

# Grass Lake Community Wellness Initiative

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## 2012-13 Comprehensive Community Wellness Plan



**Proposal to the  
Chelsea Area Wellness Foundation**

**August 22, 2012**

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## I. Overview

The Grass Lake Community Wellness Initiative is a community-based organization with the mission to positively and pro-actively enhance its community's health and wellness. Community members, township and village officials, law enforcement officers, school district employees, local health organizations, and others have come together to develop a long term wellness plan that will satisfy the health needs of the community for years to come.

In 2010, some important discussions took place in the community because of distressing issues and concerns about teen drug use, abuse and teen drug overdose. These community discussions laid an important foundation for the work that has been accomplished to date to address not only teen drug use, but the four actionable focus areas of the Chelsea Wellness Foundation. The **Grass Lake Wellness Coalition** formed as a follow-up to these critical community concerns, and began their mission to assess the overall health needs of the community and begin the planning process for a comprehensive and coordinated wellness and health promotion program.

The Coalition is currently comprised of community leaders and health care professionals whose demonstrated commitment is to helping the families of Grass Lake practice healthy lifestyles. Their goal is to create and support a healthy community culture so that residents can execute healthy choices and behaviors more easily. (See Attachment for Coalition membership.)

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### **Our Vision**

As one of the healthiest communities in the Midwest,  
we choose to eat better, move more, avoid unhealthy substances  
and connect with others in healthy ways.

### **Our Mission**

Our mission is to create a culture of wellness and foster sustainable improvements in the health of our community through stewardship of our resources, innovative and collaborative grants, and engagement of our residents in the pursuit of healthy life choices.

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## II. Identified Community Health Needs, Gaps in Resources and Services

The Grass Lake, Michigan area boasts a culture rich in its rural character and heritage. Grass Lake village spans one square mile, and a total population of nearly 1,165 residents. Together with its surrounding townships it represents a close knit community. Geographically, the Village of Grass Lake is located in Eastern Jackson County between Ann Arbor and Jackson. The Village lies 2.6 miles south of I-94, which leads to points east and west and provides access to routes running north and south. The Village's main street, Michigan Avenue, which was formerly Old US 12, became simply an east/west route through Jackson County and the Village when I-94 was opened. It remains a main thoroughfare through the area leading to the City of Chelsea to the east and the City of Jackson to the west. For the purposes of this outreach and education plan, the target population primarily resides in the Grass Lake School District.

Target Population: Approximately 6300 residents, including the residents of Grass Lake Village (1165 residents), Grass Lake and Waterloo Townships, and children attending school in the Grass Lake School District (1265 individuals K-12).

Median household income for houses/condos with a mortgage: \$63,417

In preparation for its recommendations, the Wellness coalition studied and reviewed available data from the BRFSS 2010 Report, the Michigan Profile for Healthy Youth, the County Health Improvement Plan, the Nutrition Environment Assessment Tool, and the Report for Promoting Active Communities. As a follow-up, the Coalition focused its discussions on the development of a Logic Model in 2011, to guide its planning and assure that strategies and interventions were data-based, measureable, and appropriate.

The Logic Model focused discussion on health indicators, gaps in services and resources, goals, objectives and strategies. Some highlights include:

- Grass Lake has only one grocery store offering fresh produce
- Designated walking and biking paths in the community are limited to non-existent
- Limited indoor exercise facilities curtail exercise options during Michigan winters
- Participation in community events is low
- Public transportation system is limited
- Depression and mental health issues still suffer social stigma
- Bullying is present in the schools
- 2/3 of under- age high school students report having easy access to alcohol

These trends and data reports identified the following top health indicators for the Grass Lake communities:

Positive Health Indicators	Negative Health Indicators
<ul style="list-style-type: none"> <li>• 96% report high life satisfaction</li> <li>• 75% get the social/emotional support</li> <li>• 71% strongly agree that their neighborhoods are safe for walking</li> <li>• 63% have visited their doctor for routine care in the past 12 months</li> </ul>	<ul style="list-style-type: none"> <li>• 9% smoke an average 15 cigarettes/day</li> <li>• 2% drove while under the influence in the last month</li> <li>• 4% qualify as “heavy” drinkers</li> <li>• 9% of adults age 18-29 use substances to get high or feel good</li> <li>• 70% of adults are overweight (nearly half of these fall into the obese category)</li> <li>• Residents consume only 2.7 servings of fruit &amp; vegetables daily</li> <li>• Approx. 30% of middle/high school students drink soda daily</li> <li>• 18% of 11<sup>th</sup> graders report attempting suicide in the past year</li> <li>• Only 66% of adults participate in physical activity outside of work</li> <li>• Approx. 52% of middle/high school students get adequate physical activity</li> <li>• 22% diagnosed with hypertension</li> <li>• 28% diagnosed with high cholesterol</li> <li>• 14% diagnosed with depression</li> <li>• 43% don’t believe that sidewalks, trails &amp; paths are adequate for non-motorized travel</li> </ul>

It is clear from these data that the Grass Lake community would benefit from health initiatives/interventions that target risks factors for the following:

1. Outreach for depression awareness, intervention and treatment, especially among school age populations
2. Weight Management and Healthy Nutrition Programs for adults, adolescents and children
3. Nutrition and Dietary support for high blood pressure and high cholesterol management
4. Exercise support for weight management, high blood pressure and cholesterol management
5. Ongoing early detection screening for high blood pressure and high cholesterol since these are diseases that often go undiagnosed, and list weight as a primary risk factor. If untreated, hypertension and hypercholesterolemia can lead to more complex, costly and devastating health issues. Based on research studies, this may also be expanded to include early diabetes awareness, detection and education.

### Section III: Proposed Interventions – Collaboration and Budget Summary

Intervention	Budget Request	Oversight/Management
MM-Feasibility Study for Wellness Center	\$ 25,000	Township of Grass Lake
MM-Concept Drawing for Parks	\$ 5,000	Grass Lake Schools, Grass Lake Village
MM-Grass Lake Fitness Ctr. Equipment	\$11,000	Grass Lake Schools
MM-Recreation Park Path Maintenance	\$ 8,000 with matching funding	Township of Grass Lake
MM-Elementary School Playground Coord.	\$11,000	Grass Lake Schools
<b>MM-Walking Coordinator</b>	<b>\$2,000</b>	<b>Chelsea Wellness Foundation</b>
EB-Healthy Choices PTO Programming	\$ 2,600	George Long Elem School PTO
EB-Community Cooking Classes	\$ 3,600	Jackson District Library
EB-Healthy Food Education	\$ 5824.50	Grass Lake Schools
CWO-Food For Friends	\$ 2,340 (variable)	Federated Church of Grass Lake
AUS-Most Teens Don't Sticker Campaign	\$1,215	United Way of Jackson County
AUS-Most Teens Don't Marketing	\$ 5,360	United Way of Jackson County
<b>GLCWI Marketing</b>	<b>\$3,500 (5% of Total)</b>	<b>CWF</b>

## Section IV. Proposed Programs - Individual Interventions Summary

The following individual program interventions are recommended for Year 1 and beyond. Each are discussed in detail in the Individual Intervention attachments.

### 6 MOVE MORE INTERVENTIONS

The Grass Lake Community Wellness Initiative has identified 3 key objectives which guided the development of 10 community interventions for Move More:

- Increase the percentage of adults reporting participating in at least one physical activity outside of work in the past month
- Increase the percentage of students reporting adequate physical activity in the past week
- Increase the percentage of students who report attending a physical education classes one or more day during the average school week

1. **Grass Lake Wellness Center** – In year 1, the Coalition will initiate a feasibility study and business plan to develop a community-wide wellness center. Consultants will conduct a feasibility study, collect necessary data, review local facilities, and identify appropriate next steps and resources required. Administrative oversight by the Township of Grass Lake.  
Contact Person: Jim Stormont, [jims@grasslakect.com](mailto:jims@grasslakect.com)  
Implementation Date: Immediate  
Date Funding Required: Immediate
2. **Concept Drawing for Community Park Spaces** – The Coalition will hire professional consultants to collect information to create and expand local fields and park facilities. This initiative will increase usage by making parks more attractive, diverse, and accessible to all target populations. Administrative oversight by Grass Lake Schools.  
Contact Person: Doug Moeckel, [doug.moeckel@grasslakeschools.com](mailto:doug.moeckel@grasslakeschools.com)  
Implementation Date: Immediate  
Date Funding Required: Immediate
3. **Equipment Update in Grass Lake High School Community Fitness Room** – The Coalition will purchase new exercise equipment to provide the students and community members with reliable and safe replacements for current equipment. **It is the intention of the school district to initiate nominal membership fees for the purpose of funding future equipment purchases, and then to expand available hours of operation into weekends.**  
Administrative oversight by Grass Lake Schools.  
Contact Person: Doug Moeckel, [doug.moeckel@grasslakeschools.com](mailto:doug.moeckel@grasslakeschools.com)  
Implementation Date: Immediate  
Date Funding Required: Immediate
4. **Recreation Park Path Repair & Maintenance** – The Coalition will increase the accessibility of safe walking/biking areas by repairing all paths at the Grass Lake Sports and Trails Recreation Park. Administrative oversight by Township of Grass Lake.

Contact Person: Jim Stormont, [jims@grasslakect.com](mailto:jims@grasslakect.com)

Implementation Date: Immediate

Date Funding Required: Immediate

5. **Playground Coordinator – George Long Elementary School** - The Coalition will hire a Playground Coordinator to improve structured activity during school recess periods.

Administrative oversight by Grass Lake Schools.

Contact Person: Doug Moeckel, [doug.moeckel@grasslakeschools.com](mailto:doug.moeckel@grasslakeschools.com)

Implementation Date: Immediate

Date Funding Required: September 2012

6. **Walking Coordinator – Chelsea Wellness Foundation** - Hire a walking coordinator through Chelsea Hospital that would include organization of walks and printed materials and maps. This would allow us to easily inform the public of the resources available to them in our area and would also provide incentive to walk/run through Hospital's programming.

