

# Manchester 2014-2015 Community Wellness Plan

## April 21, 2014 First Draft

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**Dear Manchester families and residents,**

The Manchester Wellness Coalition was recently recognized by the Michigan Recreation and Parks Association and awarded its Community Service Award for organizational leadership that supports parks and recreation in Michigan, including program sponsors and volunteers who make a difference through contributions to parks, recreation and leisure services. This is a great testament to the hard work of our volunteers and program leaders. Congratulations!

Year 2 was an active year for wellness in the Village of Manchester. At the Wellness Coalition table were many volunteers wearing multiple hats, to better represent the varied needs and interests of our stakeholders, collaborators, and ultimately our local residents. Last year, we worked together to implement 10 programmatic interventions from our year 2 plan, and met regularly to track our progress. For Year 3, we bring forward 18 programs, 9 of which are new strategies to address ongoing health needs and risk indicators. We realize it takes time to achieve a true culture of wellness in our village limits, but we believe we are well on our way to making it a reality. And if our hunch is correct, we will again hit a home run with the program ideas and suggestions in this plan.

We welcome your input at any point, and hope you will join us this coming year to share your suggestions on how we can improve our decision making process and our plans in the future.

We wish you the best of health as you travel your own wellness journey,

The Manchester Wellness Coalition

*“Thanks to the Chelsea-area Wellness Foundation, the 5 Healthy Towns Initiative and the Manchester Wellness Coalition, our community has received educational, recreational and training opportunities that would not have been possible without their support. Our residents, from pre-schoolers to seniors, have participated in many great programs that promote a healthy lifestyle. On behalf of the Manchester Community, I thank the volunteers that have given so much of their time and talents to make this possible.”*

*Pat Vaillencourt, President, Manchester Village Council*

## Executive Summary

With over 20 active members and about 13 volunteers regularly attending more than half of our Wellness Coalition monthly meetings, our Circle of Support for Wellness is constantly expanding. As we progress toward a true culture of wellness in Manchester, our volunteers and community organizations work together to solicit community ideas, identify sponsors, and recruit more volunteers to make these programs a reality. Despite competition for limited resources, we have had success in numerous ways: simplifying our meeting structure, achieving consensus on 18 interventions for Year 3, and establishing a broad range of support for all four focus areas – Move More, Eat Better, Connect With Others and Avoid Unhealthy Substances. Our programs reach all audiences, pre-school to senior residents, with interesting and substantive learning principles that support healthy lifestyle choices.

*“The students and staff of the Manchester Community School District have greatly benefited from the initiatives implemented by the Manchester Wellness Coalition. Together with the Chelsea-area Wellness Foundation and the 5Healthy Towns initiative, we have reinforced the fact that healthy bodies and healthy minds equate to greater achievement; not only now, but for years to come.  
We are very grateful for the support to our school community.”*

