with high school food staff, Busch's super markets, the Dexter Farm Market and the Dexter Farm to School and School Garden programs.</p>

Criteria	Descriptions
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>Innovative: Afterschool programs supplement what the school district is able to offer to meet the goals of the Michigan "Good Food" Charter 2010.</p>
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>We charge an enrollment fee for all classes. As a result, we are able to continue some programming elements (the Adult Nutrition Class, for example) with limited 5H funds. This is a model we can pursue for the youth classes as well.</p>



## Individual Intervention Table

Program Name	Staff Cost		Supplies		Community Ed Costs		Program Total		Students Pay	
Smoothie Workshop 5/6	\$	35.00	\$	50.00	\$	15.00	\$	100.00	\$	10.00
Smoothie Workshop 5/6	\$	35.00	\$	50.00	\$	15.00	\$	100.00	\$	10.00
Smoothie Workshop 7/8	\$	35.00	\$	50.00	\$	15.00	\$	100.00	\$	10.00
Smoothie Workshop 7/8	\$	35.00	\$	50.00	\$	15.00	\$	100.00	\$	10.00
Make your own Food 5/6	\$	100.00	\$	200.00	\$	100.00	\$	400.00	\$	25.00
Make your own food 7/8	\$	100.00	\$	200.00	\$	100.00	\$	400.00	\$	25.00
Summer Camp 3-5			\$	800.00	\$	100.00	\$	900.00	\$	45.00
Summer Camp 6-8			\$	800.00	\$	100.00	\$	900.00	\$	45.00

\* instructor bills for work and supplies together

Total requested \$ 3,000.00

\*Adding extra staff



## Individual Intervention Table

### ~ AUS-1:SRSLY Dexter ~

- CWF Element\* to Impact Avoid Unhealthy Substances, Connect with Others in Healthy Ways
- Fiscal Agent\* Chelsea Community Hospital
- Tax I.D. 38-2113393
- Implementation Contact\* Reiley Curran
- Contact phone and email (734) 593-5279, curranr@cch.org
- Date Funding Required September 30, 2013
- Implementation Date Ongoing
- Budget Request \$ 25,790.00

Criteria	Descriptions
Please provide a description of the intervention program you are proposing.	SRSLY is a community coalition dedicated to the prevention of destructive behavior in youth. SRSLY uses multiple strategies and a focus on youth leadership and community engagement to prevent youth substance abuse. The first year of implementation of this intervention in Dexter has been focused on assessment, capacity building, and planning, with a launch of programs and activities in the fall of 2013.



## Individual Intervention Table

<p>Describe your action plan (steps) for implementing the intervention, including timeframe.</p>	<p>During our second year of SRSLY in Dexter, we continue in the implementation phase. All activities will be based on the needs assessment and strategic plan. Activities are planned as follows, in general order of completion:</p> <p>September 2013 – August 2014</p> <p>Recruiting activities at school open houses, football games, and other community events*</p> <p>Present information on youth substance abuse to groups in Dexter*</p> <p>Develop marketing materials to promote the coalition*</p> <p>Develop marketing materials to educate the community on youth substance abuse rates, consequences, etc. *</p> <p>Youth engagement activities – What’s Your Anti-Drug Media Contest, Youth-Only meeting*</p> <p>Project Sticker Shock – public awareness campaign to educate adults about the consequences for buying alcohol for minors</p> <p>Community engagement activities – Fun, substance-free events for youth and families*</p> <p>Skill-building and education for coalition members – Community Anti-Drug Coalitions of America conference, National Coalition Academy</p> <p>Education for youth and adults on media literacy (close to Super Bowl)</p> <p>Community engagement activities – Fun, substance-free events for youth and families*</p> <p>*Ongoing activities, will happen multiple times throughout the year</p>
<p>Who (specifically) will be responsible for what aspects of intervention implementation?</p>	<p>The SRSLY Dexter Steering Committees (youth and adults) will be responsible for program implementation, with support from the Program Coordinator, and SRSLY Coalition Director.</p>
<p>Do those responsible have the capacity* to implement?</p>	<p>SRSLY Dexter will use strategies that have been successfully implemented in Chelsea to build coalition capacity through volunteer recruitment and retention. Currently, SRSLY Dexter has support from the schools, churches, physicians, local government, parents, youth, law enforcement and businesses.</p>
<p>Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?</p>	<p>SRSLY Dexter requires financial support from the coalition, in order to maintain our federal grant, which requires a \$1:\$1 local match. Coalition members who wish to participate in SRSLY in an ongoing or per-project basis are welcome, but not required. All volunteer time can be included in our local match as in-kind donations.</p>