Contact Person: Shari Montoye

Implementation Date: Immediate

Date Funding Required: Immediate

### 3 EAT BETTER INTERVENTIONS

The Grass Lake Community Wellness Initiative has identified 3 key objectives related to healthy eating and nutrition which guided the development of 3 programmatic interventions:

- Increase average daily adult and youth consumption of fruits and vegetables to 5-7 servings per day
- Decrease the portion of students who are trying to lose weight to be within 5 percentage points of the percentage of students who meet criteria for being overweight or obese.
- Decrease the percentage of students reporting drinking at least one soda per day in the past week.

1. **Improve Healthy Food Choices at George Long Elementary School PTO Events** –

The Coalition supports the improvement of healthy dinners and snacks to students and families at PTO sponsored events. Administrative oversight by George Long School PTO.

Contact Person: Kristyn Sandoval [knsandoval08@comcast.net](mailto:knsandoval08@comcast.net)

Implementation Date: September 2012

Date Funding Required: Immediate

2. **Community Cooking Classes** – The Coalition will provide free healthy cooking demonstrations, recipes and samples at the library. Administrative oversight by Jackson District Library.

Contact Person: Suzanne Weible, 517-522-8211

Implementation Date: September 2012

Date Funding Required: Immediate

3. **Education for Healthy Food Preparation** – The Coalition supports a hands-on program that teaches skills related to whole foods and vegan nutritional choices. Administrative oversight by Grass Lake Community Schools.

Contact Person: Joann Karle, [joanne.karle@grasslakeschools.com](mailto:joanne.karle@grasslakeschools.com)

Implementation Date: Fall 2012

Date Funding Required: Immediate

## 1 CONNECT WITH OTHERS INTERVENTIONS

The Grass Lake Wellness Coalition identified 2 objective related to Connecting with Others In Healthy Ways that guided the development of 1 programmatic interventions.

- Decrease the percentage of adults over the age of 50 who report 10 or more days with poor mental health in the past month
- Decrease the percentage of women who report 10 or more days with poor mental health in the past month

1. **Food For Friends** – The Coalition will sponsor nutritious meals delivered to the Federated Church of Grass Lake that will be provided to seniors. It is our hope that funding will allow us to arrange for home pickup of seniors to be brought to the church for meals.

Administrative oversight by Federated Church of Grass Lake.

Contact Person: Rev. Chuck McNeil [glfederated@yahoo.com](mailto:glfederated@yahoo.com)

Implementation Date: Immediate

Date Funding Required: Immediate

## 2 INTERVENTIONS TO AVOID UNHEALTHY SUBSTANCES

The Grass Lake identified 2 objectives relative to Unhealthy Substances which guided the development of 2 programmatic interventions.

- Decrease the percentage of youth who report it would be sort of or very easy to get alcohol
  - Increase the percentage of students who report regular alcohol use to be a moderate or great risk
1. **Most Teens Don't – Sticker Shock Campaign** – The Coalition will work with the Jackson County Substance Abuse Prevention Coalition and local law enforcement to conduct a sticker shock campaign to improve awareness of laws pertaining to selling alcohol to minors. Administrative oversight by United Way of Jackson County.  
Contact Person: Wendy Murdock [wmurdock@uwjackson.org](mailto:wmurdock@uwjackson.org)  
Implementation Date: October 2012  
Date Funding Required: September 2012
  2. **Most Teens Don't – Marketing Campaign** – The Coalition will implement a county-wide social norming campaign to change youth perceptions about peer alcohol use and abuse. Administrative oversight by United Way of Jackson County.  
Contact Person: Wendy Murdock [wmurdock@uwjackson.org](mailto:wmurdock@uwjackson.org)  
Implementation Date: April-June 2013  
Date Funding Required: September 2012

## 1 INTERVENTION FOR MARKETING OF INITIATIVE

**Marketing** - In order to achieve buy-in for our wellness initiatives it is important that our community receive effectively disseminated information about the purpose and goals of the Initiative and how its interventions are being funded. As well, it is important for the community to realize that these interventions were derived from statistical analysis and strategic planning. The Coalition is requesting a \$3,500 budget allowance. Administrative oversight by CWF  
Contact Person: CWF  
Implementation Date: 2012  
Date Funding Required: 2013.

### V. Current and Ongoing Grass Lake Community Wellness Initiative Responsibilities

To date, the Grass Lake Coalition's instrumental role has been to serve as a community council to review needs, identify gaps, represent the interests of the community, and organize appropriate health interventions. As programs get underway, the Coalition will serve as a review board to evaluate program outcomes and recommend ongoing funding, and/or to suggest that program modifications be made to achieve desired results.

As the Grass Lake communities move forward in establishing their wellness culture, new organizations and individuals may emerge with innovative program suggestions. It will be essential for the Coalition to establish a process for ongoing and new membership, so that programs remain innovative, achievable, and meet and respond to the vital needs of the changing environment.

Coalition members shall remain active in their roles as wellness advocates as long as they can voluntarily serve in that capacity and the Coalition shall welcome new members as appropriate.

### VI. Lessons Learned and Issues to Discuss Going Forward

**Lesson 1: We will not give up on improving our health, our happiness, and the healthy lifestyle of our community members.**

The Grass Lake Wellness Coalition came together two years ago under distressing circumstances. The youth of this community were at risk, and the community was hurting. Many interventions have been discussed and put into place. The momentum gained as a community and as families of Grass Lake will sustain us into the future. The Coalition has expanded its scope to include the needs of all of our community members, but we remain vigilant on the needs of our youth. They are our future.

**Lesson 2:     Effective communications and successful participation in wellness don't happen automatically. They are the result of thoughtful, strategic and tactical outreach interventions that focus on the needs of our population.**

Strategic marketing of 11 interventions is required to obtain successful outcomes. People participate or neglect to participate in wellness programs for many reasons. Lack of awareness, lack of interest, inconvenience, cost, and comfort levels all play a role in personal choices about health. A coordinated communications campaign, where residents see and hear about the value of wellness, will supplement all efforts to maximize participation in every program offering.

An example of a coordinated communications theme is “Wellness Where You Are.” This theme could focus on specific health education messages, delivered in creative ways, in multiple settings. For example, September is National Cholesterol Education Month. Cholesterol education ties in with the Coalition’s efforts for weight management, exercise, and better nutrition. An effective strategy for communicating cholesterol awareness would be to create multiple delivery messages that reach individuals and families wherever they are in the community, including shopping areas, doctor’s offices, community events and billboards, exercise areas, churches, grocery stores, schools, etc.. There are many resources available to create such awareness campaigns cost effectively.

# Wellness Where You Are

## A Strategic Communications Campaign



Source: Washtenaw Community College, June 2012

### **Lesson 3: Community wellness is a partnership between individuals, families, and the business and community organizations that help us achieve our goals.**

We cannot under-estimate the value of the partnerships that are created when a community coalition is formed to address community needs. The collaboration has synergy, and it symbolizes the values and personalities each community. Grass Lake is unique, and we wish our programs to reflect this uniqueness. We will work as a group to assure that our interventions are customized to meet the needs and interests of our residents.

Source: [United States Census Bureau](#)

Grass Lake Wellness Initiative – Logic Models 2011

<http://www.city-data.com/housing/houses-Grass-Lake-Michigan.html#ixzz239DL8Ek2>

Village of Grass Lake Website - <http://www.villageofgrasslake.com/>.

Washtenaw Community College; Novak-Kintz, L. *Evaluating Your Corporate Wellness Program*, June 2012.

United States Census Bureau

#### Attachments

Attachment A:	12 Intervention Tables
Attachment B:	2012 Program Matrix for Grass Lake Communities
Attachment C:	NorthStar Capital Letter of Explanation (Re: Feasibility Study for Fitness Center)
Attachment D:	Population Map for Grass Lake Charter Township
Attachment E:	Coalition Roster

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

### Intervention # 1

Title: Commission Business Plan for the Grass Lake Wellness Center  
 CWF Element to Impact: Move More, Eat Better, Connect with Others, Avoid Unhealthy Substances  
 Oversight organization: Township of Grass Lake  
 Tax I.D: 38-6067798  
 Contact Person: Jim Stormont, 522-8464, jims@grasslakect.com  
 Date Funding Required: Immediate  
 Implementation Date: Immediate

Criteria	Descriptions
Brief Description	<p>It has been the desire of our coalition to move toward the construction of a comprehensive wellness center somewhere in the Township of Grass Lake. The GLCWI would like to initiate a feasibility study with professional consultants (NorthStar Capital Advisory Services) to gather information regarding the expansion of local fitness facilities for our community. Based on assessment results, the plan will address issues such as needed resources and identified barriers to overcome, such as childcare and need-based financial assistance for participation in activities and events. This intervention will be an expansion of previous efforts to promote available opportunities. NorthStar Capital Advisory Services will deliver a comprehensive feasibility and funding assessment and recommendation, options and direction, suitable to efficiently access the appropriate and applicable capital providers. The Grass Lake Wellness Center will be financially structured similarly to the Chelsea Wellness Center, which is a non-profit tax-exempt entity. A successful feasibility study will then prompt a business plan that will analyze return on investment for prospective investors. It is projected that all funding for construction of the Grass Lake Wellness Center will be generated by private investors. <b>We have included a letter of intent from NorthStar Capital that will explain their methods for gathering information from constituents about their needs and wants in our community regarding wellness, and then will tell us if a wellness center is feasible in our community and how to finance it. Included with our proposal is a Geographic Information Systems map displaying the pockets of population that currently exist in the Grass Lake Township in reference to possible sites for the center.</b></p>
Indicator/s this intervention will impact & why it was selected.	<p>This intervention is a priority because only 54.1% of middle school and 51.7% of high school students reported getting adequate physical activity in the past week (defined as being active for a total of at least 60 minutes per day on five or more days per week), and only 66% of adults report participating in any physical activity outside of work in the past month.</p>
Primary target population	All ages
# of people impacted annually	All residents of the Grass Lake School District – <b>1,000 projected if project proves to be feasible and fills the wellness needs of the community. Also included in the Grass Lake School District are approximately 150 families</b>