*Cherie Vannatter, Superintendent, Manchester Community Schools*

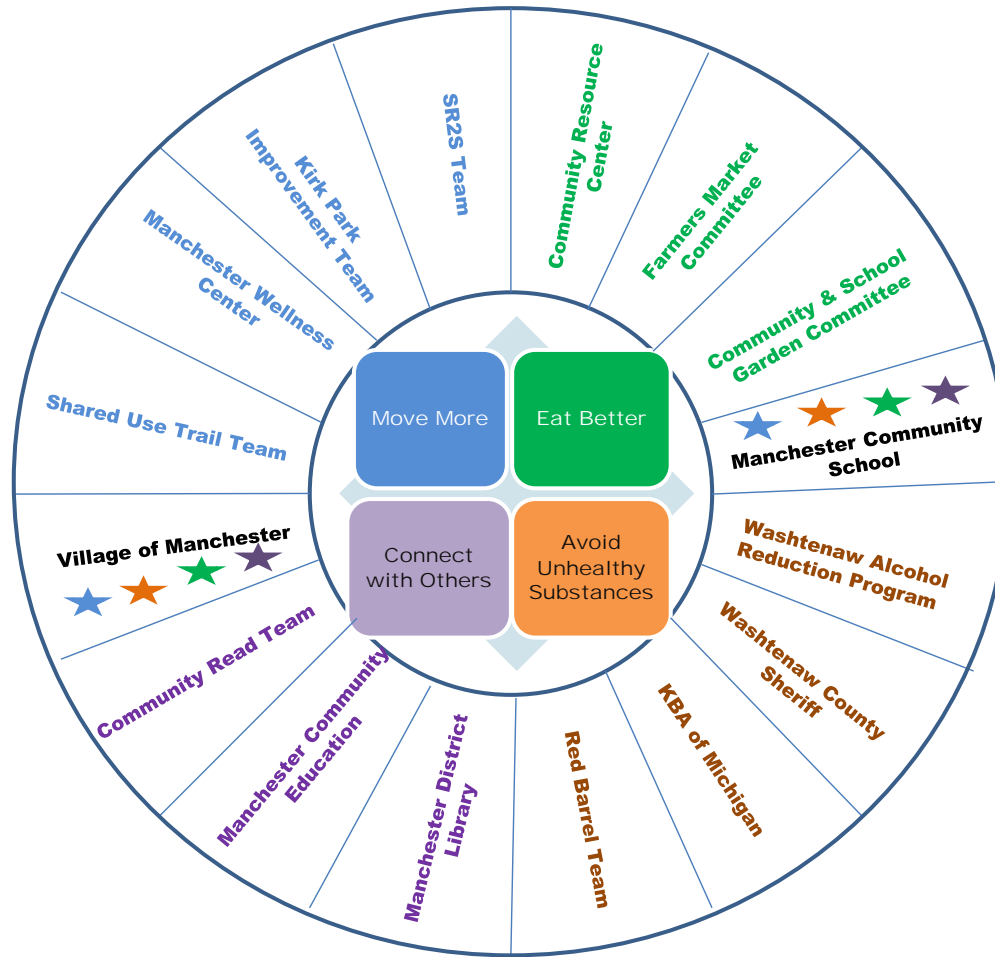
## The Year in Review

### Coalition Role and Responsibilities

The Manchester Wellness Coalition members met monthly during the course of the year to set the goals and objectives of programs funded throughout the year. The coalition volunteers continue to play an active role in all aspect of program planning and rollout, to include advertising through web announcements, flyers, word of mouth, and community meetings. At the March 2014 meeting, the Coalition agreed to disband its meetings for the four sub-group committees, thereby simplifying our decision making process and lightening the load on our already-stretched volunteer supporters. All decision making will now take place at the larger Coalition meeting level.

Our 48- member Volunteer Coalition supporters are listed in Appendix 1.

Table 1: Circle of Community Support for the Year 3 Plan



Testimonial

## Lessons Learned

# A

**It Takes Time.** A culture of community wellness needs time, resources, and broad community support. Creating a vision and a multi-year

strategy will benefit the residents and families of Manchester through an investment that will pay off in the years to come. We believe that our strong focus on youth programming, in addition to our well rounded menu of nutrition and eating better resources is the right strategy for developing a healthy environment that will contribute to healthier residents. In the short term, we will review our updated health indicators in 2016 to evaluate where our investment in making an impact. In the long run, we anticipate that our wellness philosophy will help us to maintain the momentum to gain even stronger community participation in our wellness activities.

# B

**Great volunteers are a valuable commodity,** and our collaborators come to the table wearing multiple hats, representing the needs of

many stakeholders. Together, we do good work. Program intervention leaders are not just committed to their areas of focus, but to our wellness mission overall. Without their enthusiasm and commitment, we would be unable to achieve the goals we have defined. As noted in our Year 2 plan, our coalition members actively participate in all aspects of our wellness programs, and play a key role in direct information sharing on progress, successes and limitations. This continues to be a key element to our success as a community coalition.

# C

**Hitting a Home Run for the Residents of Manchester.** We have achieved some program successes in our first two years of operation,

including investments in our infrastructure, new recreational programming, and a strong foundation for teen awareness of drug and alcohol prevention. Our community gardening and Farmers Market successes continue to inspire new and innovative ideas to promote healthier eating. Our combined

efforts will help us to achieve the policy, infrastructure, awareness and behavior changes necessary for a sustainable culture of wellness for individuals, families, organizations and our community overall.