## Individual Intervention Table

<p>What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention.</p>	<p>Percentage of youth reporting that alcohol and marijuana are sort of or very easy to get            Percentage of youth who accurately report peer alcohol use rates            Percentage of youth reporting that their parents would feel it is wrong or very wrong for them to drink alcohol or smoke marijuana            Percentage of youth reporting alcohol or marijuana use in the past month            Percentage of youth reporting moderate or great risk for using marijuana or alcohol            Percentage of youth reporting first use of alcohol and other drugs at the age of 15            Percentage of youth who feel connected to school            Percentage of youth reporting pro-social family involvement            Other key indicators as identified by SRSLY steering committee leaders as high priority during the assessment process.            Source for measurement: MiPHY 2014</p>
<p>Primary target population*</p>	<p>Youth age 10 to 15-years-old and their families</p>
<p>Number of people impacted annually*</p>	<p>Approximately 1,400 youth and their families</p>
<p>Intervention Specific goals, what do you hope to accomplish?</p>	<p>The ultimate goal of SRSLY is to reduce youth substance abuse. Specific, measurable short, medium, and long-term goals and objectives will be defined in the logic model. These will be tied to indicators listed above, and priority risk and protective factors identified in the needs assessment.</p>
<p>Key Evaluation Data*</p>	<p>The coalition will collect data from the biannual MiPHY survey, focus groups, key informant interviews, and community surveys to evaluate SRSLY. The steering committees will develop an evaluation plan as part of the planning process, in the first half of 2014.</p>



## Individual Intervention Table

<p>With whom will you collaborate? How will you collaborate?</p>	<p>SRSLY engages leaders and representatives from multiple community sectors, including: schools, hospitals and health care professionals, law enforcement, business, religious organizations, civic clubs, library, scouts and other youth-serving organizations, media, and of course parents and youth. All of these sectors need to be engaged for SRSLY to be successful.</p> <p>Chelsea Community Hospital, and SRSLY Chelsea will work closely with the Dexter coalition to facilitate the assessment, capacity building, and planning phases of SRSLY Dexter throughout the first year of the comprehensive wellness plan, and into program implementation in year two.</p>
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>This model for prevention is a best practice, as determined by the White House Office of National Drug Control Policy (Source: <a href="http://www.whitehouse.gov/sites/default/files/ondcp/grants-content/2011_dfc_interim_report_one_pager_final.pdf">http://www.whitehouse.gov/sites/default/files/ondcp/grants-content/2011_dfc_interim_report_one_pager_final.pdf</a>)</p>
<p>Other organizations solicited for support (include name, amount requested, date requested, and amount promised or received).</p>	<p>Drug Free Communities Mentoring Grant – Awarded on September 9<sup>th</sup> for SRSLY Chelsea to mentor SRSLY Stockbridge and SRSLY Dexter for the next two years. Provides up to \$75,000 per year to DFC-funded coalitions to support other communities in establishing their own youth substance abuse prevention coalitions, and preparing to successfully apply for the DFC grant themselves. This grant provides \$37,500 each for Dexter and Stockbridge, and requires a \$1:\$1 local match.</p>
<p>If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.</p>	<p>In Dexter, SRSLY has begun work building capacity, assessing needs, and planning for action. We held a community forum in April with 17 youth and adults in attendance. We are in the process of gathering data from law enforcement, schools, hospitals, and focus groups, and will be analyzing this data with community input to complete our needs assessment. This will be the foundation for our strategic plan and logic model.</p>
<p>Describe your evaluation plan. How will you know this intervention is making a difference?</p>	<p>The coalition will collect data from the biannual MiPHY survey, focus groups, key informant interviews, and community surveys to evaluate SRSLY. The steering committees will develop an evaluation plan as part of the planning process.</p>



## Individual Intervention Table

Describe your plan for sustainability\* of the intervention and sustainability for any health improvements resulting from the intervention.