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

	living in adjacent townships bordering Grass Lake Township and their children attend Grass Lake schools.
Intervention specific goals	For the Grass Lake Wellness Center – to ensure economic feasibility of the plan
Key Evaluation Data	A successful feasibility study will prompt the development of a business plan.
Program costs	<b>\$25,000</b> - Commission a feasibility study and business plan for a full-scale recreational facility (The Grass Lake Wellness Center). This amount would be the maximum needed, with the final amount most likely being something less than that.
Collaboration	The GLCWI will partner with the Chelsea Area Wellness Foundation toward developing these projects. 12 acres of prime land is being provided for this project by landowner Tenneco if and when a successful business plan is developed.
Priority to implement	High – Preliminary plans have already been developed and the commitment by Tenneco must not be squandered by delays. We feel we have a successful plan in the works and we would like to get it officially kicked off with a feasibility study and subsequent business plan. The entire task of NorthStar will not exceed \$15,000 and will end with a business plan for the facility.
Sustainability plan	This project will end with a recommendation to stop plans, or to continue to move ahead.
Policy, infrastructures, system & behavior/culture	Development of these factors would be subsequent to a successful business plan.
Best practice, Recommended in the lit, Innovative	Having a facility that can be opened to the public year-round with consistent hours of operation would be an incredible benefit to our community, to the surrounding businesses, and to our schools. We expect that the benefits would be outstanding and would be both direct and indirect for the community.

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

### Intervention #2

Title: Commission Concept Drawing for Community Park Spaces (Stoker Field, Community Activity Park, County Park)  
 CWF Element to Impact: Move More, Eat Better, Connect with Others, Avoid Unhealthy Substances  
 Oversight organization: Grass Lake Schools and the Village of Grass Lake  
 Contact Person: Doug Moeckel, 522-5544, [doug.moeckel@grasslakeschools.com](mailto:doug.moeckel@grasslakeschools.com) and Tom Nolte at [tnolte@cablespeed.com](mailto:tnolte@cablespeed.com)  
 Tax I.D: 38-600-1844 (GLCS)  
 Date Funding Required: Immediately  
 Implementation Date: Immediately

Criteria	Descriptions
Brief Description	<p>The Grass Lake community has three “diamonds in the rough” that could potentially be destination point for community members and those from outside of our community to gather, socialize, exercise, and collaborate. The first is the Grass Lake County Park on Grass Lake. This land has a playground, benches, picnic tables, and a concession stand. The second area is the newly named Community Activity Park, which is located on the north side of the tracks just off of Lake and Brown Streets. This area is largely undeveloped at this time, but has already been used for several successful events. The third area is Howard Stoker Memorial Field on S. Union Street. <b><i>(Please see included photos below.)</i></b> This field and its fixtures belong to the Grass Lake School District, who uses it for Middle School football, Youth football, and club soccer. The facility also has a six lane track that is used extensively of walking and jogging by the community. The CWF Community Advisory Group brought in Warren Rauhe from MSU’s “Small Town Design Initiative” to show us what he does to areas needing improvement, using concept drawings and <i>Photoshopped</i> images.</p>
Indicator/s this intervention will impact & why it was selected.	<p>Our statistics indicate that our community is not only lacking in physical activity, but also in social connectedness. The possibility that we could contract with someone who could give us a fresh look and starting point for development of these areas was intriguing to our committees.</p>
Primary target population	All ages
# of people impacted annually	6,300 – It is our hope that everyone in our community will eventually benefit from these plans, either by physically using the facilities, or by cultivating pride in our community that will in turn translate into further volunteer efforts within our community.
Intervention specific goals	<p>To establish a benchmark for improvement of our current facilities to effectively plan for future improvements. We would like to have facilities that promote togetherness and community activities, while promoting physical activities in aesthetically pleasing areas. Once this benchmark has been established we would be pursuing funding from the CWF and our local municipalities and granting sources to commence their improvement.</p>
Key Evaluation Data	Monitor timeline and recommendations for phase 2

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

Program costs	<b>\$5,000</b> - Commission concept drawings for Stoker Field, the Grass Lake County Park, and the Grass Lake Community Activity Park with the intent of enhancing their natural qualities to promote increased wellness through exercise and connectedness.
Collaboration	This project would be a collaboration of the two owners of the facilities; namely Grass Lake Community Schools and the Village of Grass Lake.
Priority to implement	Medium. While we eagerly await the results of this commissioning, its results will only be the first step toward improvement.
Sustainability plan	This plan is a one-time expenditure that would only serve to provide us with a road map for improvement.
Policy, infrastructures, system & behavior/culture	Stoker Field must remain with its primary use as an athletic field for school athletics, which include Middle School football, youth football, and Varsity Soccer. While the track is currently used as a practice facility for Middle School track teams, the plan would be to reduce the track to 2-3 lanes from the existing six lanes, and widen the playing field to accommodate soccer. With that in mind we would strive to create a park-like facility by adding more lighting, an improved walking surface, and greenery that would attract community member to use it, which is what is currently occurring. Similarly, the remaining areas at the lake and in downtown Grass Lake would receive a beautification and utilitarian makeover on paper offering our municipalities a “roadmap” for where we need to go. Again, we are working to create wellness destinations that not only make our community a better place to live and recreate, but also to expand pride and wellness levels for our community.
Innovative (provide a citation if available)	<p>Small Town Design Initiative (STDI):  <a href="http://www.spdc.msu.edu/programs/landscape_architecture/small_towns_initiative/">http://www.spdc.msu.edu/programs/landscape_architecture/small_towns_initiative/</a></p> <p>The objectives of the STDI are:</p> <ul style="list-style-type: none"> <li>• Work with communities to develop environmental design ideas for local issues and opportunities.</li> <li>• Consensus building.</li> <li>• Idea generation.</li> <li>• Attack a challenging environmental concern.</li> <li>• Act as a bridge between communities and consulting design professionals.</li> <li>• Provide for in-community student learning. Creative and scholarly work outlet.</li> </ul>

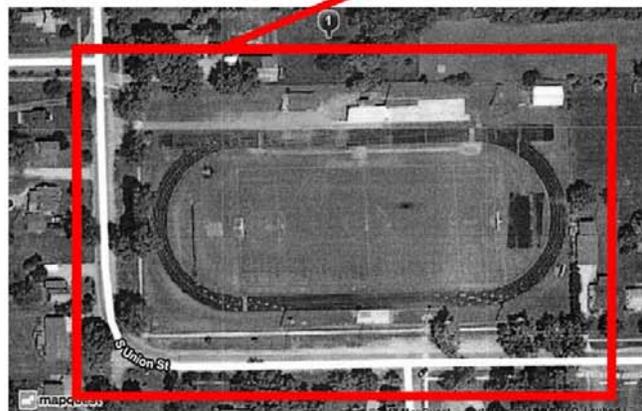
Grass Lake Individual Intervention Table – Move More – 6 Interventions



**COUNTY  
PARK**



**COMMUNITY  
ACTIVITY  
PARK**



**STOKER  
FIELD**

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

### Intervention #3

Title: Update Equipment in Grass Lake High School Community Fitness Room  
 CWF Element to Impact: Move More                      Contact Person: Doug Moeckel  
 Oversight organization: Grass Lake Schools                      Contact's phone/email: 517-522-5544, doug.moeckel@grasslakeschools.com  
 Tax I.D: 38-600-1844 (GLCS)  
 Date Funding Required: Immediate  
 Implementation Date: Immediate

Criteria	Descriptions
Brief Description	<p>During the 2011-2012 school year the Grass Lake Community Education Department of the Grass Lake Community Schools began to open the Grass Lake High School Fitness/Weight Room to the community for free. It is available from 6-9 AM Monday through Thursday during the summer, and 6-9 AM and 6-9 PM when school is in session. During the school year the High School's hallways are open to walkers from 6-9 PM on days when school is in session. This has been a very popular service, but the increased use has required us to purchase a new elliptical (PreCor EFX-825) and a new treadmill (PreCor TRM-823 w/P20 Tread), each for \$5,500 for high quality machines with the longest life. <b>It is the intention of the school district to initiate nominal membership fees for the purpose of funding future equipment purchases, and then to expand available hours of operation into weekends.</b></p>
Indicator/s this intervention will impact & why it was selected.	Inadequate physical activity. Only 62% of our community's population has physical activity outside of their workplace. It is important that this equipment be readily available to our community to ease their effort to exercise.
Primary target population	All ages of our community members 500 participants ( <b>reduced from 6,300 people</b> ). High School students during their physical education classes, and the remainder of our community during open hours.
# of people impacted annually	Approximately 630 projected (10% of Grass Lake residents)
Intervention specific goals	<p>To reduce the following risk factors in our community by providing a convenient facility with updated equipment that will not be an impediment to participation:</p> <ul style="list-style-type: none"> <li>• Depression 14%</li> <li>• Hypertension (high blood pressure) 22%</li> <li>• Diabetes 5%</li> <li>• Heart Disease</li> </ul>

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

	<ul style="list-style-type: none"> <li>– Heart attack 6%</li> <li>– Angina or coronary heart disease 5%</li> <li>– High cholesterol 28%</li> </ul> <p><i>(From the Grass Lake-MSU Behavioral Risk Factor Surveillance System (BRFSS) Data 2010)</i></p>
Key Evaluation Data	Event participation records, MIPHY, HIP, BRFSS
Program costs	<b>\$11,000</b> - One Elliptical walker and one Treadmill walker
Collaboration	The Grass Lake Community Education Department will initiate a user fee that will provide funding for future machine purchases.
Priority to implement	High. Our machines are wearing out quickly.
Sustainability plan	Recognizing that the increased use of the facility is shortening the life of the machines, the Grass Lake Community Education Department will begin charging community members \$1 per visit, up to \$10 per month, for use of the facility. All users will be required to sign in during each visit to procure usage information. The membership will go directly toward maintenance and replacement of equipment in the future. We estimate that 75 people use the facility regularly now. \$10 per month X 75 users X 8 months = \$6,000. This would allow us to maintain a purchase program well within the usable life of these machines.
Policy, infrastructures, system & behavior/culture	The Grass Lake High School Physical Education Department maintains this facility and regularly posts rules for usage and maintenance. By opening the facility to the public we are attempting to provide the benefits of Chelsea and Jackson fitness centers right here for our community members. We just need to make sure these machines are in good shape before we advertise or program and work to expand its usage
Best practice, Innovative	This is innovative as it is the opening of school facilities to our stakeholders and community members. As the hub of activity for our community, it is important to show that we are concerned about the fitness levels of our community members. The fitness level of the space's users will become higher. The more users we have, the higher the fitness levels and the more revenue we generate to further update our machines.