### **Planning for Year 3 and Beyond**

The goals established in our 2012-2013 Plan are based on initial review of health risks and indicators for Manchester residents. These goals remain in place as the benchmarks for achieving long term success.

1. Reduce % of overweight/obese adults and children
2. Reduce days/months reported of poor physical and mental health
3. Increase amount and frequency of physical activity for adults and children
4. Reduce daily screen time for adults and children
5. Improve walking and bicycling opportunities
6. Increase fruits and vegetables consumption
7. Improve choices for healthy foods and eating
8. Reduce tobacco usage
9. Reduce alcohol abuse
10. Address prescription drug misuse

As we reviewed the interventions implemented in 2013-2014, we determined that many were appropriate to continue into the Year 3 strategy. Specifically, for the following interventions, moving into Phase 2 will allow us to expand this success by reaching broader participation, developing new collaboration relationships, and coordinating with new interventions to position each for optimal impact.

#### MOVE MORE Continuing Interventions:

- Kirk Park Improvements – as one of our featured success stories on page xx, Kirk Park represents the power of the community when multiple stakeholders coordinate their resources. For the Year 3 Plan, we will expand on this success by adding playground equipment and youth sports facilities.
- Safe Routes to School – The Village and MCS joined forces with the 5H Safe Routes to School collaborative, and were able to accomplish ...

#### EAT BETTER Continuing Interventions:

- Fuel Up To Play 60 – by expanding this program from Manchester Middle School to Klager Elementary School, we can reach more students and create a stronger foundation for a healthy school nutrition and fitness culture.

- Community and School Gardens – this expanding program demonstrates the value of inter-generational programming. By connecting seniors with school children, our resident’s lives are enriched in many ways.
- Farmers Market – Improvements at the Farmers Market have allowed this initiative to coordinate with the community garden, the district library, and the CRC, to name a few. This collaborative approach maximizes our marketing efforts for all programs.
- Healthy Chefs – High school chefs are now participating in the state competition, and this outreach initiative is also one of our featured success stories (page xx). Expanding into year 3 will allow the Healthy Chef teams to make their mark on the high school wellness culture.

CONNECT WITH OTHERS continuing intervention:

- Community Read – The kick-off for this year’s Community Read will coordinate with all 5 HealthyTowns, to be followed by local events to encourage reading and discussion of a very important topic related to coping with cancer and developing supportive relationships.

AVOID UNHEALTHY SUBSTANCES continuing interventions:

- Manchester Voices – a stronger and more structured approach to teen alcohol awareness was implemented last year and continues into year 3 operations. With Project SUCCESS, our coordinated on site programming and dedicated resources will assist Manchester schools and families to approach the issues of teen drug and alcohol abuse in a more formal way.



**Table 2: History of Interventions Year 1 and Year 2, Proposed Interventions Year 3 and (Commitments for Year 4 shaded)**

Title	2012-13	2013-14	2014-15	2015-16	2016-17
Kirk Park		\$35,000	\$7000		
Summer Swimming	--	--	\$5000		
Youth Football	--	--	\$10,000		
SR2S	\$7500	\$12,500	\$10,000		
Street Festival	--	--	\$5000		
Community Garden			\$500		
Farmers Market Kiosk	--	--	\$1000		
Fuel Up To Play	\$5000	\$1800	\$2000		
Community/School Gardens	\$7000	\$2500	\$7470		
Community Composting	--	--	\$1200		
EB Placemats	--	--	\$1000		
Farmers Market Enhancements	\$1000	\$8000	\$8000		
Healthy Chefs	\$10,000	\$13,000	\$10,800		
Community Read	\$2000	\$2500	\$2000		
The Leader In Me	--	--	\$5000		
Manchester Voices CMCA		\$18,500	\$18,500		
Project SUCCESS	--	\$5000	\$5000		
Project TNT	\$4311		\$530		
Gazebo Concerts	\$1200	\$1200	--		
Re-Thinking Drinking	\$1004		--		
Breathe Life	\$2000		--		
Red Barrel Program	\$2000	<i>Continued with n/c</i>	<i>Continued with n/c</i>		
Walking/Bike Program	\$13,000				
5 a day Tool Kit	\$5000				
Manchester Shared Use Trail	\$100,000				
Grocery/Mini Marts/Restaurants					
Rural Homes Fitness Program	\$2,500				
Manchester Wellness Center Expansion		<i>Yr 1 pd coordinator</i>			
Community Pool					
Winter Activities					
Complete Streets					