The sustainability plan for SRSLY Dexter is based on the successful model employed by Chelsea. Private foundation funding and the Drug Free Communities (DFC) Mentor Grant will support SRSLY Dexter for the first three to four years, with the ultimate goal of receiving the DFC support program grant (\$125,000 per year for up to 10 years). Funding from the Chelsea-area Wellness Foundation will allow SRSLY Dexter to establish and strategically position itself over the next four years to be able to apply for the federal Drug Free Communities (DFC) program. The DFC program would then provide 5-10 years of additional funding, with local match requirements.

SRSLY Dexter will fundraise, apply for grants from other sources, and engage local families and businesses that can provide in-kind support to the coalition, similar to how Chelsea has secured local support for SRSLY activities there.



## Individual Intervention Table

### **BUDGET**

<b>SRSLY Dexter, October 1, 2013- September 30, 2014</b>		
<b>Expense</b>	<b>Amount</b>	<b>Funding Source</b>
Staffing		
Program Coordinator	\$ 20,800	DFC Mentor Grant
SRSLY Coalition Director	\$ 1,690	DFC Mentor Grant
Administrative Support	\$ 373	CCH In-Kind
Benefits	\$ 6,522	DFC Mentor Grant
Supplies		
Marketing Materials	\$ 2,500	Dexter Wellness Coalition
Program Supplies	\$ 2,500	Dexter Wellness Coalition
Postage	\$ 900	Dexter Wellness Coalition
Presentation Supplies	\$ 600	Dexter Wellness Coalition
Volunteer Incentives	\$ 1,500	Dexter Wellness Coalition
Computer & Printer	\$ 1,000	Dexter Wellness Coalition
Office Supplies	\$ 600	Dexter Wellness Coalition
Meeting Expenses	\$ 500	DFC Mentor Grant
Travel		
CADCA Conference	\$ 6,020	Dexter Wellness Coalition
New Grantee Meeting	\$ 1,745	DFC Mentor Grant
National Coalition Academy	\$ 4,830	DFC Mentor Grant
MI Substance Abuse Conference	\$ 200	Dexter Wellness Coalition
Local Mileage	\$ 678	DFC Mentor Grant
Purchased Services		
Website	\$ 1,500	Dexter Wellness Coalition
Marketing & PR plan	\$ 2,500	SRSLY Chelsea
Marketing – Creative	\$ 2,500	Dexter Wellness Coalition
Training for coalition members	\$ 2,500	Dexter Wellness Coalition
CCH Fiduciary Services	\$ 1,500	CCH In-Kind
Facilitator – Strategic Planning	\$ 2,500	Dexter Wellness Coalition
SRSLY Chelsea coalition members	\$ 720	Volunteer In-Kind
SRSLY Dexter coalition members	\$ 6,500	Volunteer In-Kind
Other		
Marketing – sponsor youth rec team	\$ 550	Dexter Wellness Coalition
Cell Phone for Coordinator	\$ 420	Dexter Wellness Coalition



## Individual Intervention Table

<b>SRSLY Dexter, October 1, 2013- September 30, 2014</b>		
<b>Expense</b>	<b>Amount</b>	<b>Funding Source</b>
Print Advertisements	\$ 435	DFC Mentor Grant
CADCA Membership	\$ 300	DFC Mentor Grant
Facility Use for Events	\$ 350	In-Kind
<b>TOTALS</b>		
	\$ 25,790	Dexter Wellness Coalition
	\$ 9,442	In-Kind Contributions
	\$ 2,500	SRSLY Chelsea
	\$ 37,500	DFC Mentor Grant
	<b>\$ 75,232</b>	<b>TOTAL BUDGET</b>



## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### CWO-1 Dexter/5H Community Read

- CWF Element\* to Impact : Connect with others and Avoid Unhealthy Substances
- Fiscal Agent\* Dexter District Library
- Tax I.D. 38-1739800
- Implementation Contact\* Paul McCann
- Contact phone and email 734.426.4477; pmccann@dexter.lib.mi.us
- Date Funding Required : October 2014
- Implementation Date: September – Oct 2014
- Total Amount Requested from CWF: \$4,000