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

### Intervention #4

Title: Increase accessibility of safe walking and biking areas – **Recreation Park path repair/maintenance**  
 CWF Element to Impact: Move More Oversight organization: Township of Grass Lake  
 Contact Person: Jim Stormont, 522-8464, [jims@grasslakeect.com](mailto:jims@grasslakeect.com) Tax I.D: 38-6067798  
 Date Funding Required: Immediate Implementation Date: Immediate

Criteria	Descriptions
Brief Description	Repair and maintain all paths at the Grass Lake Sports and Trails Recreation Park. This construction will allow all interested residents of Grass Lake to easily enjoy the assets that are being improved at the park.
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> <li>• On average, residents say they walk or bike for transportation 12 times a week               <ul style="list-style-type: none"> <li>– 43% don't believe the neighborhood has sidewalks, trails &amp; paths to accommodate non-motorized travel</li> </ul> </li> </ul> <p><i>(From the Grass Lake-MSU Behavioral Risk Factor Surveillance System (BRFSS) Data 20101)</i></p>
Primary target population	All interested parties aged 18-85.
# of people impacted annually	With a school district population of approximately 6,300, we would like to see 25% of this number, or 1,525 residents taking advantage of the trails at the Park after the first year.
Intervention specific goals	<p>With proper repair and maintenance of the existing trail system we would expect that:</p> <p>Short-term: 25% of our population (1,525) would be positively impacted by the trails in the first year.</p> <p>Mid-term: 35% of our population (2,200) would be positively impacted by the trails in the second year</p> <p>Long-term: 50% of our population (3,150) would be positively impacted by the trails in the third year and the that the park would become a destination point for people from outside of our community, such as Jackson County's Falling Water Trail currently is.</p> <p>After the third year we would like to have a permanent fund established in the Township covered by taxes that would maintain the park into perpetuity.</p>
Key Evaluation Data	Participation registrations, HIP, MIPHY
Program costs	<b>\$8,000</b>
Collaboration	The GLCWI will coordinate with 5 Healthy Town coalitions, schools, municipalities, and the Chelsea Wellness Foundation for methodology, funding, and direction. The GLCWI will also partner with the Parks and Recreation Department in order to maintain and improve current trails. <b>Grass Lake Township will match the Foundation's funding amount not to exceed \$8,000.</b>
Priority to implement	This is a high priority. Much volunteer time and effort has been applied to this project, along with generous

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

	<p>donations from area businesses, to get it to its current condition. It is our hope that with funding support this year from the Foundation that we can “keep the ball rolling”, involve the Township in the matching funds, and then rely on our community in the future to fund the area properly.</p>
Sustainability plan	<p>Future funding has been allocated using proceeds from the telecommunications tower rental funding that will be available for the foreseeable future. The park is at a crossroads at the time that is begging for an infusion of capital to put it into a sustainable position.</p>
Policy, infrastructures, system & behavior/culture	<p>This intervention will impact systems by working to connect trail networks between communities. The park is currently used heavily by the Grass Lake Summer Youth Baseball/Softball League, and by the American Youth Soccer Organization’s Region 610. Both organizations bring hundreds of spectators to their events every year. Having this facility in usable condition with proper funding, we feel, will prompt visitors to expand their wellness activities. Behavior change will be impacted for residents who use the trail system for physical activity.</p>
Best practice, Recommended in the lit, Innovative (provide a citation if available)	<p><a href="http://www.ci.redding.ca.us/CommunityServices/Docs/ParkMaster/2004-1-parkstrategy.pdf">http://www.ci.redding.ca.us/CommunityServices/Docs/ParkMaster/2004-1-parkstrategy.pdf</a></p> <p><i>“Parks and recreation programs offer benefits that are sometimes difficult to measure in a fiscal analysis, but which are well worth our investment and our attention. As essential parts of the city, they contribute tangibly to many areas of community life.</i></p> <p><b>Community Health</b></p> <p><i>Parks give people a means for safe recreation and activity. Ready access to these kinds of public spaces can play a crucial role in fighting physical inactivity, which is a serious public health problem that results in adverse health outcomes and increased health care costs. Regular physical activity of moderate intensity reduces the risk of many diseases, such as Type II diabetes, coronary heart disease, osteoporosis, and obesity. Physical activity has also been shown to increase self esteem, and alleviate depression and anxiety.</i></p> <p><i>Among children and adolescents, regular physical activity and exercise have been shown to improve school performance, increase the sense of personal responsibility and group cooperation, and decrease consumption of drugs and alcohol. Although the health benefits of physical activity are well known, one in four adults in the United States is largely inactive at work and during leisure time, according to a 2003 report by the Centers for Disease Control and Prevention (CDC).”</i></p>

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

### Intervention # 5

**Title:** Staff George Long Elementary with a Playground Coordinator  
**CWF Element to Impact:** Move More  
**Oversight organization:** Grass Lake Schools      **Contact Person:** Doug Moeckel  
**Tax I.D.:** 38-600-1844 (GLCS)      **Contact’s phone and email:** 522-5544, doug.moeckel@grasslakeschools.com  
**Date Funding Required:** Immediate      **Implementation Date:** ASAP

Criteria	Descriptions
Brief Description	In response to urgent calls from our State legislators to increase the amount of vigorous physical activity for our youth, this staff person would be responsible for making sure that all George Long Elementary School students enjoyed a structured activity during their recess at least once every week for a 30 minute period, which would supplement our current physical education programming.
Indicator/s this intervention will impact & why it was selected.	The Michigan Grade Level Content Expectations require physical fitness instructional periods totaling 150 minutes per week (elementary). Grass Lake elementary students receive 60 minutes per week of instruction, leaving us 90 minute short of the requirement every week. While having a playground coordinator provided structure activities for different groups every week would not significantly move us to meet the expectations, we feel the function of recess will be optimized.
Primary target population	Grades K-5
# of people impacted annually	Approximately 600 students
Intervention specific goals	By promoting healthy behaviors we can help: <ul style="list-style-type: none"> <li>• Increase student’s level of alertness and ability to learn</li> <li>• Reduce absences</li> <li>• Improve behavior</li> <li>• Teach lifelong healthy physical fitness habits</li> <li>• Improve test scores</li> <li>• Prevent premature onset of chronic diseases such as diabetes, high blood pressure, heart disease, respiratory complications and orthopedic problems.</li> <li>• Improve self image</li> </ul>
Key Evaluation Data	Fewer discipline referrals, fewer days of missed school.
Program costs	\$11,000 – Salary for one individual for one year.
Collaboration	The playground coordinator would be made cognizant of lesson plans being developed by the school’s physical education instructor to attempt integrate lessons as much as possible.

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

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Priority to implement	Medium to High
Sustainability plan	With current State legislation being proposed that would offer monetary incentives for “best practices” we would propose that this funding would supplant the Wellness Foundation’s funding after the first year. It will be important to document the benefits of this type of program toward higher academic achievement, fewer discipline issues, happier children, and better attendance.
Policy, infrastructures, system & behavior/culture	Through our school district’s efforts toward developing and following a wellness policy, we continually run up against the time requirements of the core content areas of student, which decreases the time we can allow students to engage in healthy, physical activity. While we have the facilities and infrastructure to expand these activities during recess, we only lack the direction and leadership of a qualified professional. Once this missing link is provided we feel we can make a substantial positive impact in an area that is not currently exploited in large part by other districts. We feel that to a degree we are on the cutting edge of optimizing recess time to effectively increase academic achievement, teach healthy behaviors, and improve the lives of our students.
Best practice,	<a href="http://playballamerica.org/running-at-recess/">http://playballamerica.org/running-at-recess/</a> <a href="http://www.learnnc.org/lp/pages/688">http://www.learnnc.org/lp/pages/688</a> <a href="http://www.rwjf.org/files/research/73993.5707.increasing.physical.activity.jan2012.pdf">http://www.rwjf.org/files/research/73993.5707.increasing.physical.activity.jan2012.pdf</a>

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

### Intervention #6

**Title:** Increase accessibility of safe walking and biking areas – **Walking Coordinator**  
**CWF Element to Impact:** Move More  
**Oversight organization:** **Chelsea Community Hospital**  
**Tax I.D.:** 38-1917674  
**Contact Person:** Sheri Montoye, 734.355.4082, sherimontoye@yahoo.com  
**Date Funding Required:** Immediate  
**Implementation Date:** Immediate

Criteria	Descriptions
Brief Description	Hire a walking coordinator through Chelsea Hospital that would include organization of walks and printed materials and maps. This would allow us to easily inform the public of the resources available to them in our area and would also provide incentive to walk/run through Hospital’s programming.
Indicator/s this intervention will impact & why it was selected.	This intervention is a priority because only 54.1% of middle school and 51.7% of high school students reported getting adequate physical activity in the past week (defined as being active for a total of at least 60 minutes per day on five or more days per week), and only 66% of adults report participating in any physical activity outside of work in the past month.
Primary target population	All ages
# of people impacted annually	<b>50</b>
Intervention specific goals	Short-term: At least 40 residents will participate in walking groups and/or other trail system promotional activities. Mid-term: Increased usage of trail-system. Long-term: Increase in residents who achieve adequate physical activity.
Key Evaluation Data	Participation registrations, HIP, MIPHY
Program costs	<b>\$2,000</b>
Collaboration	The GLCWI will coordinate with Chelsea Community Hospital to implement the walking program. We will also coordinate with Grass Lake Charter Township, Grass Lake Community Schools and the Village of Grass Lake to ensure the community has safe walking areas for residents of all abilities.
Priority to implement	This intervention is a priority because almost half (49%) of residents reported that they do not have pedestrian sidewalks, walking paths, or trails in or near their neighborhood that they can easily use for walking, jogging, or running.