Technology Directed Assistance					
Education Seminar	\$2000				

### Resources, Needs and Gaps

With the continuation of the programmatic interventions highlighted above, the Coalition discussed its priorities to achieve our \$100,000 budget allocation from the CWF and came to a consensus regarding 9 continuing programs and 9 new offerings. With these new recommendations we believe our Coalition resources are well distributed among all the four focus area groups and we are well positioned for success.

The Manchester Coalition has been involved in an important discussion regarding formal program evaluation beyond participation numbers. This remains an area for further exploration by the Coalition, and we hope to continue this discussion with efforts led by the Foundation to refine data collection methods and expand the sample size for Manchester in the future. The 2015 HIP database, collected by Washtenaw County Department of Health, can be used to formally evaluate our programs. In 2015, we will promote the phone survey to our residents, and we are hopeful that we will achieve enough participation to give us a more accurate picture of health indicators relevant to our residents and families. This will improve our position to promote our findings locally and statewide.

*“As a Manchester resident whose family member has been affected by abuse of prescription drugs and the progression to illegal drugs, I appreciate the efforts made by the Wellness Coalition to install the Red Barrel in the Village Hall. Your work to inform the public of the dangers of these drugs at your workshop last year, and the talks and flyers around town about the Red Barrel Program, are truly important to stopping this problem from getting bigger in our community. Thank you.”*

*From a Manchester resident*

### **Featured Success Stories**

#### Kirk Park Community Project

The Kirk Park Community Improvement Project invoked a multi-organizational approach to collective fundraising for a major project affecting 300 boys and girls involved in Manchester Area Youth Sports baseball and softball programs. This collaboration reached out among the Village of Manchester Parks Commission, Manchester Area Youth Sports, the Manchester Wellness Coalition, the Chelsea-Area Wellness Foundation, and twelve Manchester area service organizations, businesses and individuals to:

- Identify the common interest and mission among these organizations in collaborating on a large project affecting the health and wellness of hundreds of Manchester youth;
- Mutually agree on the project scope, and the specific elements of the design and planned refurbishments to existing baseball fields, needed infrastructure, and related family needs such as adjacent playground equipment;
- Collaboratively raise the needed funds, involving direct donations, in-kind services and supplies, and the participation of other fundraising events such as Crazy Ca\$h and Chicken Broil which are themselves collaborative fundraising programs;
- Demonstrate the “Circle of Support” concept defined in our Year 2 Plan for collaborative activities;
- Receive a Michigan Recreation and Park Association “Community Service Award” in March 2014, recognizing Manchester Wellness Coalition’s collaborative efforts to improve parks and recreation as part of a health and wellness program.

To date, we have leveraged a \$ 35,000 CWF grant into nearly \$ 100,000 raised, with other community commitments pending near-term.





## Manchester High School Healthy Chefs

The Healthy Chefs program began in 2012 by focusing not only on students learning identification of healthy foods and better preparation of healthy meals, but also to draw in students who might not otherwise be engaged in school activities, and thus improve on their skills in connecting with one another. The program is held on Tuesday after school for 8-10 weeks in the fall and spring. The program attendance is growing, averaging 7 students in the 1<sup>st</sup> year to now having 13 students who attend weekly and another 10 students who participate in certain weeks. The students learn both basic healthy nutrition, and can also bring in their favorite recipes for a healthy makeover. The program involves substantial collaboration among Manchester High School administration, Chartwells, Donna Clark, a retired teacher who returns to the school to administer the program and teach the students, and volunteer parents who help with purchasing supplies and assisting with outside programs.

Student and parent surveys were conducted at the end of the 2012-2013 school year, which showed that the students' overwhelming reason for attending was "to experience making and tasting healthy foods". 84% of students shared their food with family members, and 60% said that the family now cooked with recipes from Healthy Chefs. Parent surveys showed similar high marks for the program's success and student growth.