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	<p>For 2014, the 5H Community Read effort will focus on a “Connect with Others” and/or “Avoid Unhealthy Substances” theme, offering events in all 5 communities in the Chelsea Wellness service area and a common book for reading and discussion. This will mark the 3<sup>rd</sup> year of the 4-year effort envisioned.</p> <p>The communities will read a book that has yet to be determined. In previous years, the communities chose “In Defense of Food” by Michael Pollan and “A Walk in the Woods” by Bill Bryson.</p>
Describe your action plan (steps) for implementing the intervention, including timeframe.	<p>March-April: Set budgets for book buying, plan and budget joint programming, local programming; identify committee members responsible for various tasks at the local level.            May-June: Secure funding from CWF; Finalize plans for all fall events</p> <p>July-August: Produce 5H brochure copy; dovetail with local library programming guides and online calendars, social media, etc., order and pay for books</p> <p>September-November: Implement events and book discussions, distribute books into community through community partner locations, continued marketing through print and online channels, participate in joint events</p>



## Individual Intervention Table

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	The Dexter District Library staff will be responsible for all aspects of the local events and producing marketing copy for those events. Dexter District Library Director Paul McCann will serve on the steering committee, which is composed of librarians from the five towns. The steering committee will be responsible for overall planning and planning/implementation of the joint events.
Do those responsible have the capacity* to implement?	Yes. The members of last year's committee, which successfully implemented the campaign in 2013 remain in place.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	<p>The Dexter Area Wellness Coalition supports this as an Intervention in its comprehensive plan, per action of the board as an ongoing initiative. It is also understood that this is the second year of an anticipated four-year effort focusing on each CWF Element in turn.</p> <p>We will also turn to supporting organizations for programming opportunities, when appropriate.</p>
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	The intervention will help to create a culture of wellness by offering residents opportunities to learn about and begin building good habits with respect to the four themes of moving more, eating better, connecting with others and avoiding unhealthy substances. It is anticipated that approximately 500 community members will attend events related to Community Read and over 1,000 will read, pass along and discuss the book chosen.
Primary target population*	This request includes provisions specifically for programs in the Dexter District Library's service area. The cooperative nature of the effort will also encompass the population of all five towns of the Wellness Foundation's service area.
Number of people impacted annually*	<p>The Library's service boundaries are the same as the Dexter Community School boundaries. The Library has a service population of 19,591 residents. The Library currently has 12,690 registered card holders who have used the Library within the last three years.</p> <p>These numbers do not include everyone reached by the rest of the 5H libraries.</p>



## Individual Intervention Table

Criteria	Descriptions
<p>Intervention Specific goals, what do you hope to accomplish?</p>	<p>We hope to involve citizens in the Dexter community and in the larger 5H area in intellectually and socially stimulating activities to help introduce or fortify practices of wellness. We expect that individuals with newfound or revitalized interest in the theme(s) will make connections that benefit them and the community in both the short- and long-term. Events associated with the books' themes will provide various ways for individuals to participate and will suit various learning styles, casting a wider net than a narrowly-defined book discussion alone. The combination of intellectual and social elements, fostering inquiry and a building of trust and common cause, lends support to creation of a culture of wellness. We hope to generate discussions and inquiries into what a healthy community might look like and how to bring one about. And through its cooperative nature we hope to help tie the efforts of all five towns and the CWF into a more cohesive force for positive change.</p>
<p>Key Evaluation Data*</p>	<p>Counts developed through program attendance numbers, number of books dispersed to end users, and program surveys.</p>
<p>Provide a detailed evaluation plan. How will you know this intervention is making the difference?</p>	<p>The intervention helped begin the creation of a culture of wellness by offering residents opportunities to learn about and begin building good habits with respect to the CWF elements. Through this grant and our volunteer efforts we are providing a forum for community involvement that we hope will lead to behavioral changes while promoting the CWF and the Dexter Area Wellness Coalition as agencies of real, positive and lasting change.</p> <p>For our location, 500 books were purchased and dispersed, using the library and several other community spots for distribution. Programs included a variety of speakers, book discussions, movie showings and children's story times and activities. For the 2012 program, total attendance of 528 program attendees and an estimated 900 readers of the book "In Defense of Food" within the Dexter community.</p> <p>The Library will continue to survey residents attending programs and plans to distribute surveys with copies of the book this year. Surveys have been altered to include a new question on what lifestyle changes individuals will make as a result of reading/discussing the current book.</p>
<p>If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.</p>	<p>Full written evaluation and report was submitted to the Dexter Coalition and the Chelsea Wellness foundation in March, 2013 and at the conclusion of the Fall 2013 program.</p>