## Grass Lake Individual Intervention Table – Move More – 6 Interventions

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Sustainability plan	The Walking Program will be dependent on participation and hospital support for sustainability. If the program is successful, the coalition may choose to keep the walking program in future versions of the Grass Lake Comprehensive Plan
Policy, infrastructures, system & behavior/culture	Infrastructure will be addressed by assessing current trail systems and identifying necessary improvements and expansions. Behavior change will be impacted for residents who utilize the walking program to increase the amount of physical activity they get on a regular basis.
Recommended in the lit	<a href="http://www.runningtrainingmarathon.com/Benefits-of-Walking-in-a-Group.htm">http://www.runningtrainingmarathon.com/Benefits-of-Walking-in-a-Group.htm</a>



## Grass Lake Individual Intervention Table – Eating Better – 3 Interventions

<p>Program costs</p>	<p>\$2600 (total)</p> <p>Details:</p> <p>Assistance with healthy food cost: \$700.00  <i>Based on Sam’s Club pricing and the healthy menu that the PTO has created for the events, the total estimated food costs are \$1700. The PTO’s budget, as in past years, supports approximately \$1000 in food cost, leaving the PTO 700.00 short.</i></p> <p>Vitamix Blender and additional blending container (commercial grade blender): \$650.00  <i>A previous survey indicates that participants at PTO events would be very likely (75%) or somewhat likely (25%) to purchase fruit smoothies if offered. The quality of a commercial grade blender would allow many smoothies to be made and withstand frequent use. The extra container allows for more smoothies to be prepared while serving those from the first container, allowing for quicker service.</i></p> <p>Large Cooler: \$100.00  <i>A large cooler will help keep frozen fruit, vegetables, dip/hummus, and ingredients for sandwiches to be kept at safe temperatures.</i></p> <p>Miscellaneous Supplies: \$150.00  <i>Supplies such as plastic cups, straws, individual containers for vegetables and dip, napkins, spoons; covers cost of offering free samples of new items; etc.</i></p> <p><b>Contingency fund / “cushion”:</b> \$1,000  <i>It was suggested by CWF in the August, 2012 feedback to include a cushion of \$1,000 in case food prices rise this fall and winter as expected.</i></p>
<p>Collaboration</p>	<p>The PTO plans to make these changes permanent in the Bylaws by adding an addendum that states the following:  <i>“All events sponsored by the George Long Elementary PTO will offer healthy and nutritious snacks, food and drinks. Any food brought to events in the case of a potluck must be sensible and nutritious for both adults and children. No candy or pop is permitted to be served. The exception is limited to the Halloween Party and Bake Sale where an assortment of candy or treats may be offered.”</i></p> <p>Additionally, the PTO demonstrates a commitment to offering healthy snacks by planning to sell the cotton candy machine in order to make up for some of the expenses involved in providing healthier food options.</p> <p>The GLWI will work in collaboration with the PTO as needed or requested by the PTO in the ongoing implementation of this intervention.</p>
<p>Priority to implement</p>	<p>This intervention was selected because middle school and high school students, as well as adults, do not eat the</p>

## Grass Lake Individual Intervention Table – Eating Better – 3 Interventions

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	recommended number of servings of fruits and vegetables, and have high rates of overweight and obesity. By providing healthier snacks and meal options at PTO events, the intake of healthier foods will increase. The PTO also may set a healthy, positive example for families and other community organizations which may affect food choices and future food offerings in the community.
Sustainability plan	Once a profit is seen from the healthier food offerings, the PTO's budget can be increased to match the cost of the foods. The blender and cooler should last for many years. It is probable that the PTO will require minimal, if any, additional funding to sustain this intervention in the future.
Policy, infrastructures, system & behavior/culture	This intervention will change behavior by encouraging and normalizing healthy snack and meal consumption at social events, and increasing access of fruits, vegetables and other healthy food choices at the point of purchase.
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Innovative

## Grass Lake Individual Intervention Table – Eating Better – 3 Interventions

### Intervention # 2

Title: Cooking classes at library  
 CWF Element to Impact: Eat Better  
 Oversight organization: Jackson District Library  
 Tax I.D: 382184437  
 Contact Person: Suzanne Weible Contact’s phone and email: 517-522-8211  
 Date Funding Required: October, 2012 Implementation Date: January, 2013-December, 2013

Criteria	Descriptions
Brief Description	<p>Provide free monthly classes at the Grass Lake branch of the Jackson District Library on various topics related to healthy cooking/food with demonstrations, recipes, and samples. Classes will highlight recipes and techniques that promote fruit, vegetables, healthy meals, local food consumption, and address frequent “problem areas” such as breakfast, quick and healthy dinners, etc., as well as other topics of interest.</p> <p>Twelve of the following 14 topics will be chosen, pending speaker availability: Food Preservation (Canning/Freezing local produce); Healthy Harvest (recipes using a variety of fall vegetables); Berries (recipes using a variety of seasonal berries); Healthy Brown Bag ideas; Ancient Grains (recipes using quinoa, amaranth, millet, etc.); Tea (antioxidant benefits, how to properly prepare, tea as an alternative to calorie/sugar rich beverages); Herbs (how to grow, dry, preserve); Cooking with Herbs to improve health (low sodium recipes); After School Snacks (kids do the food prep); Sports Nutrition for Kids (healthy snacks for sports, understanding appropriate food/fluid needs, proper use of sports drink, etc); “Hey, What’s For Dinner?” (ideas, tips and recipes for getting healthy dinners on the table during a busy week); Healthy Holidays (recipe makeovers and tips to stay healthy and prevent weight gain over the holidays); “What’s Grilling?” (how to grill vegetables, fruit, fish; how to grill without using petroleum, etc; library will set up tent in veteran’s park just next to library).</p> <p>The Jackson District Library has an extensive network of program specialists and feels confident that qualified speakers can be scheduled to present these classes. Examples include Carol McGinn (master gardener, expert at planting and using herbs); Lisa Lutchka (registered dietitian, sports nutrition specialist); Brad West (chef), Joan Lutchka (farmer’s market expert and food preservation expert), and many others. A variety of speakers will be sought.</p>
Indicator/s this intervention will impact & why it was selected.	<p>Adults report eating an average of 2.7 servings of fruits and vegetables a day. 35% of adults are overweight. Another 35% of adults are obese. Additionally, 49% of adults report eating fast food at least one time per week.</p>

## Grass Lake Individual Intervention Table – Eating Better – 3 Interventions

Primary target population	Adults and children in Grass Lake
# of people impacted annually	Estimated 20-40 attendees per class: 240-480 people annually, with potential to influence additional family members
Intervention specific goals	Short-term: Attendance at healthy cooking/food classes Mid-term: Increase the percentage of residents who eat 5+ servings of fruits and vegetables per day. Long-term: Decrease the percentage of Grass Lake residents who are overweight or obese
Key Evaluation Data	Class sign in sheets, MIPHY, HIP
Program costs	\$3,600 Details: \$300.00 per each of 12 classes is requested. Most qualified speakers charge \$150-200 for preparation and presentation time. An additional \$100.00 per class is requested to cover food cost, materials, and other incidentals.
Collaboration	The GLWI will collaborate with the library to provide classes. The Jackson District Library (Grass Lake branch) has extensively verbalized the desire to implement monthly classes, and has an extensive network of program consultants from which to choose educators. The library will promote and host the programs and contract speakers using funds from the CWF grant. The library is committed to requiring that all presentations and speakers emphasize recipes and techniques/tips that promote healthy eating and a healthy lifestyle.
Priority to implement	This intervention works to decrease the proportion of Grass Lake residents who are overweight or obese by increasing the percentage of residents who eat 5 or more servings of fruits and vegetables per day, and by reducing the number of times fast food is eaten. This intervention was selected because it was identified that people don't understand how to prepare healthy foods that taste good.
Sustainability plan	If program is successful, re-submit proposal for funding in next cycle.
Policy, infrastructures, system & behavior/culture	Behavior change will be targeted by encouraging and enabling people to prepare and provide healthy meals and snacks for themselves and their families by teaching them the necessary skills, exposing them to new foods and ideas for eating healthfully, and emphasizing the importance of daily food choices.
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Innovative

## Grass Lake Individual Intervention Table – Eating Better – 3 Interventions

### Intervention # 3

Title:	Plant-Based, Healthy Food Preparation Education for Fourth Grade Students		
CWF Element to Impact:	Eat Better		
Oversight organization:	Grass Lake Community Schools		
Tax I.D.:	38-600-1844		
Contact Person:	JoAnn Karle	Contact’s phone and email	joanne.karle@grasslakeschools.com
Date Funding Required:	October 2012	Implementation Date:	January 2013-April 2013