The Manchester High School students have demonstrated their healthy cooking at community events such as the March 2013 Community Health Expo and at Manchester Wellness Coalition meetings. In May 2013, the Healthy Chefs students won second place at the Michigan Junior Chef Cook-Off at a statewide competition at Michigan State University.



Healthy Chefs at the Health Expo 2013



Healthy Chefs State Competition - 2nd place

**Table 3: Summary of 18 Interventions for Year 3**

<b>Focus Area Sub-Group</b>	<b>Intervention Title</b>	<b>Oversight Organization</b>	<b>Funding Request</b>	<b>Sub-Group Total</b>
<b>Move More</b>	Kirk Park Improvement – Phase II	Village of Manchester	\$ 7,000	\$ 32,000.00
	Summer Swimming Lessons	Manchester Comm. Schools	\$ 5,000	
	Youth Football League	Manchester Comm. Schools	\$10,000	
	Safe Routes to School – Year 2	Manchester Comm. Schools	\$10,000	
<b>Eat Better</b>	Community Garden	Manchester Branch Library	\$ 500	\$31,970
	Farmers Market Kiosk	Manchester Branch Library	\$ 1,000	
	Fuel Up To Play 60	Manchester Comm. Schools	\$ 2,000	
	Community/School Gardens	Manchester Comm. Schools	\$ 7,470	
	Manchester Community Composting	Manchester CRC	\$ 1,200	
	Eat Better Placemats	Manchester CRC	\$ 1,000	
	Farmers Market	Village of Manchester	\$ 8,000	
	Healthy Chefs	Manchester Community Schools	\$10,800	
<b>Connect With Others</b>	Community Read	Manchester Branch Library	\$ 2,000	\$ 12,000.00
	The Leader in Me – Klager Elem	Manchester Community Schools	\$ 5,000	
	Manchester Street Festival	TBD	\$ 5,000	
<b>Avoid Substances</b>	Manchester Voices CMCA	Manchester Community Schools	\$18,500	\$ 24,030
	Project SUCCESS		\$ 5,000	
	Project TNT		\$ 530	
<b>Total</b>	<b>18 Innovative Interventions to Improve Community Wellness</b>			<b>\$100,000.00</b>

## Summary of 2014-15 Interventions:

**MM-1 – Kirk Park Community Improve Project/Phase 2** – In response to public concern about the deteriorating conditions and safety of Kirk Park, the Village of Manchester will upgrade the infrastructure’s playground equipment and youth sports facilities. *Funding Request: \$7,000*

**MM-2 Summer Swimming Lessons** – Based on a community survey, transportation to appropriate pool facilities is an area of interest in need in the Manchester community. Summer Swim will facilitate transportation to the Adrian YMCA and subsidize lessons for low income families, in addition to adult supervision. *Funding Request: \$ 5,000*

**MM-3 Manchester Youth Football League (new)** – Manchester Schools will implement a local youth football league for youth K-6 grade students, including flag and contact football and cheerleading. Volunteer parents will coach; school district facilities will be utilized; high school cheerleading mentors and parent coaches will lead the cheerleading program. Important concussion prevention and safe tackling training will be administered. *Funding Request: \$10,000*

**MM-4 Safe Routes to School – Year 2** – Manchester Community Schools will focus on two key components in its second year in Manchester: finalizing a grant application to Michigan DOT, and build on the non-motorized transportation successes which have already been established. *Funding Request: \$10,000*

**EB-1 – Community Garden Collaborative** – The Manchester Library will collaborate with the Community Garden and Garden Club to offer garden seeds at the Library. The seed library will inform residents about seed products and the Garden Club will incubate the seeds and provide seasonal herbs to community residents. *Funding Request: \$500*

**EB-2 MDL Farmers Market Kiosk** – The Manchester Library will augment the events calendar offered at the Farmers Market to increase Market sales and promote library programs. The kiosk will feature recipes and a variety of community events. *Funding Request: \$1000*