## Individual Intervention Table

<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>In-kind donations of time and book distribution space will be provided by a number of local businesses and organizations, potentially the Cedars of Dexter, Chelsea State Bank, Dexter Pharmacy, Dexter Senior Center, Dexter Township Hall, Dexter Wellness Coalition, the Dexter Wellness Center, Foggy Bottom Coffee House, Jazzercise, Peace Lutheran Church, St. Andrews United Church of Christ, St. James Episcopal Church and Webster Township Hall. In-kind donations of work-time will be provided by members of the local committee, the Friends of the Library and the Dexter District Libraries.</p> <p>All five healthy towns will be involved in the effort, with library directors and branch heads acting as point people in the collaboration. In Dexter, the effort will involve participation of the Wellness Coalition committee, the Dexter District Library, the Friends of the Dexter District Library and local businesses acting as book distribution points including the new Wellness Center.</p>
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<b>Criteria</b>	<b>Descriptions</b>
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>“Community Read” events are recommended avenues for engaging community participation around a particular theme and have been used successfully in many communities. The library-centered effort builds upon already-existing connections within each community and makes use of existing channels of communication. At the same time, the effort fosters the creation of new associations among individuals and groups within the communities. The varied nature of the envisioned programs and the opportunities created by multiple levels of collaboration between and within the five towns make this effort particularly innovative within that tradition.</p>
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>The Library will continue to analyze the book circulation and attendance at events to further refine the program for future years. For 2013, a less expensive copy of the book and programming will be scaled back to provide more targeted and larger attendance at fewer events. This will also help to connect people as more individuals will be gathered for targeted programming.</p>



## Individual Intervention Table

### Budget

Dexter 5H Community Read 2013 - CAWF Grant Budget			\$4,000.00
Date	Expenditure	Area	Cost
	Book purchases	Books	\$3,000.00
	Programming	Events	\$500.00
	Promotion / Printing	Promotion	\$500.00
	Total		\$4,000.00



## Individual Intervention Table

\*Definitions for terms in the intervention table are included below.

### CWO-2 Dexter Depression Awareness

- CWF Element\* to Impact : Connect with others
- Fiscal Agent\* Dexter District Library
- Tax I.D. 38-1739800
- Implementation Contact\* Paul McCann
- Contact phone and email 734.426.4477; pmccann@dexter.lib.mi.us
- Date Funding Required : May 2014
- Implementation Date: May 2014
- Total Amount Requested from CWF: \$ 200.00

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	Whatever our situation, we are all at risk of stress given the demands of daily life and the challenges it brings-at home, at work and in life. Steps that build and maintain well-being and help us all achieve wellness include enough sleep, a sense of self-worth, development of coping skills that promote resiliency, emotional awareness, and connections to family, friends and community, and identifying a common but misunderstood mental health issue called depression. A Depression Awareness campaign in Dexter will be sponsored and promoted community wide to increase awareness and build a foundation for future interventions related to mental health issues. Using free and available public education resources developed by the US government (NIH, NIMH, CDC) we will sponsor key mental health public awareness messages during National Mental Health Month, May 2014. A lecture open to the public will be offered and publicized at the Dexter Library.
Describe your action plan (steps) for implementing the intervention, including timeframe.	<ol style="list-style-type: none"> <li>1. Jan 2014 - Identify media and educational materials from websites available through CDC and NIH/NIMH</li> <li>2. Jan 2014 - Contact a local expert spokesperson and schedule a date in May</li> <li>3. Mar 2014 - Identify electronic media distribution channels to promote awareness and the event</li> <li>4. Mar 2014 - Download appropriate toolkit pieces to educate the Dexter community about mental health issues and depression.</li> </ol>