Criteria	Descriptions
Brief Description	This is a 9 week program that teaches all 4 <sup>th</sup> grade students hands-on skills related to whole-foods, plant based/vegan nutrition as a means to increase fruit, vegetable and plant-based protein consumption. The program is based on the <i>Food is Elementary</i> program ( <a href="http://www.foodstudies.org">www.foodstudies.org</a> ) and modified to fit the time limitations within the elementary school. The program will be taught in conjunction with the nutrition unit for the fourth grade, and will last for 9 weeks (1 class per week for 9 weeks). Plant-based, vegan recipes will be emphasized in order to expose children to a wider variety of plant-based foods, and not as a means to promote a particular dietary or lifestyle choice.
Indicator/s this intervention will impact & why it was selected.	This intervention is a priority because only 45.6% of middle school and 23.6% of high school students report eating at least 5-7 servings of fruits and vegetables per day in the last week, and adults report eating an average of 2.7 servings of fruits and vegetables per week. 35% of adults are overweight, and another 35% are obese. By exposing children to the preparation of a variety of plant-based foods and assigning “take home activities” with incentives, more adults and youth will increase consumption of fruits, vegetables, and plant based foods as they gain knowledge and exposure to these foods.
Primary target population	4 <sup>th</sup> grade students and their families
# of people impacted annually	Approximately 100-110 students and their families; approximate total of 440 people in the first year of intervention
Intervention specific goals	Short-term: Students learn and demonstrate cooking skills and learn a variety of ways to choose plant-based foods Mid-term: Increase the percentage of residents who eat 5+ servings of fruits and vegetables per day. Long-term: Decrease the percentage of Grass Lake residents who are overweight or obese, improve health parameters in students their families.
Key Evaluation Data	Data collected from program participants, MIPHY, HIP
Program costs	\$5,824.50 – support staff, space for classes, food, supplies, small equipment: The budget is allocated as follows: Double Hot Plate: 400.00

## Grass Lake Individual Intervention Table – Eating Better – 3 Interventions

	<p>Support Staff (Food Service Personnel): 2097.00 \$23.30/ hr x 10 hr/wk x 9 wks</p> <p>Food Cost 1980.00 \$2.00/student x 110 students x 9 wk</p> <p>Paper Products 247.50 \$0.25/student x 110 students x 9 wk</p> <p>Small Equipment (cutting boards, bowls, Measuring cups/spoons, pots/pans, misc.) 500.00</p> <p>Incentive Program* 600.00</p> <p><b>Total Cost – Year 1 \$5,824.50</b></p> <p><i>This program will also rely on volunteer help from parents in the classroom. Additionally, there is no extra funding requested for the health teacher, as planning and implementation will be incorporated into the existing lesson plan.</i></p> <p>*In order to encourage students to try the recipes at home with their families, thereby impacting both students and adults, an incentive program is suggested. We are requesting \$600.00 (\$150.00 per each of 4 classrooms of 4<sup>th</sup> graders). For each recipe tried at home, the student will bring back the family’s “report card” for that recipe (family gives a grade for “easy to make”, “taste”, etc). For each “report card” returned, the <i>student</i> will be entered into a drawing for a prize (such as a gift card for the Toy House, Learning Express, Dick’s, or MC Sports) AND the <i>parent</i> will be entered into a separate drawing (such as Whole Foods, Meijer, Aberdeen Bike and Fitness, Dick’s, MC Sports, etc.). This encourages both students and families to make an effort to try the recipes at home.</p>
Collaboration	The GLWI will collaborate with the school to implement the program. The program has been repeatedly discussed and jointly planned with JoAnn Karle (health teacher), Michelle Clark (principal), and Brad Hamilton (superintendent), and all are in agreement that this program should be implemented.
Priority to implement	This intervention works to increase Grass Lake residents who eat 5-7 servings of fruits and vegetables on a daily basis by working with youth and their families to encourage youth involvement in meal planning, cooking, and

## Grass Lake Individual Intervention Table – Eating Better – 3 Interventions

	overall better food choices.
Sustainability plan	Sustainability after the first year: If continued, this intervention would require funding in future years. Several expenses (hot plate, small equipment) would not need additional funding. Expenses will be monitored to determine if we have over-budgeted (the school district may be able to obtain special bulk pricing on some food items and paper products). Estimated cost of providing this program in the future (based on today's estimation of food prices and variable costs), after the cost of initial equipment is subtracted, is \$4,924.50. If the program is implemented without the "incentives feature", then the cost in future years would be \$4,324.50 per year. The school's current budget does not support funding for this program. Full funding from the CWF and/or other organizations would be necessary to continue the program.
Policy, infrastructures, system & behavior/culture	The school district is committed to creating the systems necessary to support the implementation of this program for 4 <sup>th</sup> grade students, including the inclusion of the program into the health curriculum, food service support (grant-funded), and providing printed materials. Behavior will be changed among those who participate in the program.
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Recommended. The <i>Food is Elementary</i> program, developed by Dr. Antonia Demas, has been used successfully in 4 <sup>th</sup> grade classrooms nationwide as well as internationally for over 10 years. The program, which was based on a 24 week curriculum as well as changes to the school lunch menu, has resulted in improvements in weight and lipid profiles in participants and their families. The program that George Long Elementary plans to implement in the first year is a portion of Dr. Demas' program, including a 9 week version of the curriculum and incentives to encourage changes in food choices at home and amongst all family members. See <a href="http://www.foodstudies.org">www.foodstudies.org</a> for more information.

## Grass Lake Individual Intervention Table – Socially Connected – 1 Intervention

### Intervention #1

Title:	Food For Friends	CWF Element to Impact:	Connect with Others in Healthy Ways
Oversight organization:	Federated Church of Grass Lake	Tax I.D: 38-2448051	
Contact Person:	Rev. Chuck McNeil	Phone/Email	517-522-8335/517-522-4480. <a href="mailto:glfederated@yahoo.com">glfederated@yahoo.com</a>
Date Funding Required:	Immediate	Implementation Date:	Immediate

Criteria	Descriptions
Brief Description	The Grass Lake Community Wellness Initiative was approached by the Director of Jackson County’s Department on Aging to investigate the possibility of having lunches delivered to Grass Lake for the purpose of making sure elderly people had an opportunity for a nutritious lunch, but to also provide a social outlet for those who had been left alone through death of their spouse or partner. We felt it was a great idea and immediately began our investigation. This program follows USDA food pyramid guidelines and menus are approved by a Registered Dietitian. It is planned that the meals will be delivered to the Federated Church of Grass Lake twice monthly to begin the program
Indicator/s this intervention will impact & why it was selected.	30% of adults over the age of 50 report rarely or never getting the social or emotional support that they need. Unable to get out of their home due to a lack of transportation or living in a community that is not ‘walkable’. There is a lack of affordable activities available.
Primary target population	Senior Citizens
# of people impacted annually	2010 Census indicates 1,500 citizens in Grass Lake Township are 60 and above. We would hope that 100 people per year could be impacted with this program.
Intervention specific goals	Short-term: Provide a healthy meal to our senior citizens Mid-term: Provide an atmosphere of camaraderie and connectedness. Long-term: Re-incorporate our senior citizens into activities and programs in our community
Key Evaluation Data	2010 Census
Program costs	We are asking for a commitment of \$2,340 for the year, <b>with the anticipation of participation of up to 20 seniors. As part of the anticipated \$2,340 we would like to use \$960 in the first year to provide transportation for, or gas cards to, seniors who have difficulties getting out to locations that will allow them to participate in the lunches.</b> <b>Cost Breakdown:</b> 15 miles for a volunteer to go from their own home to the senior group gathering location, and the return trip: <b>Transportation:</b> 30 miles x 0.555 = 16.65/session X 2 sessions/month = \$35/month X 12 months = <b>\$420/year + \$960 for homebound</b> <b>Annual Meal Cost w/varying numbers of participants:</b>

## Grass Lake Individual Intervention Table – Socially Connected – 1 Intervention

	<p>5 seniors/gathering X \$2.00/meal = \$10 X 2 sessions per month = \$20/month X 12 = <b>\$120/year + \$420 = \$540</b></p> <p>10 seniors/gathering X \$2.00/meal = \$20 X 2 sessions per month = \$40/month X 12 = <b>\$480/year + \$420 = \$900</b></p> <p>20 seniors/gathering X \$2.00/meal = \$40 X 2 sessions per month = \$80/month X 12 = <b>\$960/year + \$420 = \$1,380</b></p>
Collaboration	We will partner with the churches to pass the word, and be specifically supported by the Jackson Department on Aging and the Federated Church of Grass Lake
Priority to implement	<p>Social/Emotional Support:</p> <ul style="list-style-type: none"> <li>• 30% of adults over the age of 50 report rarely or never getting the social or emotional support that they need. There is a lack of affordable activities available.</li> <li>• Decrease the percentage of adults over the age of 50 who report rarely or never getting the social or emotional support that they need</li> <li>• Decrease the percentage of adults over the age of 50 who attempt suicide.</li> <li>• Depression goes unrecognized and it is not socially acceptable to get help for depressive symptoms.</li> </ul>
Sustainability plan	Once materials and training have been acquired community partners will be empowered to continue providing the program in future years.
Policy, infrastructures, system & behavior/culture	A successful policy, infrastructure, and system have already been established with successful results. While the minimum number of meals served at one time will be five, we feel this program will grow quickly.
Best practice, Recommended in the lit, Innovative (provide a citation if available)	<p>Best-practice</p> <p><a href="http://www.ewashtenaw.org/government/departments/community-and-economic-development/human-services/senior-services">http://www.ewashtenaw.org/government/departments/community-and-economic-development/human-services/senior-services</a></p>