**EB-3 – Fuel Up to Play 60 Program** – Manchester Middle School is a school curriculum focused on in-school nutrition and physical activity, developed by the National Dairy Association and the NFL. This intervention will use remaining 2013 funding with new funding to purchase supplies, train teachers, kickoff events, and community outreach. *Funding Request: \$ 2,000*

**EB-4 Community and School Gardens** – Manchester Schools will rent gardening plots to Manchester residents and also provide opportunities to pre-school and elementary school students to learn hands-on about gardening. *Funding Request: \$7,470*

**EB-5 Manchester Community Composting** – Manchester CRC will educate the community about composting materials and provide a drop off and pick-up location for composted materials. The compost site will coordinate with the pre-school garden. *Funding Request: \$1,200*

**EB-6 Eat Better Placemats** – Community education about healthy eating will be encouraged through placemats at local restaurants. Placemats will be educational and feature a calendar of coalition events. *Funding Request: \$1000*

**EB-7 Farmers Market** – The Village of Manchester and the Farmers Market Committee will oversee the Farmers Market to gain new vendors and increase its base of customers. The market runs from May 8 – October 9. *Funding Request: \$8,000*

**EB-8 Healthy Chefs** – Manchester Schools will promote optimal eating patterns among high school and elementary students and promote healthy options to fast food and processed food. *Funding Request: \$10,800*

**CWO-1 5H Community Read** – The Manchester District Library will kick-off its Community Read in August and facilitate multiple community events to encourage book discussion and other events. Free books will be distributed at multiple sites in the community. *Funding Request: \$2000*

**CWO-2 The Leader In Me (new)** – Manchester Community Schools will implement The Leader In Me curriculum at Klager Elementary School. This innovative program is based on Stephen Covey’s 7 Habits of Highly Effective People, to train teachers and reach out to the student population on important topics related to interpersonal skills to cope with teen bullying, depression and other mental health topics. *Funding Request: \$ 5000*

**CWO-3 Manchester Street Festival** – Past success with the Manchester Street Festival will be enhanced to include The Block of Health in North Wurster Park, aimed at educating seniors about wellness opportunities. This fun community event features a fun run and 5-10K races, Kids Corner, juried art and vintage cars. *Funding Request: \$5,000*



**AUS-1 Manchester Voices (CMCA)** – Manchester Schools will facilitate a community organizing effort designed to change policies and practices to reduce access to alcohol by teens. Changing the social and policy environment has proven to be essential for long-term prevention success. *Funding Request: \$18,500*

**AUS-2 Project SUCCESS** – Manchester Schools focuses on teens ages 12-17 to help students identify and resist peer pressures to use drugs and alcohol. This successful program receives funding from a broad range of partners. *Funding Request: \$5,000*

**AUS-3 Project TNT (Towards No Tobacco)** – Manchester Schools will implement a 7<sup>th</sup> grade curriculum that aims to prevent and reduce tobacco use. Activities include games, videos and role playing. *Funding Request: \$ 530.00*

**Table 3: Plan Matrix**

**Appendix 1: Coalition Membership for 2014**

-
Barry Allen
Peggy Allen
Kelly Ball
Elizabeth Beaudoin
Kathy Benedict
Ray Berg
Beckie Brewis
Marsha Chartrand
Donna Clark
Cindy Cope
Kitty Crutchfield
Nan Curtis
Kathy Dimond
Carol Driessche
Todd Ducsay
Jennifer Fairfield
Steve Hahne
Lindsay Hannah
Michelle Hehr
Amy Heydlauff
Karen Hinkley
Vanessa Howe
Aaron Kesson
Nancy Loudin
Kim Mahrle

Jennifer Mayes
Ron Milkey
James Miller
Kevin Mowrer
Kari Newman
Carol Palms
Matt Pegouskie
Nick Ringe
Rebecca Scholten
Dianne Schwab
Laura Seyfried
Shanna Spickard
Dennis Sullivan
Sara Swanson
Leah Sweet
Pat Vaillencourt
Cherie Vannatter
Mark VanBogelen
Ruth VanBogelen
Jeff Wallace
Jennifer Wojtowicz
Amelia Woods
Melanie Woods

**Appendices 2-19**

**18 Individual Intervention Tables**