## Individual Intervention Table

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	The Dexter District Library staff will be responsible for all aspects of the local events and producing marketing copy for those events. The event in May will also be publicized in the Library's quarterly publication.
Do those responsible have the capacity* to implement?	Yes.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	The broader coalition will support this event through dissemination of printed materials at Wellness Coalition events; and also through electronic media used to promote events. This may include Dexter School Messenger, Dexter Library website, 5H website, Dexter Chamber of Commerce Constant Contact and website, and others.
What indicator* will this intervention impact? Describe any data and/or research that demonstrate a need for this intervention, in your community.	The intervention will help to create a culture of wellness by offering residents a chance to learn about mental health issues and resources. The event alone will be an opportunity to bring residents together to share information and avoid isolation.
Primary target population*	Dexter adults 18+
Number of people impacted annually*	The Library's service boundaries are the same as the Dexter Community School boundaries. The Library has a service population of 19,591 residents. The Library currently has 12,690 registered card holders who have used the Library within the last three years.

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	We hope to highlight an important mental health issue in 2014 and build upon this campaign in future years based on comments and feedback we receive from evaluations of the lecture. This may be the basis for a Speaker's Bureau in the future.



## Individual Intervention Table

Key Evaluation Data*	Counts developed through program attendance numbers,
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	The Library will continue to survey residents attending the seminar and also seek opportunities to gather information and input during other Community Read events.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	This is a new intervention for 2014.
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	The Dexter District Library will collaborate with all Wellness Coalition entities (Schools, Chamber, Village, etc.) to promote the message and increase visibility of the importance of mental health.
<b>Criteria</b>	<b>Descriptions</b>
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	<a href="http://www.nimh.nih.gov/health/publications/depression/index.shtml">http://www.nimh.nih.gov/health/publications/depression/index.shtml</a> <a href="http://www.mentalhealthamerica.net/">http://www.mentalhealthamerica.net/</a> It is well documented in the literature that awareness building regarding depression and mental health issues will help to reduce the stigma of identifying it and helping individuals to seek treatment. An awareness campaign for Dexter will be modeled after public campaigns introduced in states and cities all across America.
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	Awareness building through electronic media is a low cost/no cost activity. In the future, we hope to solicit additional organizations committed to mental health as sponsors in order to expand the topic area.



## Individual Intervention Table

### Budget

Dexter Depression Awareness - CAWF Grant Budget

<b>Date</b>	<b>Expenditure</b>	<b>Area</b>	<b>Cost</b>
	Local Speaker Honorarium	programming	\$200.00
	Promotion using electronic media	Promotion	\$0.00
	Total		\$200.00

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## Individual Intervention Table

### **Definitions**

**Element** – Eat better, move more, avoid unhealthy substances and connect with others in healthy ways are the four elements in the CWF vision.

**Fiscal Agent** – (Amy will pull a definition from our policy)

**Implementation Contact** – (Amy will clarify the difference between implementation contact & FI)

**Capacity or Coalition Capacity** – Potential or actual ability to enlist community participation, technology, knowledge, collaboration and other resources to plan and implement a successful intervention.

**Indicator** – A specific, anticipated measure of the impact of an individual program, practice, policy or other intervention implemented as part of the 5H plan. An example of an indicator is The number of adults who eat more than 5 fruits and vegetables a day. CWF will provide a list of possible indicators.

**Primary Target Population** – Demographic (group of people) an intervention is intended to impact. Although the intervention may impact more than one group of people, we are interested in the principal population targeted by the intervention. For instance, a walk to school program may include adult walkers who chaperone children, but the children are the primary target of the intervention.

**Number of people impacted annually** – People who are directly affected by the intervention.

**Key Evaluation Data** – Statistical and other types of information collected and used in the decision-making process. Data may be used to decide where gaps in services exist, if an intervention is effective, or to make other important decisions

**Collaboration between organizations or communities** – Working with others to create something beneficial. Collaborators include those who directly influence the intervention through planning and oversight or with resources like technical assistance, time or funding.

**Priority to implement or maintain** – A high priority intervention is one that is regarded by the Wellness Coalition as more important than others. Medium or low priority interventions are thought of as important but may be delayed.

**Sustainability Plan** – How will you maintain the impact of the intervention over time? Has a plan for sustainability (including long term funding if necessary) been documented?

**Connect with others in healthy ways** – It is not CWF's intent to strictly define connect with others. However, the original intent was to promote positive mental health. We will look most favorably on connect interventions that impact those most at risk for poor mental health (e.g. individuals experiencing social isolation or stress due to physical or social circumstances) and those that foster connections among large numbers of people.