## Grass Lake Individual Intervention Table – Avoiding Unhealthy Substances – 2 Interventions

### Intervention # 1 - AUS

**Title:** Most Teens Don't - Billboards & Marketing  
**CWF Element to Impact:** Avoid Unhealthy Substances, Connect with Others  
**Oversight organization:** United Way of Jackson County - Jackson County Substance Abuse Prevention Coalition (JCSAPC)  
**Tax I.D.:** 38-1368341  
**Contact Person:** Wendy Murdock  
**Contact's phone and email:** (517) 796-5129, [wmurdock@uwjackson.org](mailto:wmurdock@uwjackson.org)  
**Date Funding Required:** September 2012  
**Implementation Date:** April-June 2013  
 Expansion of existing campaign by the JCSAPC held during the months of April-June

Criteria	Descriptions
Brief Description	Most Teens Don't is a county-wide social norming campaign that works to change youth perception about peer alcohol usage. MiPHY data shows that they believe most of their peers use alcohol when in actuality only a small portion of youth use alcohol. This intervention works to engage middle and high school students in the youth collaborative group that coordinates the social norming campaign.
Indicator/s this intervention will impact & why it was selected.	This intervention works to decrease the percentage of students who report having used alcohol in the past month and was selected because only 27.3% of Grass Lake high school students have used alcohol in the past month but 75.4% of Grass Lake high school students report that more than 30% of their peers have used alcohol in the past month. Research has demonstrated that youth who believe most of their peers use alcohol are more likely to initiate use of alcohol themselves. This intervention was selected because it targets this misperception by using accurate data to correct the misperception that most youth drink alcohol.
Primary target population	7 <sup>th</sup> – 12 <sup>th</sup> grade students
# of people impacted annually	Approximately 600 students
Intervention specific goals	Short-term: Increase in the number of youth ambassadors from Grass Lake who participate actively on the Most Teens Don't youth collaborative, with at least 12 Grass Lake ambassadors recruited during the 2012/2013 school year. Mid-term: Decrease the percentage of youth who report an inaccurately high perception of alcohol use among their peers (kids in their grade). Long-term: Decrease in youth reporting alcohol use in the past 30 days.
Key Evaluation Data	Most Teens Don't membership roster, school and county MIPHY data
Program costs	\$5,360.00
Collaboration	The GLWI will partner with the JCSAPC and other schools in Jackson county
Priority to implement	This intervention is a priority because 75.4% of Grass Lake high school students report that more than 30% of

## Grass Lake Individual Intervention Table – Avoiding Unhealthy Substances – 2 Interventions

	their peers have used alcohol in the past month which reflects an inaccurately high perception of peer alcohol use.
Sustainability plan	This effort will require continued funding to purchase marketing materials and advertising space.
Policy, infrastructures, system & behavior/culture	This intervention will address behavior change by correcting the misperception of peer use which research shows makes initiation of use more likely, as well as systems change by coordinating the Most Teens Don't across school systems.
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Recommended

<b>AUSc. Most Teens Don't Social Norming Campaign</b>	<b>Total Cost</b>
Billboard/Poster - Adams Outdoor Advertising: Michigan Ave (near viaduct) - Poster (smaller billboard) - \$700 per side / \$1,400 per month x 3 months: April-June, in conjunction with countywide marketing	\$4,200.00
Banners: 3' x 8' Banner Full Color 1 sided (\$100 each if 5 are ordered - Jackson Sign Company)	500.00
Incentives (gift cards) for youth participation (\$30 cards x 24 cards) - cards are used for drawings at events and as a thank you for youth participation in events, such as handing out marketing materials at Grass Lake Jam'In, Grass Lake Expo, Jackson Cascades fireworks show, recording PSA at the radio station, holding a table top display at their school, etc.) <span style="color: red;">\$360 in newspaper advertising has been moved to incentive purchases.)</span>	660.00
<b>Total Cost</b>	<b>\$5,360.00</b>

## Grass Lake Individual Intervention Table – Avoiding Unhealthy Substances – 2 Interventions

### Intervention # 1 - AUS

**Title:** Most Teens Don't - Sticker Shock Campaign  
**CWF Element to Impact:** Avoid Unhealthy Substances  
**Oversight organization:** United Way of Jackson County - Jackson County Substance Abuse Prevention Coalition  
**Tax I.D:** 38-1368341  
**Contact Person:** Wendy Murdock  
**Contact's phone and email:** (517) 796-5129, wmurdock@uwjackson.org  
**Date Funding Required:** September 2012  
**Implementation Date:** October 2012

Criteria	Descriptions
Brief Description	The GLCWI will work with the Jackson County Substance Abuse Prevention Coalition, local law enforcement and youth to conduct a sticker shock campaign in order to bring awareness of and help ensure that retailers do not sell alcohol to minors.
Indicator/s this intervention will impact & why it was selected.	This intervention is a priority because 66.0% of high school students reported that it would be sort of or very easy to get alcohol and because there is no consistent effort to ensure retailers do not sell alcohol to minors.
Primary target population	The initiative will be targeted at alcohol retailers in order to impact the behavior of high school age youth.
# of people impacted annually	12 alcohol retailers will be visited resulting in an impact on approximately 220 youth.
Intervention specific goals	Short-term: Bring awareness to and reduce the percentage of retailers that would sell to a minor. Mid-term: Reduce the percentage of high school students who report it would be sort of or very easy to get alcohol. Long-term: Reduce the percentage of high school students who report having used alcohol in the past month.
Key Evaluation Data	MIPHY data; MLCC violations
Program costs	\$1,215 - stickers, posters, window clings, thank you ad and celebration.
Collaboration	The GLCWI will partner with local law enforcement, the Jackson County Substance Abuse Prevention Coalition, adult volunteers and youth to conduct a sticker shock campaign.
Priority to implement	This intervention will bring awareness to business owners, adults, parents and minors in order to help decrease retail and social availability of alcohol to minors. The goal is to reduce the percentage of youth who report it would be sort of or very easy to get alcohol. Additionally, the ultimate goal would be to decrease the percentage of students who report having used alcohol in the past month (30-day use).
Sustainability plan	Continued funding will be required to conduct future sticker shock campaigns. Retailers will sustain behavior change (not selling to minors) once they understand the commitment of the community.

## Grass Lake Individual Intervention Table – Avoiding Unhealthy Substances – 2 Interventions

Policy, infrastructures, system & behavior/culture	Behavior/culture will be changed among retailers resulting in decreased youth alcohol use once access to alcohol is decreased.
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best-practice

Intervention #2 Budget - Sticker Shock Campaign (12 businesses: 5 GLK Township, 3 GLK Village, 3 Waterloo Township, 1 Jackson County)	Total Cost
Stickers	\$200.00
Posters (11x17)	\$150.00
Window Static Clings	\$225.00
Thank you ad	\$400.00
Celebration	\$240.00
Design ( <i>in kind</i> ) - Jackson County Substance Abuse Prevention Coalition and teens	\$ .00
<b>Sticker Shock Plan</b>	<b>\$1,215.00</b>

# Plan Matrix

Element (List each program under only one element)	Interventions	Indicator/s to impact (New interventions, only)	Primary Target Population (Age in Years)				Number of People impacted annually		Evidence of effectiveness in Impacting CWF Vision (for existing programs, only)	Collaboration between organizations in the community or between communities	Policy, Infrastructure, System, or Behavior				Best practice, recommended in literature, innovative			Total funding request to CWF (for new interventions)
			0 - 18	19 - 35	36 - 65	> 65	< 250	> 250			Policy	Infra-structure	Sys-tems	Behavior or culture	BP	R	I	
Move More	#1 Wellness Center Business Plan	Inadequate physical activity	X	X	X	X		X		X	X	X	X	X			25,000	
	#2 Community Parks Concept Drawing	Inadequate physical activity	X	X	X	X		X		X		X	X	X			5,000	
	#3 High School Fitness Room	Inadequate physical activity	X	X	X	X		X		X	X	X			X		11,000	
	#4 Recreation Park Path Maintenance	Inadequate physical activity	X	X	X	X		X		X	X			X			8,000	
	#5 Playground Coordinator	Inadequate physical activity	X					X		X		X	X	X			11,000	
	#6 Walking Coordinator	Inadequate physical activity		X	X	X	X			X			X	X			2,000	
Eat Better	#1 Long Elem PTO	Overweight & fruit/veg consumption	X		X			X		X			X		X		2,600	
	#2 Cooking Classes	Overweight & fastfood/fruit/veg consumption		X	X	X	X			X			X		X		3,600	
	#3 Healthy Food Prep	Overweight & fruit/veg consumption	X	X				X		X			X		X		5,825	
CWO	#1 Food For Friends	Isolation - social/emotional support				X		X		X	X	X		X			2,340	
Avoid Unhealthy Substances	#1 Most Teens Don't Campaign	Underage Alcohol Sales	X					X		X	X	X	X	X			1,215	
	#2 Most Teens Don't Marketing	Underage Alcohol Sales	X					X		X	X	X	X	X			5,360	
Marketing	#1 Marketing	Broadbase knowledge of Initiative	X	X	X	X		X		X	X				X		3,500	
<b>5H Plan Annual Total</b>																<b>86,440</b>		

## **Feasibility Proposal**

NorthStar Capital Advisory Services will conduct a comprehensive feasibility study, as part of the business development plan for the proposed Grass Lake Wellness Center. In order to match expectations and layout plans, the following describes the framework of the feasibility study. Please remember, upon engagement, NorthStar would expect to collaborate with the Chelsea Area Wellness Foundation to modify this process, to ensure that the results, whatever they may be, address and answer all open concerns.

### **1. Phone Survey**

- a. Conduct a professional phone survey of 750 - 1,000 school district residents
- b. Ask the following questions

#### **1. Fitness**

- a. Basic demographic info (age, gender, location, etc...)
- b. Do you currently use a fitness facility?
  - i. Do any of your family members?
- c. If so, which one? And are you satisfied?
- d. Have you ever taken fitness classes?
  - i. Would you consider it? (Again?)
- e. Can you name any of the indoor fitness facilities in Grass Lake?
- f. What other recreational activities, if any, do you participate in?
- g. How far would you be willing to travel to use a fitness facility?