## Individual Intervention Table

*\*Definitions for terms in the intervention table are included below.*

### Marketing Efforts for the Dexter Wellness Coalition

- CWF Element\* to Impact : All elements
- Fiscal Agent\* Chelsea-Area Wellness Foundation
- Tax I.D. 38-1739800
- Implementation Contact\* Paul McCann
- Contact phone and email 734.426.4477; pmccann@dexter.lib.mi.us
- Date Funding Required : Fall 2014
- Implementation Date: Fall 2014
- Total Amount Requested from CWF: \$ 5995.00

<b>Criteria</b>	<b>Descriptions</b>
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	<p>The purpose of this intervention is to raise awareness about Dexter Wellness Coalition activities within our community and to raise awareness about the Dexter Wellness Coalition . The coalition will market itself on local billboards, sponsor local events and help provide interventions with marketing support.</p> <p>As the intervention develops, we will seek targeted marketing opportunities at specific events or towards specific populations.</p> <p>The coalition will seek to find new ways to promote events, interventions, and branding for the Dexter community. Signs, banners, and multiple mailings will contribute to public awareness.</p>



## Individual Intervention Table

	Michael Dendy, Paul McCann and Lori Kintz will help this intervention move forward from the Coalition side. Matt Pegouskie and Ruth VanBogelen will assist from the CWF side.
Describe your action plan (steps) for implementing the intervention, including timeframe.	Individual interventions will be marketed through various methods of marketing (online, print, direct mail, billboard, etc.)  Building and creating awareness about the coalition will be a main effort as well. Yard signs, billboards, and banners can offer exposure to the public.

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	Local graphic designers will work in concert with coalition members and CWF staff to develop effective materials. Coalition members will help design and create the signs, banners and billboards. They will also be responsible for providing materials to graphic artists for all the advertising.
Do those responsible have the capacity* to implement?	Yes
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	This intervention will require coalition members to submit information regarding wellness interventions. Coalition members will also need to be engaged at community events to help spread the message about the coalition's mission and wellness plan.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	<ul style="list-style-type: none"> <li>Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP)</li> <li>2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP)</li> <li>The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)</li> <li>Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP)</li> <li>More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)</li> </ul>
	These measures address both adult and child physical activity which walking can affect and because they are measures that are collected regularly we should be able to see the impact.



## Individual Intervention Table

Primary target population*	All ages
Number of people impacted annually*	With a well-rounded marketing plan, the coalition brand will make a larger impact. If coalition member interaction at local events is combined with the marketing efforts through Facebook, other online methods and local media, the awareness level in the community is great.
<b>Criteria</b>	<b>Descriptions</b>
Intervention Specific goals, what do you hope to accomplish?	The specific goal is to increase the number of people interacting with coalition interventions and knowledge of the coalition's existence.
Key Evaluation Data*	Increase in facebook likes and participation in community sponsored events.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	All coalition materials (with the exception of t-shirts) will ask community members to like the Dexter Wellness Coalition on facebook. We will track the increase in likers and followers.  We will also track the number of coalition members who participate in events. We'll survey participants at interventions to learn how they learned of specific events.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	N/A
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	Marketing the coalition will require collaboration on all fronts. All coalition leaders responsible for interventions will submit information to the leaders of this intervention. Organizations with a newsletter or website will be asked to include information about 5H as well.



## Individual Intervention Table

Criteria	Descriptions
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	As long as the coalition is in existence marketing will play a major role in what's happening. It's especially important in the early years to build brand recognition. As the coalition progresses more people will follow what we are doing via interventions, social media and news reports. For the next two years however, we will depend on coalition funding and local partnerships to build awareness.

### Budget

Billboards - \$3000

E-mail marketing campaign - \$295.00

Media advertisements - \$1000

Facebook Ads - \$1200

Yard Signs - \$500



# Individual Intervention Table

## Definitions

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**Key Evaluation Data** – Statistical and other types of information collected and used in the decision-making process. Data may be used to decide where gaps in services exist, if an intervention is effective, or to make other important decisions

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**Sustainability Plan** – How will you maintain the impact of the intervention over time? Has a plan for sustainability (including long term funding if necessary) been documented?

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