#### **2. Community Well Being**

- a. Have you ever tried to lose weight? Quit smoking? Quit drinking?
  - i. If so, what methods did you use? And were they successful?
- b. If your community created a wellness center, combined with well being/healthy life education and mentoring, would you be open to learning about it?

#### **3. Youth Directed**

- a. If you have a problem, health or social wise, where do you go for answers?
- b. If Grass Lake were to offer a facility with health and well being education, along with mentoring, fitness and family activities, would you and/or your family be interested in pursuing a membership?

### **2. School & Expo Survey**

- a. NorthStar would also poll local students, in conjunction with the schools.
- b. NorthStar would also poll attendees at the Grass Lake Spring Business Expo.

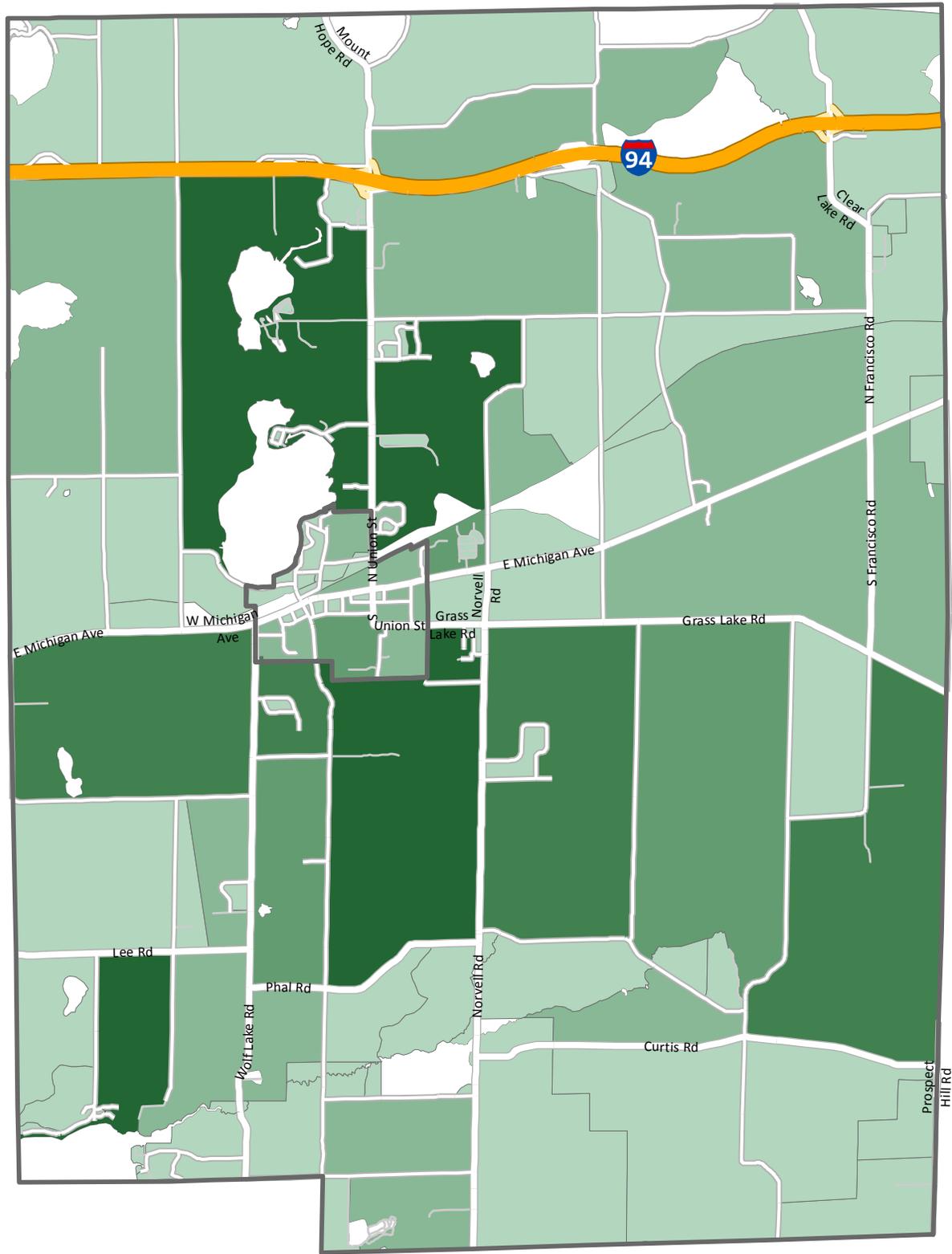
Because the Business Expo is in the March, this could delay final results; however, the opportunity to poll this group of people is believed to be very important. This feasibility study would be combined with relevant demographic information, in order to best understand if the proposed wellness center can expect to be financially viable. National, regional and local data will be looked at for purposes of determining what base level of use would be required, in order to support such a facility. The framework above is just that, a beginning framework to help learn



if a Grass Lake Wellness Center would (i) satisfy the wellness needs of the community and (ii) be financially sound.

# 2010 Total Population

## by Census Block in Grass Lake Charter Township



### POPULATION



Source: U.S. Census Bureau, 2010 Decennial Census



10/12/2012



## 2012 Grass Lake Community Wellness Initiative Roster

Ed Alexander	Heather McDougall
Jessica Alopaeus	Chuck McNeil
Mo Baird	Holly Metherringham
Tina Bednarski-Lynch	Doug Moeckel
Diana Benedict	Sheri Montoye
Jason Boyer	Maggie Morehouse
Chris Brown	Steve Moyer
Michelle Clark	Wendy Murdock
Lissa Cole	Pam Murray
Amber Collins	Elaine O'Neill
Reiley Curran	Beth Peck
Diane DeBoe	Matt Pegouskie
Joe DeBoe	Carlene Pindzia
Caitlin Deis	Amy Potter
Diana Doub	Ruth Riedeman
Susan Doub	Jeanene Satterthwaite
Tiffany Finch	Andy Scheller
Donna Fuller	Janelle Sherwood
Ed Fuller	Jim Stormont
Brad Hamilton	Lynn Szeles
Kelsey Haynes	Max Szeles
Justin Heinze	Scott TenBrink
Mike Hirst	Jen Terry
JoAnn Karle	Trey Theodore
Cindy Klein	Brian Thompson
David Lutchka	Jaydene Wagner
Lisa Lutchka	Suzanne Weible
	Stephanie Zaiantz

## 10.12.12 GLCWI Responses to CWF Comments

October 4, 2012

### Comments on the Grass Lake Comprehensive Plan (submitted to CWF Joint Committee & reviewed on October 3, 2012) *GLCWI responses in red.*

Did Coalition use data to identify community needs & gaps? *Yes, data from the Grass Lake-MSU Behavioral Risk Factor Surveillance System (BRFSS) Data 2010 and the 2010 MiPHY results were used to identify needs and gaps.*

Generally used data to identify community needs and gaps in existing services. We would like the Coalition to address the reason interventions weren't included for the following demonstrated need: youth suicide attempts\* *The interventions that were not submitted did not have adequate information and follow-through at this time to make them feasible for submission. All un-submitted interventions will be re-evaluated and included in subsequent funding cycles after we have had the time to gather all necessary information.*

- We have a new process for coalitions to access or change funding. We won't fund the contingency \$3,500 (even though Amy & Matt told you to include it). However, if you are able to put together a marketing plan for your 5H plan (Matt will help) we will allow you to use the \$3,500 for marketing. \* *We openly welcome this opportunity to share information about our efforts and invite Matt to help us. While development of a marketing plan has not begun at this time, we look forward to initiating this effort.*

Avoid Unhealthy Substances – interventions meet gaps & needs

- Won't fund newspaper ads for Most Kids Don't since they are not an effective way to reach youth but would allow you to shift this funding into incentives – please revise budget\* *Attached please find our revised budgeting for our AUS interventions, which includes the move of funding from newspaper advertising to incentives.*

Connect with Others – interventions meet gaps & needs except for addressing suicide issues, as noted above.

- Could the budget for Food For Friends be increased to reimburse for transportation of homebound seniors to lunches (or provide gas cards to seniors who pick up other seniors)?\* *We have reduced our estimate of participants in the program to 20 per session and would like to earmark \$960 per year to transportation or gas cards for home-bound seniors, which does not change the overall prop.*

- On page 10 the summary for this program says meals will be delivered to homes. Needs a quick correction\* *Revised to read: The Coalition will sponsor nutritious meals delivered to the Federated Church of Grass Lake that will be provided to seniors. It is our hope that funding will allow us to arrange for home pickup of seniors to be brought to the church for meals.*

#### Move More - interventions meet gaps & needs

- Great use of existing school resource. Is there potential to increase use & programming of the school's workout space? *It is the intention of the school district to initiate nominal membership fees for the purpose of funding future equipment purchases, and then to expand available hours of operation into weekends. (Included in intervention table.)*
- CCH walking program not designed to impact youth so take that x off your matrix & you may want to reevaluate the total number of people it will reach (ask Sheri Montoye for a number since she has to do the enrollment)\* SHERI
- We need to talk about Wellness Center Feasibility Study by phone if not in person\* *We will include a letter of intent from NorthStar Capital that will explain their methods for gathering information from constituents about their needs and wants in our community regarding wellness, and then will tell us if a wellness center is feasible in our community and how to finance it. (Included in intervention table.)*

#### General comments

- Effectiveness will be partly measured by assessing the number impacted. Some of interventions have a large number listed. Do you want to stick with those numbers?\* *Projected participation/affected numbers have been reduced in the interventions.*
- May want to review each of the objectives listed with each vision element category in light of the changes to the plan (reduced number of interventions). For instance, decreasing the number of youth trying to lose weight is listed as an eat better objective but the intervention to address this behavior is no longer in the current plan. \* *This has been corrected.*